

2018 IPAC Media Kit

ipac

Infection Prevention
and Control Canada

Five great ways to reach your
infection control professionals across Canada!

CJIC
The Canadian Journal of Infection Control
Revue canadienne de prévention des infections

See page 2 for more
info and rates.

IPAC Canada
Buyers' Guide
& Membership
Directory

See page 5 for more
info and rates.

 Monthly
ipac
Infection Prevention
and Control Canada
E-news

See page 6 for more
info and rates.

NEW

**INDUSTRY
INNOVATIONS**

See page 7 for more
info and rates.

NEW

**ADVERTISE IN THE
2018
CONFERENCE
ABSTRACTS**

See page 7 for more
info and rates.



PACKAGE 3 or MORE
of these advertising platforms
& receive a **15% Discount**

CJIC

The Canadian Journal of Infection Control
Revue canadienne de prévention des infections

Reach your target market at key times

The Canadian Journal of Infection Control is mailed directly to those who make and influence the purchasing decisions of infection prevention and control products and services within the Canadian hospitals and health care institutions. With a controlled circulation of over 2,200* per issue.

* with a pass-along readership of over 7,500 based on statistical research, on average, specialized business publications have pass-along readership rates of 3-4 people per copy.



Spring 2018

Official Guide to the
2018 National Education
Conference & Trade Show
May 27-30, Banff, AB

Space Closing:
Mid March 2018
Distribution:
Early May 2018

**BONUS DISTRIBUTION
AT THE SHOW**



Summer 2018

Post Conference Issue

Space Closing:
Late June 2018
Distribution:
Early/Mid August 2018



Fall 2018

Space Closing:
Mid September 2018
Distribution:
Late October 2018



Winter 2018

Space Closing:
Mid November 2018
Distribution:
Late December 2018

REGULAR FEATURES IN EVERY ISSUE:

- Feature articles on current issues affecting infection prevention and control in the community and hospitals.
- In-depth educational information on infection prevention and control practice and studies.

Colour Advertising Rates

	1 Time Rate	4 Time Rate
Outside Back Cover	\$2,300	\$2,175
Inside Covers	\$2,000	\$1,875
Full Page	\$1,875	\$1,775
2/3 Page	\$1,675	\$1,575
1/2 page	\$1,475	\$1,375
1/3 page	\$1,100	\$1,000
1/4 page	\$850	\$800

Ads placed in the *Journal* will
APPEAR ONLINE AT NO EXTRA COST!

**Rates are net of
agency commission.**

- 10% premium for all guaranteed positions (not including covers).
- Rates for stitched and poly-bagged inserts available upon request.
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to the advertiser.

- The publisher and IPAC Canada reserve the right to reject advertising that is deemed inappropriate.
- The publisher and IPAC Canada cannot be held liable for any material used or claims made in advertising included in this publication.
- Black and white ads are 10% less than full colour.

Published for IPAC
Canada by:



To reach infection prevention and control professionals through *The Canadian Journal of Infection Control* and its targeted readership, contact Al Whalen at your earliest convenience to discuss your company's promotional plans for 2018.

Toll Free: 866-985-9782 **Toll Free Fax:** 866-985-9799
E-mail: awhalen@kelman.ca



MAKE AN IMPACT WITH

PREMIUM CJIC ADVERTISING OPPORTUNITIES

INSERTS

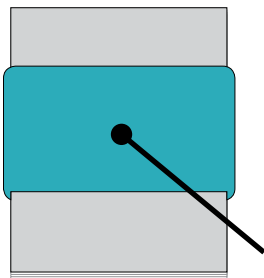
Inserts deliver a highly targeted audience at a fraction of the cost of direct mail. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size – from postcard to poster. Inserts may be bound in or tipped (glued) into the magazine. Pricing varies accordingly.

POLYBAGGED INSERTS

Capture the attention of our readers before they even open the cover by including your unique marketing piece on the outside of the magazine within a clear polybag. The options are many – from brochures to posters, Catalogs to mouse pads/DVDs and more. This gives you the freedom to include a creative marketing piece that might not otherwise fit in the magazine. Pricing varies accordingly.

BELLYBANDS

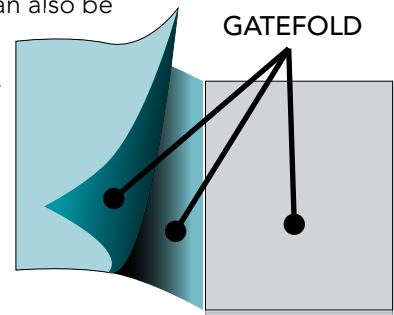
A bellyband is a band of paper with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. Pricing varies accordingly.



