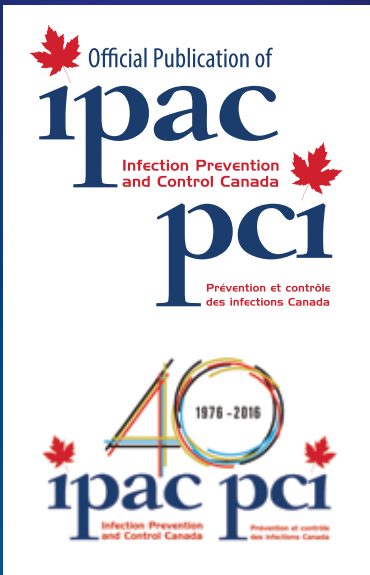


# CJIC

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



# 2016

**Reach infection prevention  
and control professionals  
across Canada**

**VALUE-ADDED  
EXPOSURE  
ON THE WEB!**

*The Canadian  
Journal of  
Infection Control*  
also appears on  
the association's  
website.

*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.

# Reach your target market at key times

The Canadian Journal of Infection Control reaches key players in this multi-million-dollar market at four strategic times throughout the year, including a spring issue that is the **Official Guide to the 2016 National Education Conference & Trade Show in Niagara Falls, ON.**



## Spring 2016

Official Guide to the 2016 National Education Conference & Trade Show  
May 15-18, Niagara Falls, ON

Space Closing: Late February 2016  
Distribution: April 2016

**BONUS DISTRIBUTION AT THE SHOW**



## Summer 2016

Post Conference Issue

Space Closing: Mid June 2016  
Distribution: July 2016



## Fall 2016

Space Closing: Early September 2016  
Distribution: October 2016



## Winter 2016

Space Closing: Mid November 2016  
Distribution: December 2016

### 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.
- Updates on a variety of programs and courses being held across Canada.
- Messages from the President, IPAC Canada and association updates by the Executive Director.

## 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 2016.

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



MAKE AN IMPACT WITH

# PREMIUM ADVERTISING OPPORTUNITIES

## INSERTS

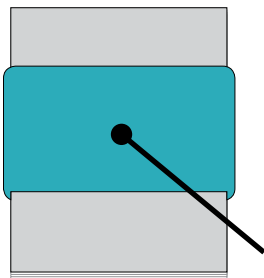
Inserts deliver a highly targeted audience at a fraction of the cost of direct mail. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size – from postcard to poster. Inserts may be bound in or tipped (glued) into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

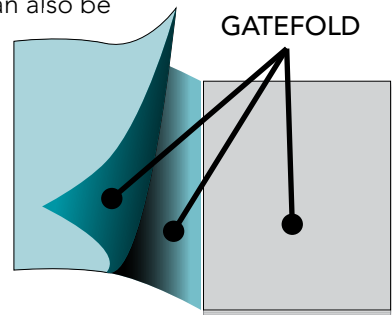
A bellyband is a band of paper with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. Pricing varies accordingly.



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.

Published for IPAC Canada by:



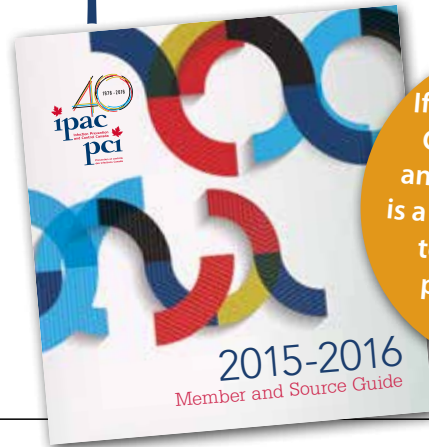
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**Toll Free:** 866-985-9782 **Toll Free Fax:** 866-985-9799

**E-mail:** [awhalen@kelman.ca](mailto:awhalen@kelman.ca)



# The official 2016/2017 IPAC Canada Buyers' Guide & Membership Directory for Infection Prevention and Control Canada

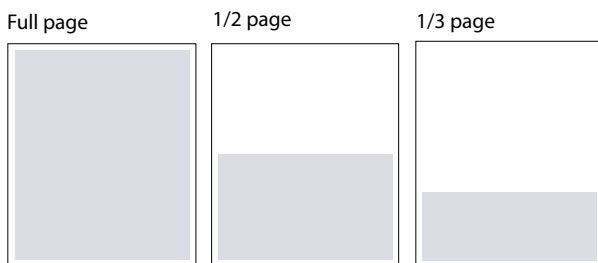


If you sell Infection Control products and/or services, this is a great opportunity to enhance your presence in the marketplace!

