



2017 ADVERTISING RATE SHEET

Communicate messages about your company, products and services to the Canadian Enterostomal Therapy nurses who care for patients experiencing a challenge in wound, ostomy, or continence. Demonstrate your support and increase product awareness by focusing on over 350 specialized nurses making product decisions in both the hospital and community.

PUBLICATION DETAILS

National distribution to over 350 subscribers
THREE ISSUES PER YEAR:
Spring, Fall and Winter

DISCOUNTS

Book advertising in all three issues, pay up front, and receive a **7% discount**.
(*payment must be received by March 31st*)

PRODUCTION SCHEDULE AND DEADLINES

ISSUE	BOOKING DEADLINE	ARTWORK REQUIRED
Spring 2017 Issue	January 12	January 26
Fall 2017 Issue	July 5	July 19
Winter 2017 Issue	October 11	October 25

ADVERTISING RATES

PLACEMENT	DIMENSIONS (INCHES)	RATE (CDN DOLLARS)
Inside Front or Outside Back Cover	8.5" x 11"	\$2,520
Inside Back Cover	8.5" x 11"	\$1,900
Centerfold	8.5" x 11"	\$1,900
Full Page	8.5" x 11"	\$1,730
Half Page (horizontal)	7.5" x 4.9"	\$1,150
Half Page (vertical)	3.625" x 10"	\$1,150
Quarter Page	3.625" x 4.9"	\$650
Full Page Outsert	8.5" x 11"	\$2,400

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).

Art must be submitted CMYK @ 300dpi (photos).
Please provide a low-res PDF proof.

Trim/finish size is 8.5" x 11".

Please note these file formats will not be alterable in any way and all artwork submitted is presumed to be print-ready.

Please direct any production related questions to sherri@ClockworkCanada.com

*The Link is not responsible for ads not conforming to specs outlined above.
Desktop work will be billed at a rate of \$60 / hr.*

Files smaller than 3MB can be emailed directly to sherri@ClockworkCanada.com. For larger files please upload to our FTP site (*see below*)

FTP PROTOCOL FOR THE LINK (CAET)

FTP host address: <ftp.clockworkcanada.com>

Username: *artwork*

Password: *journal1234*

Please place files in the folder titled:

The Link CAET

Once upload is complete please e-mail sherri@ClockworkCanada.com to alert our art department that your files are available

To connect to our FTP site you must *turn off* PASV mode

Questions? Contact us at 902.442.3882 or info@ClockworkCanada.com

Live image area

7.5" (w) x 10" (h)

Trim size

8.5" (w) x 11" (h)

Full Bleed

9" (w) x 11.5" (h)

(1/4 bleed required)

Half Page

Horizontal Ad

7.5" (w) x 4.9" (h)

Half Page

Vertical Ad

3.625" (w)

x 10" (h)

Quarter

Page Ad

3.625" (w)

x 4.9" (h)