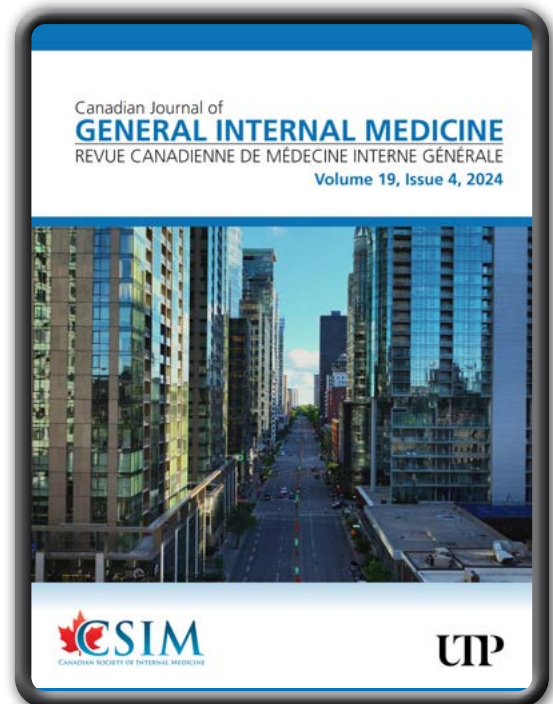


Canadian Journal of
GENERAL INTERNAL MEDICINE
 REVUE CANADIENNE DE MÉDECINE INTERNE GÉNÉRALE

The *Canadian Journal of General Internal Medicine* (CJGIM) is an open access, peer-reviewed journal which publishes quarterly and is owned by the Canadian Society of Internal Medicine. The journal is circulated to all members of the Canadian Society of Internal Medicine (CSIM) and is available to specialists and other medical professionals with an interest in Internal Medicine.

With a mix of clinical and academic articles, the CJGIM provides a comprehensive and valued resource of quality content. The journal publishes original research articles, review articles, case reports, letters to the editor, book reviews, and more.

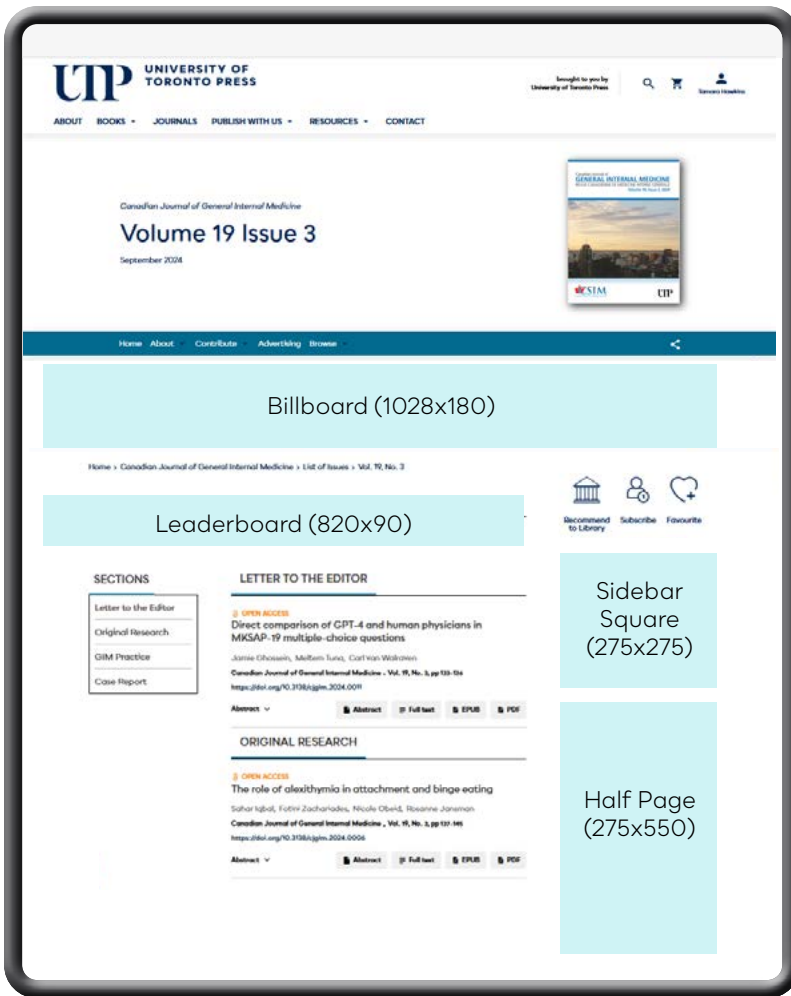


Ensure your brand is visible to these top specialists in Internal Medicine with interests in a wide range of subspecialties including: Cardiology, Nephrology, Diabetes, Endocrinology, Oncology, Respiriology, Neurology, Rheumatology, Infectious Diseases, Critical Care, Obesity Management, Perioperative Medicine, Palliative Care and Geriatrics.

LIMITED AVAILABILITY!

Contact us today to secure your spot
info@csim.ca





HIGH TRAFFIC AREAS TO SHOWCASE YOUR BRAND

HOMEPAGE

Place your ad in a prime and highly visible location on *C/JGIM*'s frequently promoted homepage!

ARTICLE PAGES

C/JGIM's article pages consistently receive high traffic. Two options for advertising are available within these pages:

- with a new issue, or
- on the article pages of archive content, which includes **placement on 480+ article pages**.