The 2016/2017 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 2016  
Issue Date: May 2016

Published for IPAC  
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 2016.

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# IPAC Canada E-NEWS



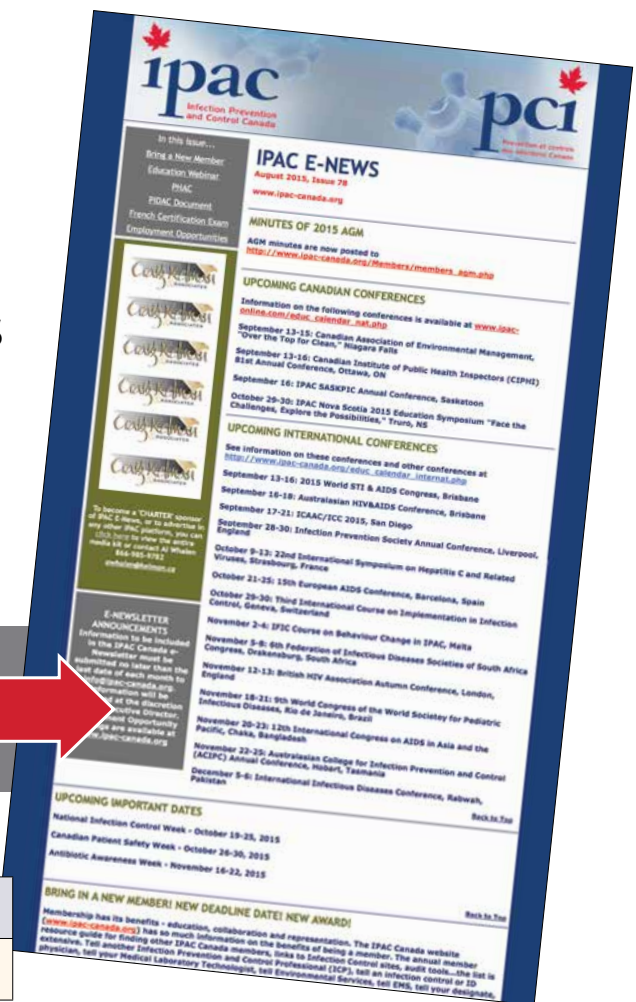
The official online newsletter of Infection Prevention and Control Canada

**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



<b>Six months</b>	\$1,350
<b>Twelve months</b>	\$2,400

Published for IPAC  
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## Spring Issue

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**2016 National Education Conference & Trade Show Guide**  
**The Spring issue of the Canadian Journal of Infection Control is the official show guide to the Association's Annual Conference and Trade Show which will be held in Niagara Falls, ON on May 15-18.**

.....

The **Spring Show Guide** issue of the *Canadian Journal of Infection Control* will be distributed to all members across Canada one month prior to the show. As well, to delegates and exhibitors at the show.

**Increase** your company's visibility to the Infection Control Professionals across Canada by advertising in *The Canadian Journal of Infection Control*.

Reserve advertising space today for your company's position within the Spring 2016 National Education Conference & Trade Show Guide issue of *The Canadian Journal of Infection Control*!

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 2016.

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# 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](http://www.ipac-canada.org)

# Use Paper Responsibly

Today's forest industry is working hard to become one of the greenest industries on earth.

- ♻️ What other industry plants hundreds of millions of trees every year?
- ♻️ What other industry actually grows more of its main resource than it consumes?
- ♻️ What other industry generates most of its own energy needs from renewable resources, including waste biomass, biogas, hydro and wind?
- ♻️ What other industry uses a renewable resource and recycled stock as its main ingredients?
- ♻️ What other industry has worked harder on improving its environmental performance with partners and advocates including governments, customers and environmental groups?

Paper is an essential part of human civilization. While we all use and depend upon electronic communications, it is easy to ignore that it comes at an environmental cost. Worldwide spam email traffic creates greenhouse gases equivalent to burning two billion gallons of gasoline yearly, with numbers rising. More than 200 million items of toxic e-waste are thrown away every year in the US alone, with a recycling rate of only 18% compared to 57% for paper. Estimates are that North Americans throw out more than 500,000 toxic computers and cell phones every day.

No industry is perfect. But the paper industry has made, and continues to make, huge investments in environmental responsibility. Specifying and buying paper from certified sources ensures the continuation and growth of carbon-absorbing forests. Using paper with appropriate amounts of recycled fibre helps preserve forests, conserve energy, and maximize fibre usage through paper lifecycles.

