



# SOGC NEWS

THE SOCIETY OF OBSTETRICIANS AND GYNAECOLOGISTS OF CANADA

## SOGC News Advertising Rate Card Circulation: 3,900 copies

### Deadlines

Issue Date	Ad Submission Deadline	Supplement Submission Deadline	Sent to Members
February issue	1 <sup>st</sup> Friday of January	2 <sup>nd</sup> Friday of January	Mid-February
March issue	1 <sup>st</sup> Friday of February	2 <sup>nd</sup> Friday of February	Mid-March
April issue	1 <sup>st</sup> Friday of March	2 <sup>nd</sup> Friday of March	Mid-April
May issue	1 <sup>st</sup> Friday of April	2 <sup>nd</sup> Friday of April	Mid-May
June issue	1 <sup>st</sup> Friday of May	2 <sup>nd</sup> Friday of May	Mid-June
Summer issue	1 <sup>st</sup> Friday of June	2 <sup>nd</sup> Friday of June	Mid-July
September issue	1 <sup>st</sup> Friday of August	2 <sup>nd</sup> Friday of August	Mid-September
October issue	1 <sup>st</sup> Friday of September	2 <sup>nd</sup> Friday of September	Mid-October
November issue	1 <sup>st</sup> Friday of October	2 <sup>nd</sup> Friday of October	Mid-November
Winter issue	1 <sup>st</sup> Friday of November	2 <sup>nd</sup> Friday of November	Mid-December

### Specifications for ad placements:

- All ads must be sent in high resolution at 300 DPI or higher
- Formats accepted: PDF, TIF, EPS, MS Word, WordPerfect, MS Publisher, Adobe InDesign for the PC platform
- A colour paper proof must be included
- Source files must be included for all images in ads that are not sent in PDF format (images must be lineart, grayscale or CMYK - no RGB)
- Media: E-mail (we can not accept files bigger than 2M by e-mail), PC diskette or CD-ROM
- Review: All advertisements are subject to Publisher's approval

#### Ad Sizes

Full Page	8.5" x 11"
Half page horizontal	7.75" x 5.25"
One-third page horizontal	7.75" x 3.5"
Quarter page horizontal	7.75" x 2.5"

### To obtain rates for ad placements please contact:

**Lillian Petrusa**  
 Manager, Development and Marketing, SOGC  
 Tel: (613) 730-4192 ext. 230  
 Toll free: 1-800-561-2416 ext. 230  
 Fax: (613) 730-4314  
 lpetrusa@sogc.com

### Specifications and rate for inclusion of supplements:

- Maximum size: 8 1/2" x 11" — Minimum size: 4" x 6" — Maximum thickness: 1/8" — Minimum thickness: 60-lb. offset, single sheet

The Society of Obstetricians and Gynaecologists of Canada

780 Echo Drive, Ottawa, Ontario K1S 5R7 Tel: 1 800 561-2416 or (613) 730-4192 Fax: (613) 730-4314 www.sogc.org Rates subject to change.