

## 2025 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** \$90/M ad impressions

**SKYSCRAPER 160 X 600 IMU** \$90/M ad impressions

**BIG BOX 300 X 250 IMU** \$90/M ad impressions

- 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** \$2,500  
 Delivered to approx 32K Canadian family physicians **Middle banner** \$2,330  
 (a gated service – PAAB rules for ads to physicians apply) **Lower banner** \$1,245

**DIGITAL EDITION (eCFP)** **Top banner only** \$2,330  
 Announcement of publication of the digital edition of CFP (eCFP), delivered to approx 34K Canadian family physicians

**CFP MAINPRO+®** **Top banner only** \$2,330  
 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 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