

# The Canadian Orthopaedic Association Bulletin

*The official online journal of the Canadian Orthopaedic Association. [www.coa-aco.org](http://www.coa-aco.org)*

**Advertising Rates (per insertion) for full colour advertisement linked to advertiser's web site.**

## Space Reservation

	ONCE	TWICE	FOUR TIMES
	\$	\$	\$
Full page	1500	1250	1000
2/3 page	1300	1150	900
1/2 page	960	860	700
1/3 page	860	750	600
1/4 page	705	600	500
1/6 page	590	520	400

## Premiums (non-cancelable)

(premium below additional to price of space reservation)

	\$
Client choice	500
Inside Front	1620
Best up front	1620
Cover Page Border	1428
Centrespread	2474

## Closing Dates

Issue Date:	Space Reservation by:
Spring Issue	April 1
Summer Issue	July 1
Fall Issue	September 1
Winter Issue	November 1

- Material must be received 5 business days after closing date listed above.
- Agency commission of 15% of gross billing is allowed.
- All ads included in the COA Bulletin can be linked to a product or corporate web site of the advertiser's choice (pending approval by the editors). Include the url your ad should link to when submitting your material.

## COPY AND CONTRACT REGULATIONS

- Advertisers and advertising agencies assume liability for all content of advertising and also assume responsibility for any claims arising there from made against the publisher.
- Advertiser and advertising agency agree that the publisher shall be under no liability for failure for any cause to insert any advertisement.
- Advertiser and advertising agency are jointly responsible for payment of advertising published.
- All advertising material is subject to approval of the publisher.
- Cancellation cannot be accepted after closing date.
- The appearance of advertising in the Bulletin does not constitute a guarantee or endorsement of the quality of value or such product or of the claims made for it by its manufacturer.

## Journal Dimensions

Type page	7.5" x 10"
Trim page	8.5" x 11"
Bleed page	8.75" x 11.25"

## Digital Ad Specs

- **MAC Indesign, CMYK or RGB** with accompanying high resolution images and fonts.
- **PDF, CMYK or RGB** (created with minimum 300 dpi high resolution images).
- **Photoshop TIFF, CMYK or RGB**, saved for **MAC**, minimum 300 dpi with accompanying fonts.
- **Illustrator EPS, CMYK or RGB**, saved for **MAC** with accompanying fonts.

## Unit Sizes

	Wide	Deep
1 page	7-1/2"	10"
2/3 page	4-15/16"	9-1/2"
1/2 page (horizontal)	7-1/2"	4-11/16"
1/2 page (vertical)	3-3/4"	9-1/2"
1/3 page (horizontal)	7-1/2"	3-1/8"
1/3 page (vertical)	2-3/8"	9-1/2"
1/3 page (2 columns)	4-15/16"	4-3/4"
1/4 page	3-3/4"	4-13/16"
1/4 page (horizontal 2 columns)	4-15/16"	3-3/8"
1/4 page (horizontal 3 columns)	7-1/2"	2-1/8"
1/6 page (horizontal 2 columns)	4-15/16"	2-7/16"
1/6 page (horizontal 3 columns)	7-1/2"	1-1/2"

**For all information on advertising rates and material requirements, please contact:**

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