



NURSES SPECIALIZED IN
WOUND, OSTOMY AND CONTINENCE
CANADA
INFIRMIÈRES SPÉCIALISÉES EN
PLAIES, STOMIES ET CONTINENCE
CANADA

**Canadian Journal of
Wound, Ostomy and
Continence**

**Journal canadien des
plaies, stomies et
continence**

2025 Advertising Rate Sheet

Demonstrate your support and increase product awareness by reaching Nurses Specialized in Wound, Ostomy, and Continence (NSWOCs), across Canada, who make product decisions in both the hospital and community. The Canadian Journal of Wound, Ostomy and Continence (CJWOC) is the official publication of Nurses Specialized in Wound, Ostomy, and Continence Canada (NSWOCC) and features peer-reviewed manuscripts from all three specialty areas in both French and English.

PUBLICATION DETAILS

National distribution to over 1,100 subscribers in both hard copy and digital formats.
Published three times per year – in the Spring, Fall, and Winter.

PRODUCTION SCHEDULE AND DEADLINES

SPRING 2025 ISSUE

Booking Deadline: January 10, 2025
Artwork Required: January 20, 2025

FALL 2025 ISSUE

Booking Deadline: June 15, 2025
Artwork Required: July 7, 2025

WINTER 2025 ISSUE

Booking Deadline: September 15, 2025
Artwork Required: October 6, 2025

SPRING 2026 ISSUE

Booking Deadline: December 15, 2025
Artwork Required: January 6, 2026

Advertising inquiries:

Booking form:
Call: 1-888-739-5072
Email: office@nswoc.ca

ADVERTISING RATES (in CAD)

Single Ad Rate Costs

Placement	2025 Rate
Inside Front or Outside Back Cover	\$3,193.00
Inside Back Cover	\$2,389.60
Centerfold	\$2,389.60
Full Page	\$2,163.00
Half Page	\$1,452.30
Quarter Page	\$824.00

3x Ads Discounted Rate Per Ad

Placement	2025 Rate
Inside Front or Outside Back Cover	\$2,969.49
Inside Back Cover	\$2,222.33
Centerfold	\$2,222.33
Full Page	\$2,011.59
Half Page	\$1,350.64
Quarter Page	\$766.32

ARTWORK SPECIFICATIONS

Acceptable File Formats

- Illustrator EPS (with text converted to paths and linked files embedded),
- TIF and JPG (flattened at 300dpi) or
- PDF (with all fonts and graphics embedded).

Ad text close to crop marks may be cut off. Please allow at least 1/4 inch. Please note these file formats will not be altered in any way and all artwork submitted is presumed to be print-ready.

Please direct any production related questions to office@nswoc.ca.

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Ad Sizes

