

canadian

JOURNAL

of medical laboratory science

2019
Media Kit



About Us



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.

Circulation:
13,755

English:
13,140

French:
615

Home delivered to **EVERY** member **4X'S ANNUALLY**

Source: Publisher's Claim October 2018



LETTER FROM THE EDITOR



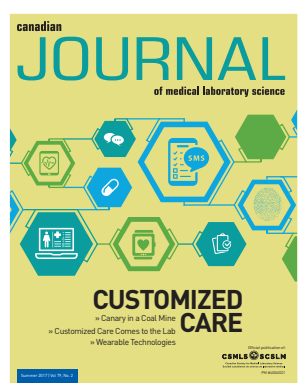
The medical laboratory profession in Canada is a fast-changing, ever-growing industry. It can be hard to keep up with everything. Published quarterly, the Canadian Journal of Medical Laboratory Science (*CJMLS*) helps readers stay attuned to the issues and trends relevant to the laboratory profession. Our content is written by educators, researchers, practitioners and the people whose feet are in the lab. Every issue contains balanced, practical,

well-researched perspectives to help build upon the professional development toolkit.

CSMLS members consistently rank the *CJMLS* as one of the top four benefits of membership; with 85% rating the content and product as good or excellent. Many members tell us that they often hold on to issues for many years, referring back to them and sharing articles with colleagues.

We will continue to provide the quality content our members, and the lab community, has come to trust from the *CJMLS*. We encourage you to be part of this community with us.

Christine Nielsen
CEO
Canadian Society of Medical Laboratory Science (CSMLS)

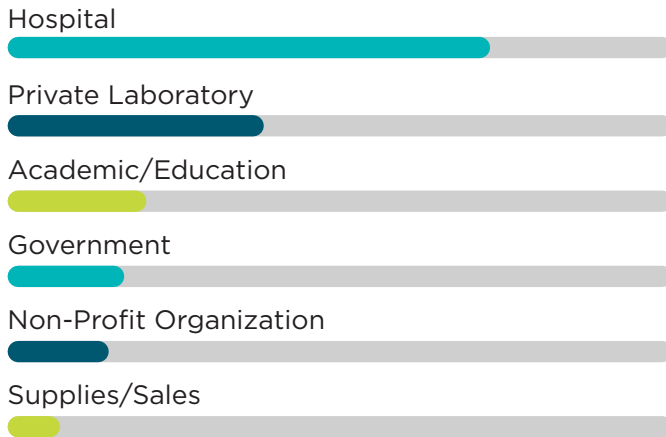


Reader Profile

JOB POSITION



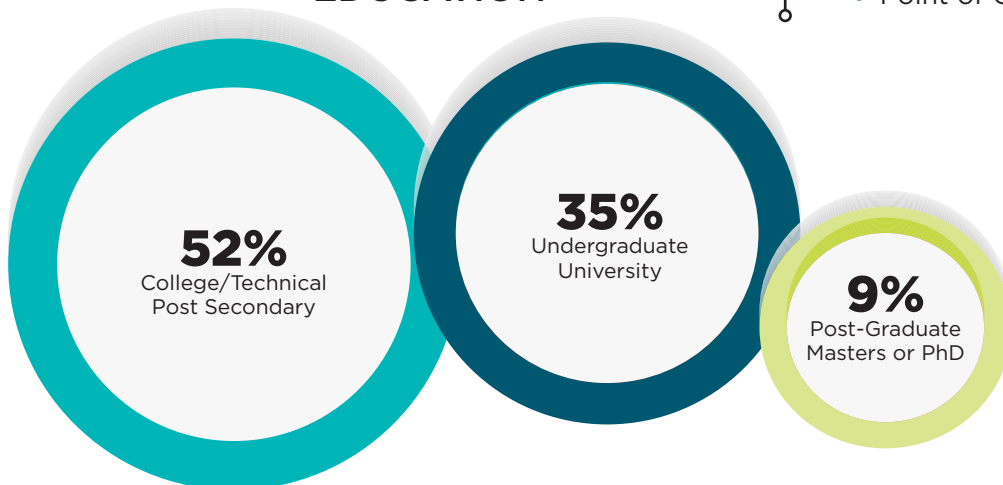
ORGANIZATION



TOP 5 AREAS OF WORK AT THEIR ORGANIZATION

- Core Lab
- Transfusion
- Microbiology
- Quality Control
- Point of Care Testing

EDUCATION



Reader Engagement

CONNECT WITH AN ENGAGED AUDIENCE WHO TAKES ACTION



TOP 10 EQUIPMENT/SUPPLIES PURCHASED/PLAN TO PURCHASE



1 CENTRIFUGE

2 FREEZERS

3 SOFTWARE

4 FURNITURE/
WORK STATIONS

5 ANTIBODIES AND
IMMUNOASSAYS

6 COMPUTER
HARDWARE

7 BIOCHEMICALS

8 MOLECULAR BIOLOGY/
GENOMICS REAGENTS
AND KITS

9 ELECTROPHORESIS

10 REAL-TIME PCR

86% READ
THE SCIENTIFIC
SECTION OF THE
MAGAZINE

2019 Editorial Calendar



SPRING

An MLT in the Military: Stories of Serving on the Front Line

Space Deadline: January 25, 2019

Material Deadline: February 1, 2019



SUMMER

The Rise of AI in Health Care: What it means for the Laboratory

Space Deadline: April 19, 2019

Material Deadline: April 26, 2019



FALL

Gender and Sex: Vital Information for Lab Testing

Space Deadline: July 26, 2019

Material Deadline: August 2, 2019



WINTER

Working Out of Scope: Why it Happens and What To Do

Space Deadline: October 11, 2019

Material Deadline: October 18, 2019

Themes and dates are subject to change.

BONUS DISTRIBUTION
Spring Issue at
LABCON 2019,
May 24-26



93%

agree *CJMLS* keeps me up-to-date/well informed on the medical laboratory profession

91%

find the advertising in *CJMLS* relevant to their profession

2019 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 CC, Illustrator CC, Photoshop CC (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.

FTP Site: [ftp.dvtail.com](ftp:dvtail.com). Please send an e-mail to 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 or
Crystal Himes, 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.

MAIL OR FAX CONTRACTS/INSERTION ORDERS AND MATERIAL TO:

DOVETAIL
COMMUNICATIONS

Dovetail Communications Inc.
30 East Beaver Creek Road, Suite 202
Richmond Hill, ON L4B 1J2
Tel: 905.886.6640 Fax: 905.886.6615
E-mail: cjmls@dvtail.com Website: www.dvtail.com

Cancellations and space changes not accepted after closing date.