



CJRT-RCTR

2012 Advertising Rate Card

EDITORIAL PROFILE

The Canadian Journal of Respiratory Therapy (CJRT) is the research and information journal of the Canadian Society of Respiratory Therapists (CSRT). Published since 1965, the CJRT is the only Canadian journal written for respiratory therapists, allied health professionals who specialize in cardiorespiratory care.

It focuses on evidence-based research, asthma and COPD treatment, critical care, rehabilitation, clinical practices, and health policy.

COVERAGE

National and international.

FREQUENCY

Four times per year:

Spring (March/April)

Summer (June/July)

Autumn (September/October)

Winter (November/December)

CLOSING DATES

Issue	Ad Closing
Spring 48(1)	March 15/12
Summer 48(2)	June 26/12
Autumn 48(3)	September 14/12
Winter 48(4)	November 14/12

CIRCULATION

3,200

GENERAL ADVERTISING RATES

Black and white, GST/HST extra

Size	One Time	Four Times
1 page	\$1,200	\$1,000
2/3 page	\$1,072	\$ 968
1/2 page	\$ 929	\$ 841
1/3 page	\$ 737	\$ 671
1/4 page	\$ 533	\$ 484

COLOUR

4-colour process add \$800 per page to the General Advertising Rates chart.

PREFERRED POSITIONS

For 4-colour only add \$400 per page to the General Advertising Rates chart.

BLEEDS

No charge.

ADVERTISING CONTENT

Advertising is interspersed with editorial content.

All pharmaceutical advertising approved by PAAB. Advertising of products not cleared by the PAAB is subject to approval.

Advertising of tobacco and alcohol products is not accepted.



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JOURNAL SPECIFICATIONS

Paper stock: Hanno Art Matte 80lb
 Binding: Saddle stitched.
 Halftone requirements: 133 screen.



MATERIAL REQUIREMENTS AND MAILING

Digital files can be sent directly to:
 Rita Hansen
 Email: rhansen@csrt.com
 Telephone: 613-731-3164
 Toll Free: 1-800-267-3422
 Fax: 613-521-4314

1. All files should be supplied in a high resolution format for print production
2. If you are supplying a four-colour advert please supply a colour proof with your files
3. If you are supplying a black and white or two colour advert please supply a laser proof with your files
4. Either Mac or PC formats are acceptable. Preferred software is Quark Xpress, PageMaker, Corel Draw, PhotoShop, Illustrator, In Design
5. All fonts should be included with the job

BLEED PAGE

8 3/8" X 11 1/8"

SIZES

Trimmed size of publication 8 1/8" X 10 7/8"

ADVERTISING SALES

Agency discount of 10% for recognized advertising agencies only.

CLASSIFIED ADVERTISEMENTS

Classified advertisements are typeset at publisher's expense. Please address or email classified advertisements to CJRT address at the bottom of the page.

Size	Rate
1 page	\$945
2/3 page	\$820
1/2 page	\$650
1/3 page	\$470
1/4 page	\$330
Rate Card is subject to change without notice.	

CLASSIFIED ADVERTISING RATES

Black and white only. GST extra

Size	Width (inches)	Depth (inches)
1 page	6 3/4	9 1/2
2/3 page	3 1/4	9 1/2
1/2 page	6 3/4	4 5/8
1/3 page	2 1/8	9 1/2
1/4 page	3 1/4	4 5/8

INVOICE PAYMENT

Visa and Mastercard accepted.

1. Both the advertising agency and the advertiser are jointly responsible for payment of invoices.
2. We reserve the right to charge interest at 1.5% per month (18% per annum) on accounts unpaid beyond 30 days.
3. All advertisements received from outside Canada must be prepaid.

CANADIAN JOURNAL OF RESPIRATORY THERAPY

Rita Hansen, Communications Manager
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