

Dynamics – The Official Journal of the Canadian Association of Critical Care Nurses

◆ ADVERTISING INFORMATION 2010 ◆

CIRCULATION:

The Official Journal of the Canadian Association of Critical Care Nurses is distributed to approximately 1,200 members of the CACCN and subscribers throughout Canada.

PUBLICATION DATES:

Spring 2010, confirmation Jan. 8, art Jan. 22, publication Feb. 12;

Summer 2010, confirmation April 2, art April 16, publication May 7;

Fall 2010, confirmation July 2, art July 16, publication August 6;

Winter 2010, confirmation October 22, art Nov. 5, publication Nov. 19.

ADVERTISING RATES: (*net, CAD*)

	<i>Single Insertion</i>	<i>One Year</i>	<i>Two Years</i>
Full page	\$920.00	\$890.00	\$830.00
Half page	\$540.00	\$510.00	\$480.00
Quarter page	\$370.00	\$340.00	\$320.00
Eighth page	\$250.00	\$225.00	\$210.00
Double page spread:	\$1,660.00	\$1,600.00	\$1,540.00
Business card announcement/notice - \$150 per insertion / four insertions @ \$450			

COLOUR RATES:

Standard spot colour add: \$250.00 per colour / Full process colour add: \$550.00

PREMIUMS AND DISCOUNTS:

Outside Back Cover - 20% premium; Inside Front Cover - 15% premium;

Inside Back Cover - 10% premium. All cover positions - process colour only.

We regret that we cannot offer an agency discount. Terms: net 30 days

TECHNICAL INFORMATION:

Trim Size: 8.5 X 11 inches; Bleed Size: 8.75 X 11.25 inches; Type page: 6.75 X 9.5

Half-page horizontal: 6.75 X 4.75 inches; Half-page vertical: 3.25 X 9.5 inches

Quarter-page: 3.25 X 4.75 inches Eighth page/Business card: 3.25 x 2.25 inches

Electronic files: Hi-res PDF preferred (300 dpi).

E-mail files to heather@pappin.com or call to upload to FTP site

FOR FURTHER INFORMATION:

Contact Heather Coughlin, Pappin Communications,

The Victoria Centre, 84 Isabella Street, Pembroke, ON K8A 5S5

phone: (613) 735-0952; fax: (613) 735-7983; e-mail: heather@pappin.com

DYNAMICS, the Official Journal of the Canadian Association of Critical Care Nurses,
is published for the CACCN by Pappin Communications, Pembroke, Ontario.