

2024 Web Advertising Rates & Information

Web advertising rates are based on the actual number of ad impressions (as measured by Google ad monitoring software) on <https://www.cfp.ca>. This is a full, free, open access journal website. Direct to consumer ad rules apply to journal site; eTOC, eCFP and CFP Mainpro+® email services are gated, and PAAB rules apply.

LEADERBOARD 728 X 90 IMU	\$85/M ad impressions
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SKYSCRAPER 160 X 600 IMU	\$85/M ad impressions
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BIG BOX 300 X 250 IMU	\$85/M ad impressions
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- PNG and JPEG file format accepted
- Best resolution for web use: 72 dpi
- Animated GIF (up to three turns) is acceptable
- Flash is **NOT** supported

e-TABLE OF CONTENTS (eTOC)	Top banner \$2,380
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Delivered to approx 32K Canadian family physicians (a gated service – PAAB rules for ads to physicians apply)	Lower banner \$1,205
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DIGITAL EDITION (eCFP) Announcement of publication of the digital edition of CFP (eCFP), delivered to approx 34K Canadian family physicians	Top banner only \$2,250
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CFP MAINPRO+® Announcement of new CFP Mainpro+® articles in CFP delivered to approx 34K Canadian family physicians	Top banner only \$2,250
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Please supply creative at least 2 working days before start of ad run.

Fast Facts

CFP.CA

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Peer reviewed

Peer-reviewed content, including original research in family medicine

Hosted by HighWire

cfp.ca is hosted by HighWire, a division of MPS Limited that hosts over 1,000 leading journals, including the *BMJ* and the *Annals of Family Medicine*

PubMed and PubMed Central

CFP is indexed and listed on PubMed and PubMed Central, dynamically linked to all HighWire journals, cross-referenced to most other world journals