

SPRING | COVID Testing Across Canada

Space Deadline: January 27, 2021
Material Deadline: February 3, 2021

SUMMER | Lab Utilization Stewardship

Space Deadline: May 3, 2021
Material Deadline: May 10, 2021

FALL | The Lab's Role in Point of Care Testing

Space Deadline: August 17, 2021
Material Deadline: August 24, 2021

WINTER | Future Technology in
Lab Service Delivery

Space Deadline: November 9, 2021
Material Deadline: November 16, 2021

*Editorial calendar is subject to change



say the articles in *CJMLS* are well written



say *CJMLS* has a good balance between
visuals and editorial



say *CJMLS* covers a broad range of
relevant topics

**The Voice of
Medical Laboratory
Professionals**



2021 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

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.

FALL CALENDAR (Polybag with Fall issue)		
	Dimensions (WxH)	Rates
IFC	6 x 3.5	\$2,500
OBC	6 x 3.5	\$3,000

Bleed of 0.125"

eNEWS ADVERTISING AND RATES* (Net Rate)					
Banner	1x	2-6x	7-13x	14-20x	21-25X
Banner	\$350	\$298	\$253	\$215	\$182

*eNEWS is sent bi-weekly

DIMENSIONS		
	Width	Height
Banner	220px	320px

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.

MECHANICAL REQUIREMENTS

Electronic Material: Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, InDesign CC, Illustrator CC, Photoshop CC, QuarkXPress 9, (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@dvetail.com.

FTP Site: <ftp.dvetail.com>. Please send an e-mail to ftp@dvetail.com for password information for the *CJMLS* FTP site.

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

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.

CONTACT US TODAY!



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MAIL OR FAX CONTRACTS/INSERTION ORDERS AND MATERIAL TO:

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Cancellations and space changes not accepted after closing date.