

canadian

# JOURNAL

of medical laboratory science



# 2018

Media Kit

# ABOUT US



Circulation:  
**13,782**

English:  
**13,170**

French:  
**612**

Source: Publisher's Claim  
December 2017

Canadian Journal of Medical Laboratory Science (CJMLS) is **the official publication of the Canadian Society for Medical Laboratory Science (CSMLS)**. CSMLS is the national certifying body for medical laboratory technologists and assistants and also serves as the national professional society for Canada's medical laboratory professionals.

PUBLISHED **4X** ANNUALLY

HOME DELIVERED  
TO EVERY MEMBER



## Reader Profile

### Area of Work:\*

- 58%** Core Lab
- 40%** Transfusion
- 34%** Microbiology
- 33%** Quality Control
- 30%** Point of Care Testing
- 25%** Lab Information Systems
- 20%** Diagnostic Cytology
- 12%** Clinical Genetics
- 9%** Biotechnology
- 6%** Regulatory
- 20%** Other (Hematology, Histology, Education...)

### Job Position:\*\*

- 69%** Medical Lab Technologist
- 11%** Lab Management/Supervisor
- 8%** Medical Lab Assistant
- 5%** Educator
- 1%** Researcher
- 1%** Student
- 1%** Consultant
- 4%** Other (CLXT...)


### Where They Practice:\*

- 66%** Hospitals
- 10%** Private Laboratories
- 9%** Other (Medical Clinic...)
- 5%** Academic/Education
- 5%** Government
- 4%** Non-Profit Organization
- 1%** Supplies/Sales


Sources: \*CJMLS Reader Survey 2014,  
\*\*CJMLS Member Survey 2015

# READER ENGAGEMENT

**Connect with Engaged Medical Laboratory Professionals who are Committed to the Latest Industry News and Innovations.**

**68%**  
participate in seminars/  
conferences/workshops 

**63%**  
take part in professional  
development courses 

**61%**  
take online courses 

**93%**

say the magazine keeps them up to-date on the medical laboratory profession

**91%**

agree that the advertising in *CJMLS* is relevant to their profession

**86%**

read the scientific section of the magazine

**82%**

keep the magazine for future reference and/or pass it on to someone else

**71%**

read EVERY issue

## Editorial Calendar 2018

Every other issue features peer-reviewed articles from the scientific community.

ISSUE	SPACE DEADLINE	MATERIAL DEADLINE
SPRING 2018 <i>Bonus distribution at LABCON</i> <b>THEME: PATIENT CONSENT</b>	January 11	January 18
SUMMER 2018 <b>THEME: CHANGING TESTING PROTOCOLS</b>	April 13	April 20
FALL 2018 <b>THEME: MARIJUANA LEGALIZATION IN CANADA</b>	July 27	August 3
WINTER 2018 <b>THEME: HEALTH CARE EQUALITY</b>	October 11	October 18

Themes and dates are subject to change.

**BONUS  
DISTRIBUTION**

Spring Issue at  
LABCON 2018,  
May 25-27

# 2018 RATES

## GENERAL ADVERTISING RATES

(Gross Rates)

Four-Colour	1x	2x	4x
Full Page	\$2,600	\$2,435	\$2,365
1/2 Page Horizontal	2,000	1,895	1,835
1/2 Page Vertical	2,000	1,895	1,835
1/3 Page	1,825	1,730	1,690
Covers	1x	2x	4x
IBC/IFC	2,750	2,585	2,505

## E-NEWS ADVERTISING AND RATES

(Net Rate)

	Dimensions	Rates
Banner	220px x 320px	\$250

### E-news

The CSMLS e-newsletter is sent bi-weekly to over 12,000 members and partners in the laboratory industry, providing the latest news and events in their profession. Our integrated marketing options allow advertisers to send their message directly to readers' inboxes each month.

### Mechanical Requirements

**Electronic Material:** Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). **To ensure the accuracy of all advertisements, a full-size color proof must be provided.** The publisher shall not be liable for any advertisements received without a colour proof.

**File transfer media:** DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to [chimes@dvtail.com](mailto:chimes@dvtail.com).

**FTP Site:** [ftp.dvtail.com](ftp:dvtail.com). Please send an e-mail to [ftp@dvtail.com](mailto:ftp@dvtail.com) for password information for the **CJMLS** FTP site.

**Design Services:** Complete design services are available at an additional charge.

#### For details, please contact:

Roberta Dick, [robertad@dvtail.com](mailto:robertad@dvtail.com) or  
Crystal Himes, [chimes@dvtail.com](mailto:chimes@dvtail.com),  
Tel: 905.886.6640

## DIMENSIONS

(inches)

	Width	Height
Full Page	8.375	10 .875
Live area	7.35	9.875
With bleed	8.625	11.125
1/2 Page Horizontal	7	4 .875
1/2 Page Vertical	3.75	8.625
1/3 Page	2.25	8.625

Please include crop marks for all ads and if bleed is supplied, supply the bleed at 1/8 inch beyond the trim. Rates include inclusion in English and French publication. It is the responsibility of the advertiser to provide ads in both languages.

## ADVERTORIALS

1 page	2 page	3 page	4 page
\$2,600	\$4,680	\$6,630	\$8,320

Advertorial package includes 4-color design. Reprints available at additional cost.

### Terms & Conditions

**Agency Commission:** Fifteen per cent (15%) of gross to recognized agencies.

**Terms:** Net 30 days. Two per cent (2%) per month interest on overdue accounts.

**Taxes:** Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

**Publisher Conditions:** Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

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**Cancellations and space changes not accepted after closing date.**