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

- **CJIC**
  - See page 2 for more info and rates.

- **IPAC Canada Buyers’ Guide & Membership Directory**
  - See page 5 for more info and rates.

- **Monthly IPAC**
  - See page 6 for more info and rates.

- **NEW INDUSTRY INNOVATIONS**
  - See page 7 for more info and rates.

- **NEW ADVERTISE IN THE 2020 CONFERENCE ABSTRACTS**
  - See page 7 for more info and rates.

**PACKAGE 3 or MORE**

of these advertising platforms & receive a **15% Discount**
Colour Advertising Rates

<table>
<thead>
<tr>
<th></th>
<th>1 Time Rate</th>
<th>4 Time Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>$2,300</td>
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<tr>
<td>Inside Covers</td>
<td>$2,000</td>
<td>$1,875</td>
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<tr>
<td>Full Page</td>
<td>$1,875</td>
<td>$1,775</td>
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<tr>
<td>2/3 Page</td>
<td>$1,675</td>
<td>$1,575</td>
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<td>1/3 page</td>
<td>$1,250</td>
<td>$1,200</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,000</td>
<td>$950</td>
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</tbody>
</table>

• 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.

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 2020.

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

**E-mail:** awhalen@kelman.ca
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.

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.

To reach infection prevention and control professionals through the *The Canadian Journal of Infection Control* and its targeted readership, contact Al at your earliest convenience to discuss your company’s strategic promotional plans for 2020.

Al Whalen, Marketing Manager
Phone: 866-985-9782 Fax: 866-985-9799 E-mail: awhalen@kelman.ca

Published for IPAC Canada by:
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
The 2020/2021 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.

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

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 2020.

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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Six months</td>
<td>$1,350</td>
</tr>
<tr>
<td>Twelve months</td>
<td>$2,400</td>
</tr>
</tbody>
</table>

To reach infection prevention control professionals through The IPAC Canada E-news and its targeted readership, contact Al Whalen at your earliest convenience to discuss your company’s promotional plans for 2020.

Toll Free: 866-985-9782  Toll Free Fax: 866-985-9799  E-mail: awhalen@kelman.ca
Rapidly employed PDSA cycles are a valuable tool for testing potential solutions. Lessons learned:

**Issue:**

**PLAN-DO-STUDY-ACT (PDSA) IN THE EMERGENCY DEPARTMENT (ED)**

Leaders and IPAC must adapt and align their workflow and processes to the new environment. IPAC alerts for new CLIs, and creation of a Regional Renal Program ICP role to assist with ongoing monitoring. Increased visibility of leadership observing and supporting IPAC practices in the process changes and tools have been developed to optimize central line site care. Driven by a highly engaged leadership and improvement team, several key changes have been implemented, including the following:

- Increased visibility of leadership observing and supporting IPAC practices in the process changes.
- Tools have been developed to optimize central line site care.
- An internal IPAC Outbreak Toolkit has been developed, including an IMS framework for use throughout the network.
- Facilitate a coordinated outbreak response during Influenza season. Development of a novel IMS framework for use throughout the network.

Many different departments play a role in an effective outbreak response; clear communication is essential. Differences in each network's approach to outbreak responses. Opportunities for program evaluation should be incorporated into the development process to ensure the framework is consistent with best practices. The CIPAC staff within Public Health Ontario identified common areas for improvement in their current IMS systems. This led to the creation of a lesson guide containing evidence-informed approaches to supporting IPAC staff in their daily duties.

**Results:**

Driven by a highly engaged leadership and improvement team, several key changes have been implemented, including the following:

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**Results:**

### 2020 Conference Abstracts

Advertise within the 2020 Conference Abstracts which will not only 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 |
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.

Source: Magazines Canada Fact Book
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 colours **MUST** be converted to CMYK
- Include a hard copy (colour or black proof) or email a pdf for proofing purposes

- We support **CDs and DVDs**
- All above requirements for sending electronic files apply to sending by email
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your email or Word document
- Contact us for **ftp site information** for files that are too large to email
- 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

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### AD Dimensions:

<table>
<thead>
<tr>
<th>Ad Size</th>
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<th>Depth</th>
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<tr>
<td>- Trim</td>
<td>15.5”</td>
<td>9.5”</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.5”</td>
<td>11”</td>
</tr>
<tr>
<td>- Bleed</td>
<td>8.25”</td>
<td>10.75”</td>
</tr>
<tr>
<td>- Trim</td>
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<td>9.5”</td>
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</table>

<table>
<thead>
<tr>
<th>Ad Size</th>
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<tbody>
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<tr>
<td>1/2 horizontal</td>
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<td>1/3 banner</td>
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</tr>
<tr>
<td>1/4 banner</td>
<td>7”</td>
<td>2.5”</td>
</tr>
</tbody>
</table>

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**Please submit ad material to:**
STEFANIE HAGIDIAKOW
Ph: 866-985-9790
Fax: 866-985-9799
E-mail: stefanie@kelman.ca