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

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

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

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

4. **IPAC Media Kit**
   - See page 7 for more info and rates.

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

**NEW ADVERTISE IN THE 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>$2,350</td>
<td>$2,225</td>
</tr>
<tr>
<td>Inside Covers</td>
<td>$2,050</td>
<td>$1,925</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,925</td>
<td>$1,825</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,725</td>
<td>$1,625</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,525</td>
<td>$1,425</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,275</td>
<td>$1,225</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,025</td>
<td>$975</td>
</tr>
</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.

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

*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 6,600 based on statistical research, on average, specialized business publications have pass-along readership rates of 3-4 people per copy.

---

**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.

---

*Published for IPAC Canada by: Cady-Kelman Associates*
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.
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 hyperlinks to all websites and emails 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 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):**

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>7.5</td>
<td>8.5</td>
</tr>
<tr>
<td>Bleed</td>
<td>7.75</td>
<td>8.75</td>
</tr>
<tr>
<td>Full Page</td>
<td>6.5</td>
<td>7.75</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>6.5</td>
<td>3.75</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>6.5</td>
<td>2.5</td>
</tr>
</tbody>
</table>

- Full page
- 1/2 page
- 1/3 page

**Full Colour Advertising Rates**

<table>
<thead>
<tr>
<th>Size</th>
<th>General Space</th>
<th>Divider Tabs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,375</td>
<td>$1,475</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,100</td>
<td>$1,200</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$950</td>
<td>$1,050</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$1,750</td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1,550</td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$1,550</td>
<td></td>
</tr>
</tbody>
</table>

- 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
Issue Date: May

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.

**Toll Free:** 866-985-9782  **Toll Free Fax:** 866-985-9799
**Email:** awhalen@kelman.ca
Have your company name, logo and website placed in front of all IPAC Canada members each 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.

Six months $1,375
Twelve months $2,425

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.

Toll Free: 866-985-9782  Toll Free Fax: 866-985-9799
Email: awhalen@kelman.ca
Oral and Poster Presentations

Lessons Learned From COVID

Lessons learned:

• Use of electronic Whiteboard to communicate real-time isolation status for management; and progressive application of new IPAC protocols. Very successful and well-received as demonstrated by feedback from ED staff and ongoing learning needs of staff and address knowledge and practice gaps (EIDs). EIDs are an evolving field and thus, frontline knowledge and organizational isolating patients with potential communicable diseases. In today’s global village, and staff safe as they are the first line of defense in identifying and promptly 2:24 – 2:37 p.m.

Central Line Infection Prevention discussed at daily huddles and posting of days process changes and tools have been developed to optimize central line review all CLIs.

SEASONAL INFLUENZA OUTBREAKS IN AN ACUTE CARE NETWORK

Project:

Issue:

THE SPREAD OF INFECTION IN FIRST NATIONS HEALTH FACILITIES

Lessons Learned:

• Use of electronic Whiteboard to communicate real-time isolation status for management; and progressive application of new IPAC protocols. Very successful and well-received as demonstrated by feedback from ED staff and ongoing learning needs of staff and address knowledge and practice gaps (EIDs). EIDs are an evolving field and thus, frontline knowledge and organizational isolating patients with potential communicable diseases. In today’s global village, and staff safe as they are the first line of defense in identifying and promptly 2:24 – 2:37 p.m.

Central Line Infection Prevention discussed at daily huddles and posting of days process changes and tools have been developed to optimize central line review all CLIs.

SEASONAL INFLUENZA OUTBREAKS IN AN ACUTE CARE NETWORK

Project:

Issue:

THE SPREAD OF INFECTION IN FIRST NATIONS HEALTH FACILITIES

Lessons Learned:

• Use of electronic Whiteboard to communicate real-time isolation status for management; and progressive application of new IPAC protocols. Very successful and well-received as demonstrated by feedback from ED staff and ongoing learning needs of staff and address knowledge and practice gaps (EIDs). EIDs are an evolving field and thus, frontline knowledge and organizational isolating patients with potential communicable diseases. In today’s global village, and staff safe as they are the first line of defense in identifying and promptly 2:24 – 2:37 p.m.

Central Line Infection Prevention discussed at daily huddles and posting of days process changes and tools have been developed to optimize central line review all CLIs.

SEASONAL INFLUENZA OUTBREAKS IN AN ACUTE CARE NETWORK

Project:

Issue:

THE SPREAD OF INFECTION IN FIRST NATIONS HEALTH FACILITIES

Lessons Learned:

• Use of electronic Whiteboard to communicate real-time isolation status for management; and progressive application of new IPAC protocols. Very successful and well-received as demonstrated by feedback from ED staff and ongoing learning needs of staff and address knowledge and practice gaps (EIDs). EIDs are an evolving field and thus, frontline knowledge and organizational isolating patients with potential communicable diseases. In today’s global village, and staff safe as they are the first line of defense in identifying and promptly 2:24 – 2:37 p.m.

Central Line Infection Prevention discussed at daily huddles and posting of days process changes and tools have been developed to optimize central line review all CLIs.

