

RATE CARD 2008

JOGC



Journal of Obstetricians and Gynaecologists of Canada

“The mission of the SOGC is to promote women’s health through leadership, collaboration, education, research and advocacy in obstetrics and gynaecology.”

The *JOGC* is the official peer-reviewed publication of the Society of Obstetricians and Gynaecologists of Canada. The *JOGC* is also the official publication of the following associations: The Association of Professors of OBGYN Canada; Canadian Investigators in Reproduction; Gynaecologic Oncologists of Canada; The Society of Canadian Colposcopists; The Atlantic, Ontario, Manitoba, Saskatchewan, Alberta and British Columbia Societies of Obstetricians and Gynaecologists.

The *JOGC* is indexed by the National Library of Medicine in *Index Medicus* and its online counterpart MEDLINE and is included in NLM’s PubMed system.

CIRCULATION

OB/Gyns	1539	PHD’s	33
Residents	425	Allied Health	25
GP/FP members	513	Total SOGC	3141
Midwives	161	Endocrinologists	310
Nurses	238	GP/FP’s *	4500
Med. Students	207	TOTAL	7951

* Profiled GP/FP’s who are high prescribers of women’s health therapeutic classes (physicians who have indicated they prescribe 16+ scripts / month of estrogen replacement therapy, oral contraceptives, menstrual disorder therapy, vaginal anti-infectives, endometriosis therapy).

All physicians linked to STD clinics, HIV/AIDS clinics, STD/HIV clinics, family planning/fertility clinics.

ADVERTISING SALES

Marg Churchill, Keith Communications Inc.
 104–1599 Hurontario St.
 Mississauga ON L5G 4S1
 tel: 905 278-6700 or 800 661-5004, ext: 13
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Display advertising material

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GENERAL ADVERTISING RATES

Effective Jan. 1, 2008

Size	1 x	6 x	12 x	24 x	36 x	48 x	72 x
1 page	\$3130	2840	2706	2618	2562	2483	2405
2/3 page	2696	2417	2306	2250	2205	2161	2084
1/2 page isl.	2150	1927	1826	1804	1793	1771	1738
1/2 page	2028	1816	1715	1715	1692	1649	1593
1/3 page	1504	1347	1281	1281	1259	1248	1226
1/4 page	992	914	886	846			
Colours							
Standard	\$786						
Matched	1452						
4 colour	1824						

SPECIAL ADVERTISING OPPORTUNITIES

PI/RX Information: B/W rate, less 10%.

Preferred positions: 4-colour only. 2nd or 3rd cover +25% of b/w rate.

Other positions + 10%. 4th cover +50% of b/w rate.

All covers are non-cancellable.

ISSUE AND CLOSING DATES 2008

Issue	Ad/material closing
January /08	December 3/07
February	January 3
March	February 1
April	March 3
May	April 1
June	May 1
July	June 2
August	July 4
September	August 1
October	September 1
November	October 1
December	November 3

DIGITAL SPECIFICATIONS FOR DISPLAY ADVERTISING

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

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 Acrobat PDF.** high resolution (press-quality).

- **PDF/X.**
- **TIFF/IT-PI.** The line work and hi-res contone files must be 2400 dpi and the continuous tone file should be SWOP (CMYK) 300 dpi. Total area density should not exceed SWOP 300% TAC. Any 5th or spot colour should be in a separate TIFF/IT file set. All required image trapping should be included in the file(s). The black text should be merged with the line work file. The files must be right reading, portrait mode only, 100% size with no rotations.
- **Quark XPress** v. 6+ (Mac)

TYPE 1 fonts must be included: embedded, or postscript screen and printer fonts, or converted to outlines.

Source files **must** be included for all images.

PRINT ADVERTISING SIZES (INCHES)

Advertisement	Width	Depth
1 page	7	9 1/2
2/3 page vertical	4 5/8	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
1/3 page vertical	2 1/4	9 1/2
1/4 page	3 3/8	4 5/8

JOURNAL INSERTS

2-, 4- or 8-page journal inserts. Contact Coordinator, Display Advertising for quantity. In lieu of insertion charges, earned b&w page rates apply. Geographical split runs on request.

Requirements: Full page only. Single-leaf inserts maximum 80 lb. Multiple-page inserts, maximum 70 lb., to be supplied folded. All inserts to be supplied untrimmed. Untrimmed size 8 3/8" x 11 1/8" (provides 1/8" head trim), trimmed size 8 1/8" x 10 7/8". Other types of insert stock subject to publisher's approval. Perforating, embossing and die-cutting permitted, provided they do not alter outside dimensions of insert.

REPRINTS, SPECIAL ORDERS AND PERMISSIONS

Bulk reprints and series compilations are available from *Keith Communications Inc.* Quotations are supplied on request.

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CLASSIFIED/CAREER ADVERTISING SALES

SIZE	RATE (\$)
1 page	2400
2/3 page	1800
1/2 page	1200
1/3 page	900
1/4 page	600
1/6 page	450
1/8 page	300

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PAYMENT INFORMATION

Canadian clients

All invoices are payable to the Society of Obstetricians and Gynaecologists of Canada. Advertising agencies and advertisers are jointly and severally responsible for payment of invoices. SOGC reserves the right to charge interest at

1.5% per month (18% per annum) on accounts unpaid after 30 days.

Commission: Agency commission of 15% allowed to recognized agencies only.