

CUAJ is the only medical, peer-reviewed journal endorsed by the Canadian Urological Association (CUA) and is a repository for Canadian research, as well as major urological guidelines. The journal is distributed in print bimonthly (in February, April, June, August, October, and December) to approximately 1500 CUA members from across Canada, as well as digitally, via a monthly electronic table of contents (ETOC), to just over 1700 subscribers. Specialties within our membership include:



Furthermore, as a multidisciplinary organization, the CUA database also includes the memberships of:



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).

## PRINT ADVERTISING

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

### 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

Print issue	Deadline
February 2024	January 11, 2024
April 2024	March 7, 2024
June 2024	May 9, 2024
August 2024	July 4, 2024
October 2024	September 5, 2024
December 2024	November 7, 2024

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

### Finishing

Binding:	Perfect
Trimmed size of publication:	8 1/8" x 10 7/8"
Bleed page:	8 3/8" x 11 1/8"

### Accepted formats

- 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 10 MB in size
- Please forward all files by e-mail to [Rita De Marco](mailto:rita.demarco@cua.org) at [rita.demarco@cua.org](mailto:rita.demarco@cua.org)

For additional advertising information, contact Rita De Marco at [rita.demarco@cua.org](mailto:rita.demarco@cua.org)

185 Dorval Avenue, Dorval, Suite 401, Dorval, QC, H9S 5J9 • Tel: 514 395 0376 ext. 43

CUAJ Managing Editor [adriana.modica@cua.org](mailto:adriana.modica@cua.org)

Please note, all costs do not include applicable taxes

## DIGITAL ADVERTISING

The monthly electronic table of contents (ETOC) offers the following options:

Line ads (i.e., link to a meeting, etc.):	<b>\$500 per month</b>
Horizontal leaderboard position (above the ETOC):	<b>\$780 per month</b>
Technical specifications:	<b>728 x 90 pixels (maximum 40KB file)</b>
Vertical banner on the right side of the ETOC:	<b>\$700 per month</b>
Technical specifications:	<b>160 x 600 pixels</b>
Baseboard position (below the ETOC):	<b>\$600 per month</b>
Technical specifications:	<b>728 x 90 pixels (maximum 40KB file)</b>

**Note: All ETOC ads can be linked to the client's website of choice.**

## Online issue

## Deadline

January 2024	January 5, 2024
February 2024	February 5, 2024
March 2024	March 4, 2024
April 2024	April 1, 2024
May 2024	May 3, 2024
June 2024	June 3, 2024
July 2024	July 5, 2024
August 2024	August 5, 2024
September 2024	September 2, 2024
October 2024	October 4, 2024
November 2024	November 4, 2024
December 2024	December 2, 2024

## CLASSIFIED ADVERTISING

We also offer a *Job Postings* section for the advisement of career and fellowship opportunities. The prices indicated are for a full package, which includes online placement on the CUAJ homepage, a position on the monthly ETOC, and a print ad in the journal. For separate options, please contact our Advertising Manager, **Rita De Marco**, at [rita.demarco@cua.org](mailto:rita.demarco@cua.org).

For deadline information, please refer to the dates indicated in the Print Advertising and Digital Advertising sections of this card.

Print classifieds can be full-page or 1/2-page horizontal. Specifications are the same as those listed in the Print Advertising section on the opposite page.

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 are for black/white material.

## File submission

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. Please send all files to Rita De Marco at [rita.demarco@cua.org](mailto:rita.demarco@cua.org).

## ADDITIONAL ADVERTISING OPPORTUNITIES

## For maximum visual interest

## Belly bands

Wrapped around a selected issue of CUAJ, closing in back of publication

**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

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