

CUAJ | JAUC



Canadian Urological Association Journal (CUAJ)
Journal de l'Association des urologues du Canada (JAUC)

CUAJ is the only medical journal endorsed by the Canadian Urological Association (CUA).

It is a peer-reviewed, monthly journal devoted to promoting the highest standard of patient care through the publication of timely, relevant, evidence-based research and advocacy information in urology and related specialties. In addition to the variety of items published — original scientific research, reviews, consensus statements, urology techniques, photo essays, research letters, and resident-based pieces — **CUAJ continues to be the primary repository for major guidelines and other important practice recommendations.**

Print issues are available in February, April, June, August, October, and December. Online-only issues are produced in January, March, May, July, September, and November.

Readership

CUAJ has a print distribution of 2000 and reaches an online community of 6000 Canadian and international readers through its website (cuaj.ca) and electronic table of contents.

Readership includes:

- Canadian urologists (including all CUA members) and Canadian urology residents
- Members of the Canadian Association of Medical Oncologists
- Members of the Canadian Association of Radiation Oncologists

Indexation

CUAJ is covered in the Science Citation Index Expanded (also known as Sci Search) and the Journal Citation Reports/Science Edition provided by Thomson Reuters. It is also searchable on PubMed and full-text articles are found through PubMed Central and on the **CUAJ** website (cuaj.ca).

For more information, please contact
Denise Toner at denise.toner@cua.org



The official journal of the Canadian Urological Association
Le journal officiel de l'Association des urologues du Canada
cuaj.ca

Visit www.cuaj.ca for
French translation
of the most recent
CUA guidelines

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 2018	January 17, 2018
April 2018	March 20, 2018
June 2018	May 16, 2018
August 2018	July 11, 2018
October 2018	September 18, 2018
December 2018	November 14, 2018

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

Print advertising sizes

Advertisement	Width (")	Depth (")
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

Digital data is required and must meet the following specifications. All material is held for one year after the publication.

FINISHING

Binding: Perfect

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

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

PROOFS

A proof that matches the digital ad must be supplied. Acceptable colour proofs are Kodak Approval, Fuji Pictro and Dupont Waterproof. Proofs should include a colour bar, which has been digitally generated and meets SWOP specifications.

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 or the *CUAJ*'s FTP site (contact Carol Anderson at carolj@ca.inter.net for connection information).

ONLINE ADVERTISING

CLASSIFIED ADVERTISING PRINT AND ONLINE

eTOC (electronic table of contents)

Issue	Deadline for eTOC material
January 2018	January 10, 2018
February 2018	February 7, 2018
March 2018	March 14, 2018
April 2018	April 10, 2018
May 2018	May 8, 2018
June 2018	June 5, 2018
July 2018	July 3, 2018
August 2018	July 31, 2018
September 2018	September 11, 2018
October 2018	October 9, 2018
November 2018	November 6, 2018
December 2018	December 4, 2018

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 left 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)

Button box
Medium rectangle: Technical specifications: 300 x 250 pixels
(max 40KB file): \$650 per month

Small rectangle: Technical specifications: 180 x 150 pixels
(max 40KB file): \$650 per month.

CUAJ online
Right side of *CUAJ* homepage: \$650 per month
Technical specifications: 125 x 125 pixels

Issue	Print ad/material closing
February 2018	January 17, 2018
April 2018	March 20, 2018
June 2018	May 16, 2018
August 2018	July 11, 2018
October 2018	September 18, 2018
December 2018	November 14, 2018

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January 2018	January 10, 2018
February 2018	February 7, 2018
March 2018	March 14, 2018
April 2018	April 10, 2018
May 2018	May 8, 2018
June 2018	June 5, 2018
July 2018	July 3, 2018
August 2018	July 31, 2018
September 2018	September 11, 2018
October 2018	October 9, 2018
November 2018	November 6, 2018
December 2018	December 4, 2018

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 cuaj.ca and distributed through the *CUAJ* electronic table of contents.

Dimensions for 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@cuaj.org.

- Logos should be sent as JPG files (minimum 300 dpi).
- Text should be sent in a MS Word document.

ADDITIONAL ADVERTISING OPPORTUNITIES

To achieve 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

Cost estimate - printed stock provided by client: \$3500

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)

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.

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.

Contact information

Denise Toner
CUA Manager,
Membership and Advertising
185 Dorval, Suite 401
Dorval, QC H9S 5J9
Tel: 514-395-0376, ext. 42
Fax: 514-395-1664
denise.toner@cua.org

Adriana Modica
Managing Editor, *CUAJ*
185 Dorval, Suite 401
Dorval, QC H9S 5J9
Tel: 514-395-0376, ext. 40
Fax: 514-395-1664
adriana.modica@cua.org

Artwork submission

Carol J. Anderson
Wordstyle Productions
819 Shaw Street,
Toronto ON M6G 3L9
Tel. 416 588-7368 or
Fax. 416 588-7948
carolj@ca.inter.net