BELLYBAND

PREMIUM GATEFOLDS

Maximize the impact of your message with a three-page gatefold, which is a two-page spread advertisement that opens up from the inside front cover (it can also be purchased for the back cover). It includes the inside front (or back) cover, thus allowing three full pages of advertising.



CONTACT YOUR SALES ASSOCIATE
FOR RATES, MATERIAL DUE DATES AND SPECIFICATIONS.

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E-mail: awhalen@kelman.ca



CJIC

The Canadian Journal of Infection Control
Revue canadienne de prévention des infections

**Interactive Edition
available online**

FREE
to print
advertisers



With print and electronic communication operating hand-in-hand, you can take advantage of the fact that *The Canadian Journal of Infection Control* is available online in a highly interactive format.

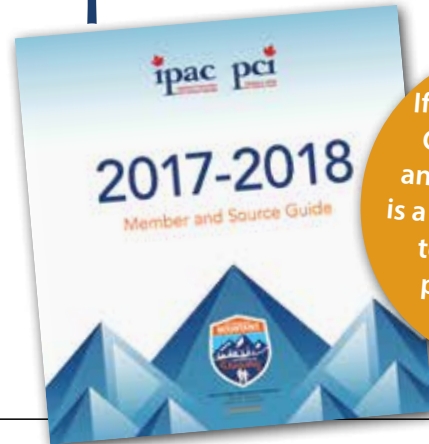


A user-friendly, interactive Media Rich PDF format that includes:

1. Active hyper-links to all websites and e-mails contained in the publication
2. Active links to the specific stories from the front cover and contents page
3. Active links to advertiser websites from their ads

www.ipac-canada.org

The official 2018/2019 IPAC Canada Buyers' Guide & Membership Directory for Infection Prevention and Control Canada

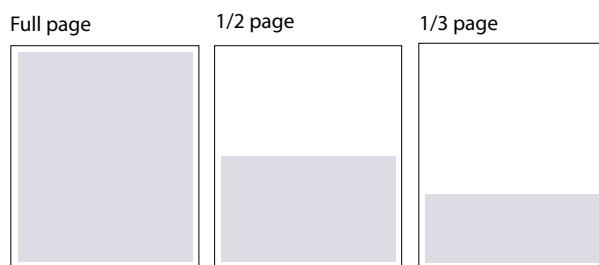


If you sell Infection Control products and/or services, this is a great opportunity to enhance your presence in the marketplace!

The 2017/2018 Member and Source Guide for IPAC Canada is an invaluable source of information related to the practice of infection prevention and control across Canada. Complete with listing data by name, institution, geographical location and area of specialization, as well as a Buyers' Guide product source directory, it is a year-round "reference manual" for Infection Control Practitioners in hospitals and community health institutions. The circulation of 1,700 includes all members of the Infection Prevention and Control Canada.

Ad dimensions (inches):

Size	Width	Depth
Trim	7.5	8.5
Bleed	7.75	8.75
Full Page	6.5	7.75
1/2 page	6.5	3.75
1/3 page	6.5	2.5



Spiral Bound • Coated Cover

Full Colour Advertising Rates

Size	General Space	Divider Tabs
Full page	\$1325	\$1425
1/2 page	\$1050	\$1150
1/3 page	\$925	\$1025
Outside Back Cover	\$1700	
Inside Back Cover	\$1500	
Inside Front Cover	\$1500	

• Black and white ads are 10% less than full colour.

Rates are NET of agency commission.

Costs for publication- produced ads or non-compatible electronic files will be charged to advertiser.

Space Closing: Early March 2018
Issue Date: May 2018

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Canada by:



To reach infection prevention and control professionals through *The IPAC Canada Buyers' Guide & Membership Directory* and its targeted readership, contact Al Whalen at your earliest convenience to discuss your company's promotional plans for 2018.

