

2019 Editorial Calendar

canadian

JOURNAL

of medical laboratory science



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

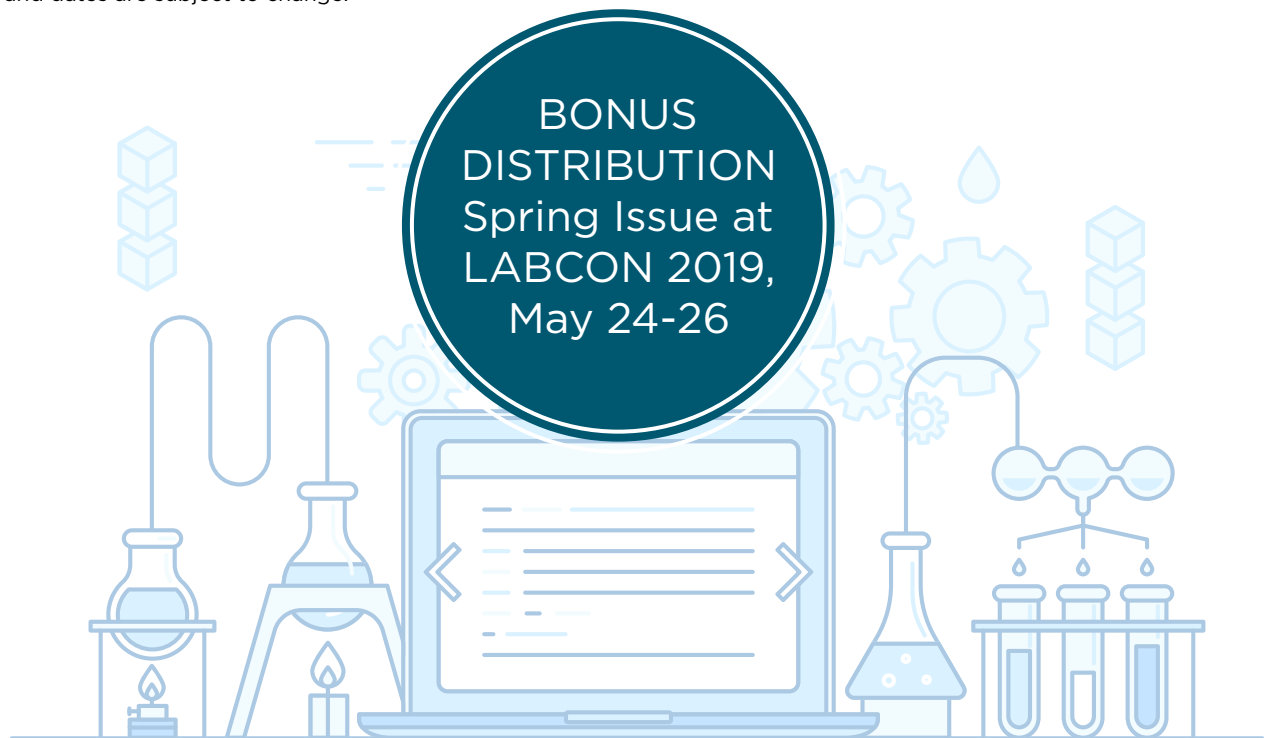
Working Out of Scope: Why it Happens and What To Do

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

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:

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