



# The Journal of Rheumatology

## 2021 ADVERTISING RATES AND SPECIFICATIONS

**The Journal of Rheumatology** is the official journal of the active members of the Canadian Rheumatology Association, including rheumatology residents and trainees.

According to the Essential Journal Study\*, the print edition of **The Journal of Rheumatology** is considered a top essential journal to their practice by Canadian rheumatologists. Plus, over 50% of rheumatologists access **The Journal's** website at least on a monthly basis.

Canadian rheumatologists use medical journals as their top source to keep informed about pharmaceutical products. Medical journals are also considered the most credible source, with association-sponsored meetings and drug information sites as distant second and third choices.

Every month, **The Journal** features original clinical research by world-renowned experts, with the latest articles on drug therapy, patient-reported outcomes, medical education, and the discovery of therapeutic targets in the treatment of rheumatic diseases.

\*research commissioned by *The New England Journal of Medicine*.

### JOURNAL STATISTICS

#### READERSHIP

Physicians who are rheumatologists, internal medicine specialists, and GPs with an interest in rheumatoid arthritis, ankylosing spondylitis, psoriatic arthritis, osteoarthritis, and other rheumatic diseases.

#### PRINT

*Circulation:* 1,500  
*Frequency:* Monthly (12 times/year), plus Supplements

#### ONLINE

*Impressions:* 20,000/month  
*Page views:* 8,400/month

### PRINT ADVERTISING RATES (GROSS) - 2021

B & W	1 x	6 x	12 x	24 x	36 x	48 x	COVERS	B&W
Full page	\$2,507	\$2,448	\$2,312	\$2,212	\$2,171	\$2,017	Inside Front Cover	\$2,800
2/3 page	\$2,028	\$1,924	\$1,792	\$1,740	\$1,668	\$1,607	Inside Back Cover	\$2,760
1/2 page	\$1,677	\$1,557	\$1,465	\$1,392	\$1,362	\$1,340	Outside Back Cover	\$3,245
1/3 page	\$1,331	\$1,290	\$1,187	\$1,146	\$1,084	\$1,044	<b>COLOUR</b>	<b>ADD</b>
1/4 page	\$1,084	\$1,025	\$ 952	\$ 890	\$ 819	\$ 767	4-Colour Process	\$1,930
							Fractional Page	\$ 965

**Bleed:** No charge | **Consecutive Right-hand Pages (≥3):** 10% extra on space | **Special Positions:** 15% extra on space  
Classified Rates same as B&W. Digital files required.

### OTHER ADVERTISING OPTIONS

<b>BELLYBAND SPACE</b>	\$ 4,399	<b>TIP-ON SPACE</b>	\$ 4,399	<b>BOOKMARK SPACE</b>	\$ 3,598
Monthly printing cost	\$ 955	Monthly printing cost	\$ 874	Monthly printing cost	\$ 410
				Insert at specific page	\$ 200

**DEADLINES** Insertion Orders - First of the previous month | Materials - Tenth of the previous month

## ONLINE ADVERTISING

Take advantage of high-exposure web opportunities on [jrheum.org](http://jrheum.org). Subscribing physicians come often for unlimited views and downloads of original clinical articles of the current content. The website's constant growth also means innovative features such as video abstracts, podcasts, interviews, RSS feeds, updated CME and industry event listings, and fast publication of accepted manuscripts, all of which translate to engaging content that continually attracts repeat visits from subscribers and non-subscribers alike.

### Website Banners (Annual Frequency/Monthly Rates)

1 x	3 x	6 x	12 x
\$ 1,530	\$ 1,225	\$ 935	\$ 605

**Monthly e-TOC** \$ 1,615

**First Release** \$ 1,615 each  
(2nd and 15th of each month, sold separately)

### Online Mechanical Requirements

*Leaderboard and banner sizes:* 728 x 90 px, 300 x 250 px, 300 x 50 px

*Max size:* 40 kb (3 loops)

*File types accepted:* .jpg and .gif

*Animation effects (not Flash):* maximum 15 s

## TECHNICAL SPECIFICATIONS & GUIDELINES

### COPY REGULATIONS

All ads must be PAAB approved, where applied. All ads are subject to the approval of the Publisher, which reserves the right to decline or cancel any ad at any time.

Space cancellations cannot be accepted after closing date.

15% commission to recognized advertising agencies.

### INSERT INFORMATION

Earned B/W space rate plus \$600 (gross) inserting charge.

Supply inserts to allow final trimmed size 8.125" x 10.875" with 0.3125" trim at top edge, 0.125" trim at outside and bottom edges.

Supply multi-page inserts folded, notch-perfed, and untrimmed.

Maximum weight of stock - 70 lbs. (on 25" x 38" sheet basis).

Inserts from the United States must show "Printed in U.S.A."

Inserts must have FSC certification.

Quantity required is 1,700.

Sample of insert or photocopy should accompany insertion order.

### PRINT MECHANICAL REQUIREMENTS

Full page

*Trim Size* 8.125" w x 10.875" h

*Type page* 7" w x 10" h

*Bleed size* 8.25" w x 11.125" h

No grind-off at spine.

*Type page*

2/3 page 4.5" w x 10" h

1/2 page 7" w x 4.67" h

1/2 vertical 3.125" w x 10" h

1/3 vertical 2.125" w x 10" h

1/4 page 3.125" w x 4.675" h

Front cover tip-on: max size 7.875" w x 5.5" h, max stock 80lb coated. If printing double-sided, leave 0.5" space for glue at binding edge on backside.

Advertising printed offset.

Binding: perfect bound (notch perf, no grind).

### ELECTRONIC ARTWORK SUBMISSION

Files must be submitted as hi-resolution press-ready PDFs, with crop marks and 0.125" bleed.

Greyscale and colour images should have a minimum of 300 dpi.

Colour graphics must be in CMYK.

### DOUBLE-PAGE SPREAD

Supply DPS ads as singles, not spreads. For images that run across the spread, supply double image gutter in spine of 0.5" (0.25" split on each page). Avoid running type across the gutter.

### PROOFING

Low-resolution PDF file is required for verification of ad copy. Supply hard copy proof of colour ads for colour verification. Publisher is not responsible for colour results where colour cannot be verified. For more info contact Britannia Printers Inc.

### LABELLING

Submissions must include the advertiser, agency name, contact person, return address, telephone, issue date, file reference ID name/number.

Reference ID on submission must match ID on insertion order).

## CONTACT

### Matt McMullan

Sales Representative  
14 Wilton Road  
Pointe-Claire, QC H9S 4X4  
Tel: 514-726-5640  
[mmcmullan@mediajls.com](mailto:mmcmullan@mediajls.com)

### Britannia Printers Inc.

Printers and Shipping  
992 Dillingham Road  
Pickering, ON L1W 1Z6  
Tel: 416-698-7608  
Fax: 905-839-7598  
E-mail: [print@britannia.ca](mailto:print@britannia.ca)  
FTP: <https://britannia.ca/send-files>  
(stay online until a confirmation has been received)

### The Journal of Rheumatology

Publisher  
365 Bloor Street East, Suite 901  
Toronto, ON M4W 3L4  
Tel.: 416-967-5155  
FAX: 416-967-7556  
E-mail: [jrheum@jrheum.com](mailto:jrheum@jrheum.com)

