

2020 Specs & Closing

CLOSING DATES

Issued monthly. The closing date for space is the **10th of the month** preceding month of issue; material due date is the **15th of the month**. If either date falls on a weekend or holiday, the next normal business day applies.

ISSUE	SPACE CLOSING DATE	MATERIAL CLOSING DATE
January	December 10	December 16
February	January 17	January 22
March	February 10	February 14
April	March 10	March 16
May	April 13	April 16
June	May 11	May 14
July	June 10	June 15
August	July 10	July 15
September	August 10	August 13
October	September 10	September 15
November	October 13	October 15
December	November 10	November 13

SPECIFICATIONS

Print	Web offset
Binding	Perfect
Stock	Cover: Vision Gloss Text 100lb, Grade #3 Body: Consoweb Gloss Text 38lb, Grade #5
Halftone specs	133 line screen
AD, PAGE & TRIM SIZES	
Full page type	7" x 9-1/2" (nominal)
Bleed	8-1/8" x 11"
DPS bleed	16-1/4" x 11" (please supply as two single page digital files with crop marks and bleeds)
DPS trim size	16" x 10-3/4" (includes 1/8" for perfect bind)
Trim size	7-7/8" wide x 10-3/4" deep

UNIT SIZE	WIDE	DEEP
2/3 page ver	5-1/8"	10-3/4"
1/2 page ver	3-15/16"	10-3/4"
1/2 page hor	7-7/8"	5-3/8"
1/3 page ver	2-1/2"	10-3/4"
1/3 page hor	6-5/8"	3-1/8"
1/2 page island	4-1/2"	7"
1/4 page ver	3-1/4"	4-5/8"
1/4 page hor	6-5/8"	2-1/4"

OTHER SIZES

Contact **Lucy Nini** for specs & quote.

DIGITAL AD FORMAT

CFP uses Adobe InDesign based PDF workflow. Preferred format is PDF-X1a. Please supply DPS material as two single page digital files.

DIGITAL FILE SUBMISSION

Please supply ad materials in PDF-X1a format. Contact **Lucy Nini (lnini@cfpc.ca)** for further instructions.

CLIENT PROOFS

Please supply digital contract proof (eg Fuji Pictro, etc.) that adheres to MAC/SWOP standards.

INSERTS

Supplied inserts: Full pages only. Single leaf, 80 lb stock maximum; multiple page insert, 70 lb stock maximum.

To be supplied folded, untrimmed at 8-1/8" x 11-1/4". If printed in U.S.A., must be so marked.

Quantity required: 34,000.

COVER TIP-ONS

Quantity required:

34,000 for National Advertising

Size: 7-7/8" (width) x 5-3/8" (height).

Ship insert/cover tip-on materials prepaid to:

Canadian Family Physician,
c/o Transcontinental
LGM-Coronet,
737 Moray Street,
Winnipeg MB
R3J 3S9
Telephone 204 982-1717
Fax 204 889-9897.

CLASSIFIEDS ANNONCES CLASSÉES

FAST FACTS | FAITS SAILLANTS

TITLE | TITRE

Canadian Family Physician (CFP)
Le Médecin de famille canadien (MFC)

TYPE

Peer-reviewed medical journal
Revue médicale évaluée par les pairs

FREQUENCY | FRÉQUENCE

12x/year | 12 fois l'an

CIRCULATION

33,500

AUDIENCE | PUBLIC

Virtually 100% of family physicians and residents in family medicine programs in Canada

La presque totalité des médecins de famille, des omnipraticiens et des résidents en médecine familiale au Canada

FORMAT | DIMENSIONS

Glossy, perfect-bound, colour throughout,
7- 7/8" x 10- 3/4"

Publication glacée, reliée sans couture, couleurs, 7- 7/8" x 10- 3/4"

NOW ON THE WEB! | MAINTENANT SUR LE WEB!

Your print ad includes FREE exposure on our website. www.cfp.ca

Votre annonce imprimée paraît GRATUITEMENT dans notre site web à www.cfp.ca.

AD DEADLINE |

DATE DE TOMBÉE POUR LES ANNONCES

10th of the month preceding month of issue
Date published: 10th of month

*Le 10 du mois précédant le mois de parution
Date de publication : Le 10 du mois*

VISA, MASTERCARD AND AMEX ACCEPTED.

CARTES VISA, MASTERCARD ET AMEX ACCEPTÉES

TELEPHONE LUCY NINI AT: | TÉLÉPHONEZ À LUCY NINI AU:

905 629-0900, ext. | poste 246 or | au
800 387-6197, ext. | poste 246

EMAIL | COURRIEL classified@cfpc.ca

Classified advertising is not commissionable. CFP reserves the right to refuse any advertisement at its sole discretion.

Aucune commission accordée sur les annonces classées. Le MFC se réserve le droit de refuser une annonce à sa seule discrétion.