

## ADVERTISING RATES

The Canadian Journal of Midwifery Research and Practice (CJMRP) is the official peer-reviewed publication of the Canadian Association of Midwives. The CJMRP is the only national journal in Canada providing a forum for the publication of materials of relevance to midwives and the practice of midwifery including research, abstracts, case reports, clinical management strategies and news and information articles. The CJMRP is circulated to midwives and institutions, both in Canada and abroad.

### AUDIENCE

Registered midwives, student midwives, professors, health care professionals, hospital and university libraries, and other interested agencies.

### CIRCULATION

850 (including all registered midwives in Canada).

### PRINTING SCHEDULE

Spring 2009 - *deadline Dec 15, 2008*  
Summer 2009 - *deadline Mar 15, 2009*  
Fall 2009 - *deadline August 15, 2009*  
Contact Managing Editor for artwork deadline dates.

### ARTWORK REQUIREMENTS

Digital camera-ready artwork required. Trim size is 8 1/2" x 11".  
Artwork must be 300 dpi minimum.  
Colour ads are CMYK process. Full bleeds on cover ads only.  
Format: EPS, JPG, PDF, CDR, TIFF.

### CONTACT

All advertising materials should be forwarded to the attention of:  
Leanne Piper  
Managing Editor  
62 Mary Street  
Guelph, Ontario, N1G 2B1  
Phone/Fax: 519-824-9000  
Email: [cjmrp@logcabinpublishing.ca](mailto:cjmrp@logcabinpublishing.ca)

### RATES

2009

*The CJMRP welcomes advertisements that are relevant to midwifery practice, midwifery education, professional development or health care delivery, products and services. All advertising and classified material is subject to the approval of the editors.*

BLACK ONLY	One Time
Full Page	\$500
1/2 Page	\$350
1/4 Page	\$200
Business card	\$ 75

Inside Front Cover	\$600
Inside Back Cover	\$600
Outside Back Cover	\$750

Full process colour: add \$400

Second Consecutive Ad - 10% discount  
Third Consecutive Ad - 20% discount  
Fourth Consecutive Ad - 30% discount

### CLASSIFIEDS

\$50.00 per issue. Maximum size of 100 words. Design is included in this price.

### INSERTS

Finished inserts are accepted. Please contact the Managing Editor for further information.

All rates are quoted in Canadian dollars.