**Paper is a powerful communications medium. Use it responsibly... and recycle the paper that you use.**





# Our concern for the environment



## is more than just talk

As we continue to deliver valuable information through the pages of this magazine, in a printed format that is appealing, reader-friendly and not lost in the proliferation of electronic messages that are bombarding our senses, we are also well aware of the need to be respectful of our environment. That is why we are committed to publishing the magazine in the most environmentally-friendly process possible. Here is what we mean:

- We use lighter publication stock that consists of recycled paper. This paper has been certified to meet the environmental and social standards of the Forest Stewardship Council® (FSC®) and comes from responsibly managed forests, and verified recycled sources making this a RENEWABLE and SUSTAINABLE resource.
- Our computer-to-plate technology reduces the amount of chemistry required to create plates for the printing process. The resulting chemistry is neutralized to the extent that it can be safely discharged to the drain.
- We use vegetable oil-based inks to print the magazine. This means that we are not using resource-depleting petroleum-based ink products and that the subsequent recycling of the paper in this magazine is much more environment friendly.
- During the printing process, we use a solvent recycling system that separates the water from the recovered solvents and leaves only about 5% residue. This results in reduced solvent usage, handling and hazardous hauling.
- We ensure that an efficient recycling program is used for all printing plates and all waste paper.
- Within the pages of each issue, we actively encourage our readers to REUSE and RECYCLE.
- In order to reduce our carbon footprint on the planet, we utilize a carbon offset program in conjunction with any air travel we undertake related to our publishing responsibilities for the magazine.

*So enjoy this magazine...and **KEEP THINKING GREEN.***



# Why **PRINT** Continues to **MAKE AN IMPRESSION**

## **GETTING ATTENTION**

There are fewer magazines and print newsletters in the mail, so more attention is paid to each piece.

## **WHAT'S OLD IS NEW AGAIN**

As social media progresses, online content and iPad applications may be overwhelming. More and more people are attempting to disconnect themselves from digital media, feeling overwhelmed by the sheer volume. Many marketers are continuing to leverage print as something of value in their marketing mix.

## **PRINT STILL EXCITES PEOPLE**

The printed word is still perceived as more credible to many people than anything on the web.

## **NO AUDIENCE DEVELOPMENT COSTS**

Distributed directly to membership or subscriber lists that are continually updated, print magazines enable advertisers to effectively reach a current and accurate target audience. There are no mailing list development, maintenance or retention costs for advertisers in these printed publications.

# 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 CS6
- Adobe Photoshop CS6
- Adobe Illustrator CS6

(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



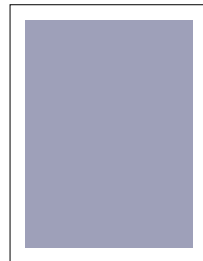
The Canadian Journal of Infection Control  
 Revue canadienne de prévention des infections

## AD Dimensions:

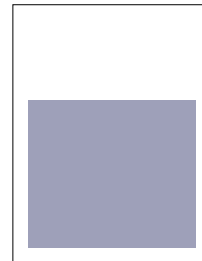
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"

Ad Size	Width	Depth
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"
1/3 square	4.625"	4.625"
1/3 vertical	2.125"	9.5"
1/3 banner	7"	3.25"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"

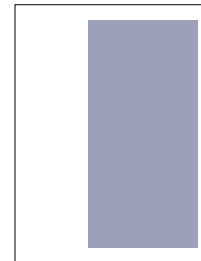
Full page



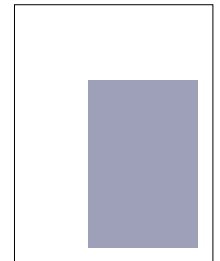
2/3 Horizontal



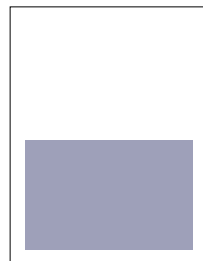
2/3 Vertical



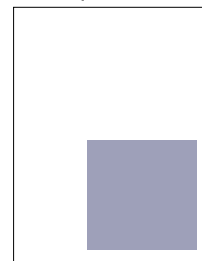
1/2 Island



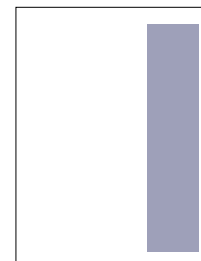
1/2 Horizontal



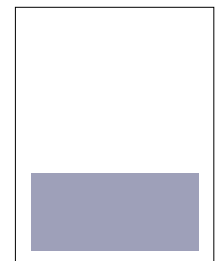
1/3 Square



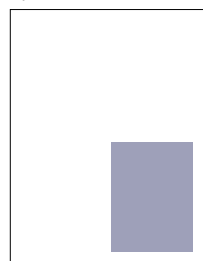
1/3 Vertical



1/3 Banner



1/4 Vertical



1/4 Banner

