

2020 Web Advertising Rates & Information

Web advertising rates are based on the actual number of ad impressions (as measured by Google ad monitoring software) on 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 \$60/M ad impressions

SKYSCRAPER 160 X 600 IMU \$60/M ad impressions

BIG BOX 300 X 250 IMU \$60/M ad impressions

- GIF and JPEG file format accepted
- Best resolution for web use: 72 dpi
- Animated GIF (up to three turns) is acceptable
- Flash is **NOT** supported at this time

e-TABLE OF CONTENTS (eTOC) **Top banner \$1,965**
 Delivered to approx 32K Canadian family physicians
 (a gated service – PAAB rules for ads to physicians apply) **Lower banner \$990**

DIGITAL EDITION (eCFP) **Top banner only \$1,965**
 Announcement of publication of the digital edition of CFP
 (eCFP), delivered to approx 34K Canadian family physicians

CFP MAINPRO+® **Top banner only \$1,965**
 Announcement of new CFP Mainpro+® articles in CFP delivered
 to approx 34K Canadian family physicians

Please supply creative at least 2 working days before start of ad run.

Fast Facts

CFP.CA

cfp.ca is an “open access” site with full content freely available

Peer reviewed

Peer-reviewed content, including original research in family medicine

Hosted by HighWire

cfp.ca is hosted by HighWire, a division of Stanford University 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

2020 Outsert / Polybag Distribution Rates & Information

CFP can very economically distribute educational and suitable advertising materials* with the monthly mailing of the journal to all family physicians across Canada. Specific regions, provinces and some other demographics can also be targeted.

All costs below are net.

FULL NATIONAL DISTRIBUTION	33,500 pieces	\$5,500 plus mailing cost
SEVERAL PROVINCES	Totaling less than 20,000 pieces	\$4,440 plus mailing cost
ONE OR MORE PROVINCES TOTALING	less than 13,500 pieces	\$3,470 plus mailing cost
ONE OR MORE PROVINCES TOTALING	less than 4,000 pieces	\$1,800 plus mailing cost

MAILING COST

\$4.75 per kg total weight

EXAMPLE

One sheet of ordinary, 8.5 X 11 bond paper used in most laser printers weighs about 5 grams, so 33,000 sheets would weigh 165 kg.

Total mailing charge would be **165 X \$4.75 = \$783.75**

SAMPLE

*A sample must be submitted for approval prior to acceptance. Pharmaceutical advertising material must be PAAB approved. All materials must meet Canada Post requirements for inclusion with Publications Mail; non-qualifying materials may be subject to extra charges. All materials are subject to approval by *Canadian Family Physician*. We reserve the right to refuse or withdraw any outsert material at our sole discretion.

SIZES

Please call for details.

QUANTITY REQUIRED

34,000 (for full distribution)

DEADLINE DATES

Ad close: 10th of month preceding publication

Material: Shipped pre-paid to printer by 26th of month preceding publication

SHIP OUTSERT 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