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IPAC Canada E-NEWS



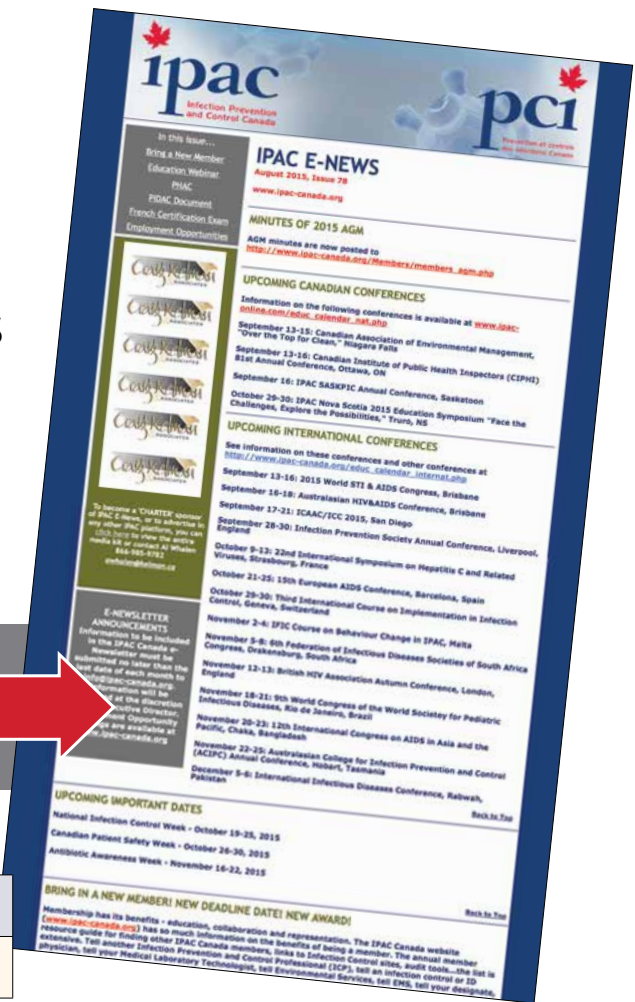
The official online newsletter of Infection Prevention and Control Canada

SENT OUT ONCE A MONTH TO INFECTION CONTROL PROFESSIONALS ACROSS CANADA!

Have your company name, logo and website placed in front of all IPAC Canada members each and **every month.**

Be a 'Charter Sponsor' of IPAC Canada E-NEWS. As a Charter Sponsor, your company will be recognized on the newsletter's opening page with a high-impact presentation of your company's logo and a direct link to your company's website.

Your logo goes here with a link to your website



Six months	\$1,350
Twelve months	\$2,400

Published for IPAC Canada by:



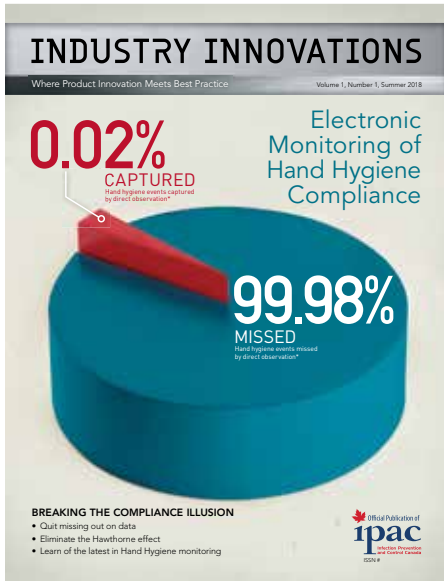
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INDUSTRY INNOVATIONS

Providing Canada's ICPs with vital, state-of-the-art information on the hottest technologies for the modern healthcare environment



COMING IN

SUMMER 2018*

Electronic Monitoring of Hand Hygiene Compliance

WINTER 2018*

Touchless UV Disinfection

*Packaged with the Summer and Winter issues of the *Canadian Journal of Infection Control*

ADVERTISING RATE

Full Page	\$1,500
Half Page	\$1,000
White Paper only	\$2,000
White Paper & Full Page	\$3,400
White Paper & Half Page ad	\$2,900

(White papers include up to 3 pages of editorial. Additional pages are \$400 each)

Include your white paper and/or advertisement in this stand alone publication

To have your WHITE PAPER or DISPLAY ADVERTISEMENT related to these hot technologies prominently displayed in industry innovations, contact AI Whalen.

2018 CONFERENCE ABSTRACTS

Advertise within the **2018 Conference Abstracts** which will not be mailed out with the spring conference issue of *CJIC* but will also be distributed at the event!