SEASONAL INFLUENZA OUTBREAKS IN AN ACUTE CARE NETWORK

Project:

Issue:

THE SPREAD OF INFECTION IN FIRST NATIONS HEALTH FACILITIES

Lessons Learned:

• Use of electronic Whiteboard to communicate real-time isolation status for management; and progressive application of new IPAC protocols. Very successful and well-received as demonstrated by feedback from ED staff and ongoing learning needs of staff and address knowledge and practice gaps (EIDs). EIDs are an evolving field and thus, frontline knowledge and organizational isolating patients with potential communicable diseases. In today’s global village, and staff safe as they are the first line of defense in identifying and promptly 2:24 – 2:37 p.m.

Central Line Infection Prevention discussed at daily huddles and posting of days process changes and tools have been developed to optimize central line review all CLIs.

SEASONAL INFLUENZA OUTBREAKS IN AN ACUTE CARE NETWORK

Project:

Issue:

THE SPREAD OF INFECTION IN FIRST NATIONS HEALTH FACILITIES

Lessons Learned:

• Use of electronic Whiteboard to communicate real-time isolation status for management; and progressive application of new IPAC protocols. Very successful and well-received as demonstrated by feedback from ED staff and ongoing learning needs of staff and address knowledge and practice gaps (EIDs). EIDs are an evolving field and thus, frontline knowledge and organizational isolating patients with potential communicable diseases. In today’s global village, and staff safe as they are the first line of defense in identifying and promptly 2:24 – 2:37 p.m.

Central Line Infection Prevention discussed at daily huddles and posting of days process changes and tools have been developed to optimize central line review all CLIs.
DOES ADVERTISING IN ASSOCIATION PUBLICATIONS REACH POTENTIAL BUYERS?

CHECK THIS OUT!

“Kelman’s strong understanding of the importance of positive brand messaging has allowed us to more effectively connect to our most important industry stakeholders.

Part of my role at Portage Mutual involves developing corporate brand messaging. The staff at Kelman & Associates has always provided reliable professional advice from start to finish of our projects. Whether it was an ad concept or an article design, Kelman’s strong understanding of the importance of positive brand messaging has allowed us to more effectively connect Portage Mutual to our most important industry stakeholders, the Professional Broker Advisor force. The Manitoba Broker magazine concept combined with the multiple ongoing initiatives in progress with the hard working and committed IBAM staff, makes for a very strong position that directly helps brokers deliver professional advice and freedom of choice for insurance consumers.

Randy Owens, Director of Marketing, Brand & Sales, The Portage Mutual Insurance Company

“Advertising in the Guide provides year-round exposure in a cost-effective manner.

Running a business these days, I need to make my marketing decisions very carefully. Advertising in the Denturist Association of Canada Member and Source Guide provides my group with year-round exposure in a very cost-effective manner. We are very pleased with the results and the fact that this also benefits the association.

Alex C., General Manager, Unique Dental Supply Inc.

“Municipalities are a critical component allowing Manitoba residents to access our Electronic Recycling program. EPRA takes pride in working with municipalities to create custom, and local solutions. The Municipal Leader magazine offers EPRA a unique opportunity to speak to Manitoba’s municipal decision makers.

Dennis Neufeld, Program Director, Manitoba, EPRA

“This is one way of advertising in a national publication while also showing our gratitude to fellow professionals.

The Construction Economist enables us to increase our brand recognition in a national publication and also show our support for our profession and the Canadian Institute of Quantity Surveyors. We have found the publisher of Construction Economist to be timely and efficient in ensuring that all advertisers are provided an equal platform to showcase their skills and requirements in a respected industry publication.

Daniel Josiah, Director, Contracts & Commercial, Lakeland Consulting Inc.

“The readers of this magazine are a very targeted group of decision makers.

The readers of Private Motor Carrier magazine are a ‘who’s who’ of the Canadian fleet market. It is a very targeted group of decision makers in the private fleet space.

David Zavitz, Senior Vice President, Sales and Marketing, Canada Cartage

SEE WHAT YOUR PEERS HAVE TO SAY
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
Email: stefanie@kelman.ca

---

AD Dimensions:

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>16.75”</td>
<td>11”</td>
</tr>
<tr>
<td>Bleed</td>
<td>16.5”</td>
<td>10.75”</td>
</tr>
<tr>
<td>Trim</td>
<td>15.5”</td>
<td>9.5”</td>
</tr>
<tr>
<td>Live Area</td>
<td>8.5”</td>
<td>11”</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.25”</td>
<td>10.75”</td>
</tr>
<tr>
<td>Bleed</td>
<td>7”</td>
<td>9.5”</td>
</tr>
<tr>
<td>Trim</td>
<td>7”</td>
<td>9.5”</td>
</tr>
<tr>
<td>Live Area</td>
<td>7”</td>
<td>9.5”</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/3 horizontal</td>
<td>7”</td>
<td>6.125”</td>
</tr>
<tr>
<td>1/2 horizontal</td>
<td>7”</td>
<td>4.625”</td>
</tr>
<tr>
<td>1/3 banner</td>
<td>7”</td>
<td>3.25”</td>
</tr>
<tr>
<td>1/4 vertical</td>
<td>3.375”</td>
<td>4.625”</td>
</tr>
<tr>
<td>1/4 banner</td>
<td>7”</td>
<td>2.5”</td>
</tr>
</tbody>
</table>