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

**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)

<table>
<thead>
<tr>
<th>B &amp; W</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
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<tbody>
<tr>
<td>Full page</td>
<td>$2,860</td>
<td>$2,794</td>
<td>$2,644</td>
<td>$2,533</td>
<td>$2,488</td>
<td>$2,318</td>
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<td>$2,329</td>
<td>$2,215</td>
<td>$2,068</td>
<td>$2,010</td>
<td>$1,930</td>
<td>$1,863</td>
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<tr>
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<td>$1,940</td>
<td>$1,808</td>
<td>$1,706</td>
<td>$1,625</td>
<td>$1,592</td>
<td>$1,567</td>
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<td>$1,512</td>
<td>$1,398</td>
<td>$1,352</td>
<td>$1,284</td>
<td>$1,239</td>
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<tr>
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<td>$1,218</td>
<td>$1,138</td>
<td>$1,068</td>
<td>$990</td>
<td>$932</td>
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</tbody>
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| COVERS B&W | |
| Inside Front Cover | $3,185 |
| Inside Back Cover | $3,145 |
| Outside Back Cover | $3,675 |

**COLOUR**
- ADD

**4-Colour Process**
- $1,990
- Fractional Page
- $994

**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

| BELLYBAND SPACE | $4,850 |
| Monthly printing cost | $1,056 |
| TIP-ON SPACE | $4,850 |
| Monthly printing cost | $960 |
| BOOKMARK SPACE | $3,855 |
| Monthly printing cost | $450 |
| Insert at specific page | $200 |

### DEADLINES
- Insertion Orders - First of the previous month
- Materials - Tenth of the previous month
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” × 10.875” with 0.3125” trim at top edge, 0.125” trim at outside and bottom edges.
Supply multipage inserts folded, notch-perfed, and untrimmed.
Maximum weight of stock 80 lbs. (on 25” × 38” sheet basis).
Inserts from the United States must show “Printed in USA.”
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 × 10.875” h
  - Type page: 7” w × 10” h
  - Bleed size: 8.375” w × 11.125” h
- 2/3 page
  - Type page: 4.5” w × 10” h
- 1/2 page
  - Type page: 4.5” w × 4.67” h
- 1/2 vertical
  - Type page: 3.125” w × 10” h
- 1/3 vertical
  - Type page: 2.125” w × 10” h
- 1/4 page
  - Type page: 3.125” w × 4.675” h
- Front cover tip-on: max size 7.875” w × 5.5” h, max stock 80 lb 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).

TECHNICAL SPECIFICATIONS & GUIDELINES

ONLINE ADVERTISING
Take advantage of high-exposure web opportunities on 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)

<table>
<thead>
<tr>
<th></th>
<th>1 x</th>
<th>3 x</th>
<th>6 x</th>
<th>12 x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>$1,720</td>
<td>$1,380</td>
<td>$1,055</td>
<td>680</td>
</tr>
</tbody>
</table>

Monthly e-TOC $1,785
First Release $1,785 each
(2nd and 15th of each month, sold separately)

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.

LABELING
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
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Pointe-Claire, QC H9S 4X4
Tel: 514-726-5640
Email: mmcmullan@mediajls.com

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Printers and Shipping
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Pickering, ON L1W 1Z6
Tel: 416-698-7608
Fax: 905-839-7598
Email: print@britannia.ca
FTP: https://britannia.ca/send-files
(stay online until a confirmation has been received)

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