FULL PAGE: \$1250

HALF PAGE: \$1000

QUARTER PAGE: \$750

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TOP 10

REASONS

Why advertisers use magazines

- 1. Magazines and magazine ads capture focused attention:**
The focused process of magazine reading leads to less media multi-tasking, ensuring single-minded attention to advertising.
- 2. Magazine advertising is targeted:**
Magazines engage readers in very personal ways. There is a magazine for every profession, industry and personal interest. Use magazines to reach your target audience in a meaningful way.
- 3. Magazine advertising is relevant and welcomed:**
Consumers value magazine advertising, reading it almost as much as the editorial itself. The ads are accepted as an essential part of the magazine mix.
- 4. Magazines are credible:**
Consumers trust magazines so much that they are the leading sources of information that readers recommend by word-of-mouth to others.
- 5. Magazines offer a lasting message:**
Ads keep working 24/7. They provide a lasting, durable message with time to study a brand's benefits.
- 6. Magazines deliver brand relevant imagery:**
Magazine editorial imbues ads with brand relevant imagery, associations and a frame of reference that delivers greater reader receptivity to brand ads.
- 7. Magazine advertising drives web searches and visits:**
Magazines are where consumers go for ideas and inspiration. That is why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.
- 8. Magazines drive the purchase funnel:**
Magazines are effective across all stages of the purchase funnel, especially brand favorability and purchase consideration – the most sought after metrics that are the hardest to sway.
- 9. Magazine advertising enhances ROI:**
Allocating more ad dollars to magazines in the marketing mix improves marketing and advertising return on investment (ROI).
- 10. Magazines sell:**
Study after study prove that magazines help drive sales objectives, as a stand alone medium or in combination with others. Over half of readers act on exposure to magazine ads.

PRODUCTION REQUIREMENTS:

- Adobe InDesign CC
 - Adobe Photoshop CC
 - Adobe Illustrator CC
- (earlier versions of the above programs are also acceptable.)

- We accept tifs, jpegs, eps and pdf files at a resolution of at least **300 dpi**
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- **ALL FONTS** used must be included
- **ALL LINKS / IMAGES** used must be included
- All pantone/spot colors **MUST** be converted to **CMYK**
- Include a hard copy (color or black proof) or e-mail a pdf for proofing purposes

- We support **CDs** and **DVDs**
- All above requirements for sending electronic files apply to sending by e-mail
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your e-mail or Word document
- Contact us for **ftp site information** for files that are too large to e-mail
- Include a pdf for proofing purposes, or fax a hard copy to 866-985-9799
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to advertiser. Minimum charge \$50.00.

Please submit ad material to:

STEFANIE HAGIDIAKOW
 Ph: 866-985-9790
 Fax: 866-985-9799
 E-mail: stefanie@kelman.ca



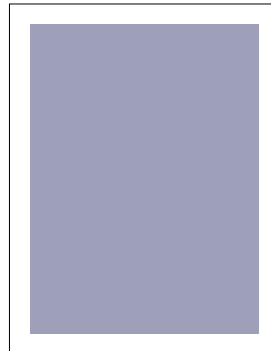
The Canadian Journal of Infection Control
 Revue canadienne de prévention des infections

AD Dimensions:

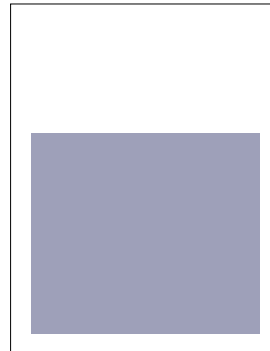
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"

Ad Size	Width	Depth
2/3 horizontal	7"	6.125"
1/2 horizontal	7"	4.625"
1/3 banner	7"	3.25"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"

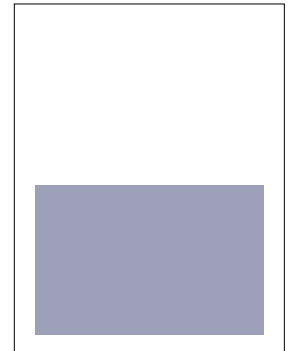
Full page



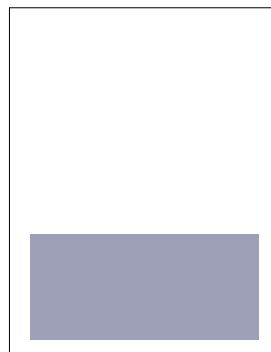
2/3 Horizontal



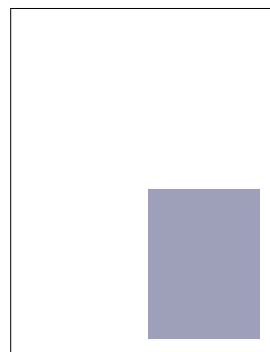
1/2 Horizontal



1/3 Banner



1/4 Vertical



1/4 Banner

