

PRINT ADVERTISING

Advertising

Advertising is available for the print version. PAAB review is required for prescription drug advertising and all advertising is subject to CUA approval. Please note that *CUAJ* also complies with the guidelines set out by the Canadian Association of Medical Publishers (CAMP).

Issue	Ad/material closing dates
February 2023	January 12, 2023
April 2023	March 9, 2023
June 2023	May 11, 2023
August 2023	July 6, 2023
October 2023	September 7, 2023
December 2023	November 9, 2023

Preferred position premiums

4-colour only
 Inside front cover (IFC) and inside back cover (IBC): \$3790
 Outside back cover (OBC): \$4590
 Bootlug position - Table of contents: \$1630 per insertion
 For other guaranteed positions, add 25% of the earned black and white rates

Size (colour process)	1x	4x	6x	12x
1 page	\$3300	\$3240	\$3185	\$3130
1/2 page	\$2940	\$2890	\$2840	\$2790
1/2 page vertical	\$4255	\$4210	\$4180	\$3090
Double page spread	\$6400	\$6200	\$6100	\$5900

Size (black/white)	1x	4x	6x	12x
1 page	\$1800	\$1740	\$1685	\$1630
1/2 page	\$1440	\$1390	\$1340	\$1290
1/4 page	\$1255	\$1190	\$1160	\$1140

Finishing

Binding: Perfect

Trimmed size of publication: 8 1/8" x 10 7/8"

Bleed page: 8 3/8" x 11 1/8"

All costs do not include applicable taxes

Print advertising sizes

Advertisement	Width (")	Depth (")
	Indicated as type safety area	
1 page	7	9 1/2
1/2 page island	4 5/8	7 1/8
1/2 page vertical	3 3/8	9 1/2
1/2 page horizontal	7	4 5/8
1/4 page	3 3/8	4 5/8
1/2 page vertical split cover (inside flap)		
Outer cover	10 7/8 + spine (4" across cover)	
Inner front cover	10 7/8	8 1/8

Digital specifications for display advertising

FILE FORMATS ACCEPTED

- Adobe PDF in PDFX press-ready format only.
- Double-page spreads should be provided as two individual page files complete with crop marks and bleed.
- Individual pages should not exceed 10MB in size

FILE SUBMISSION

All advertising saved in PDFX format should not exceed 10MB in size. Please forward all files by e-mail to Denise Toner at denise.toner@cua.org or the *CUAJ*'s FTP site (contact Carol Anderson at carolj@ca.inter.net for connection information).

eTOC (electronic table of contents)

Online issue	Deadline for eTOC material
January 2023	January 10, 2023
February 2023	February 6, 2023
March 2023	March 2, 2023
April 2023	April 6, 2023
May 2023	May 4, 2023
June 2023	June 8, 2023
July 2023	July 6, 2023
August 2023	August 3, 2023
September 2023	August 31, 2023
October 2023	October 5, 2023
November 2023	November 2, 2023
December 2023	December 7, 2023

Online ads

Line ads (i.e., link to a meeting, etc) at \$500 per month

Horizontal leaderboard position on the eTOC

(electronic table of contents): \$780 per month

Technical specifications: 728 x 90 pixels (maximum 40KB file)

Vertical banner on the right side of the eTOC: \$700 per month

Technical specifications: 160 x 600 pixels

Baseboard position on the eTOC

(bottom of table of contents): \$600 per month

Technical specifications: 728 x 90 pixels (maximum 40KB file)

CLASSIFIED (FELLOWSHIP AND CAREER) ADVERTISING PRINT AND ONLINE

Issue	Print ad/material closing
February 2023	January 12, 2023
April 2023	March 9, 2023
June 2023	May 11, 2023
August 2023	July 6, 2023
October 2023	September 7, 2023
December 2023	November 9, 2023

Payment information

All invoices are payable to the Canadian Urological Association. Advertising agencies and advertisers are jointly and severally responsible for payment of invoices. CUA reserves the right to charge interest at 1.5% per month (18% per annum) on accounts unpaid after 30 days.

All costs do not include applicable taxes.

To reproduce CUAJ content, contact denise.toner@cua.org for permission requests, reprints, and licensing enquiries.

Price list for print & online ads

Size/ frequency	Print issue(s)/cost per ad			
	1x	2x	3x	4x
1 page	\$1635	\$1530	\$1430	\$1330
1/2 page	\$1430	\$1330	\$1225	\$1122

Prices for black/white material.

Print ads include one month online posting.

Note: All online ads can be linked to clients website of choice.

For **ONLINE-ONLY** advertising, the rate is \$750 per month (regardless of size). All online advertisements are posted on cuj.ca and distributed through the CUAJ electronic table of contents.

Dimensions for classified print ads

Size	Dimension (")
1 page	7 x 9 1/2
1/2 page horizontal	7 x 4 5/8

FILE SUBMISSION

Please send all files to Denise Toner at denise.toner@cua.org.

- Logos should be sent as high-resolution JPG files (minimum 3.5" wide and 300 dpi).
- Text should be sent in a MS Word document.

ADDITIONAL ADVERTISING OPPORTUNITIES

For maximum visual interest

Belly bands

Wrapped around a selected issue of CUAJ, closing in back of publication (specs are provided for artwork)

Cost estimate - print included: \$4250

Post-it applied to the cover page

3" x 3" or 4" x 4" sticker (no more than 25% of cover real estate) on yellow paper (appearance like a post-it note on front of journal)

Material supplied must be smaller than the dimension of the journal.

Cost estimate, print included: \$4250

Journal is poly-bagged for protection

To deliver product information

Insert

A single leaf, one page, blow in insert; maximum size 6 1/2" x 6 1/2", minimum size 3 1/2" x 4"

Cost estimate - print included: \$3500

Cost estimate - printed material provided by client: \$2500

Polybag insert

Material supplied must be smaller than the dimension of the journal.

Cost estimate - print (single sheet) included: \$3500

Cost estimate - printed material provided by client: \$2500

Pricing available for multiple pages upon request