

2021 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
<ul style="list-style-type: none"> • 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) Delivered to approx 32K Canadian family physicians (a gated service – PAAB rules for ads to physicians apply)	Top banner \$1,965 Lower banner \$990
DIGITAL EDITION (eCFP) Announcement of publication of the digital edition of <i>CFP</i> (eCFP), delivered to approx 34K Canadian family physicians	Top banner only \$1,965
CFP MAINPRO+® Announcement of new <i>CFP</i> Mainpro+® articles in <i>CFP</i> delivered to approx 34K Canadian family physicians	Top banner only \$1,965

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

Fast Facts

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