TABLE OF CONTENTS (TOC) PAGES

Similar to the article pages, *C/JGIM*'s TOC pages receive a high level of traffic. Advertise with a new issue or with the **56+ issues on the site**.

AD SIZES

Billboard (1028x180)
Available on all pages

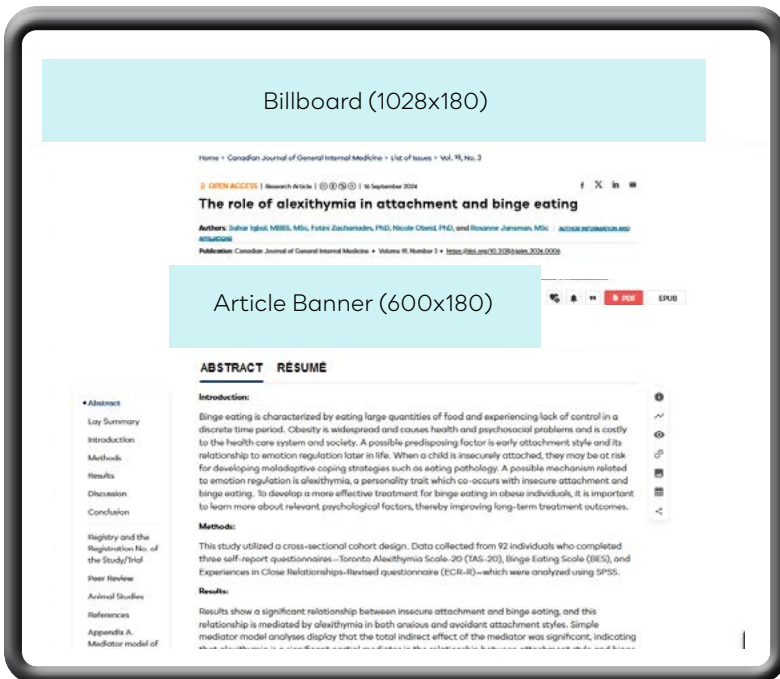
Article Banner (600x180)
Available on article pages

Leaderboard (820x90)
Sidebar Square (275x275)
Half Page (275x550)

Available on non-article pages, including journal home, list of issues, issue tables of contents (TOC), and information pages.

SPECIAL FEATURES

- support for advertiser's link tracking
- regional targeting
- insights on ad impressions and clicks
- advanced bot filtering



FULL PAGE IN ISSUE PDF

Place a full 8x10, colour ad in a PDF issue. Months available for new issue placement are: March, June, September, and December.



AD LOCATION**AD SIZE****NUMBER OF MONTHS BOOKED**

1

2

3

JOURNAL HOMEPAGE

Billboard	1028 x 180px	\$1,200	\$2,440	\$3,456
Leaderboard	820 x 90px	\$978	\$1,920	\$2,830
Sidebar Square	275 x 275px	\$787	\$1,470	\$2,152
Half Page	275 x 550px	\$826	\$1,543	\$2,260

ARTICLE PAGE

Billboard – New Issue	1028 x 180px	\$1,260	\$2,415	\$3,570
Billboard – Archive	1028 x 180px	\$2,625	\$5,140	\$7,665
Article Banner – New Issue	640 x 100px	\$1,200	\$2,300	\$3,400
Article Banner – Archive	640 x 100px	\$2,500	\$4,900	\$7,300

LIST OF ISSUES PAGE

Billboard	1028 x 180px	\$1,200	\$2,440	\$3,456
Leaderboard	820 x 90px	\$978	\$1,920	\$2,830
Sidebar Square	275 x 275px	\$787	\$1,470	\$2,152
Half Page	275 x 550px	\$826	\$1,543	\$2,260

TABLES OF CONTENTS (TOC)

Billboard – New Issue	1028 x 180px	\$950	\$1,775	\$2,645
Billboard – Archive	1028 x 180px	\$1,775	\$3,320	\$4,900
Leaderboard – New Issue	820 x 90px	\$840	\$1,575	\$2,350
Leaderboard – Archive	820 x 90px	\$1,575	\$3,045	\$4,515
Sidebar Square – New Issue	275 x 275px	\$892	\$1,680	\$2,465
Sidebar Square – Archive	275 x 275px	\$1,675	\$3,150	\$4,775
Half Page – New Issue	275 x 550px	\$940	\$1,764	\$2,588
Half Page – Archive	275 x 550px	\$1,760	\$3,307	\$5,015

INFORMATION PAGES

Billboard	1028 x 180px	\$800	\$1,500	\$2,200
Leaderboard	820 x 90px	\$850	\$1,600	\$2,350
Sidebar Square	275 x 275px	\$1,500	\$2,900	\$4,300
Half Page	275 x 550px	\$1,550	\$3,000	\$4,450

Full Page (8" x 10") in Online Issue (PDF version) \$1,260 per issue March June September December

Ad deadlines for 2025 issues: March (January 7), June (April 25), September (July 28), and December (October 15).

ADVERTISING TERMS AND CONDITIONS

- Banner advertising is available on select pages at: utpjournals.press/cjgim.
- *Canadian Journal of General Internal Medicine (CJGIM)* and the Canadian Society of Internal Medicine (CSIM) reserve the right to reject advertisers and/or advertising images.
- All direct-to-consumer and pharmaceutical advertising must comply with Pharmaceutical Advertising Advisory Board Guidelines (www.paab.ca).
- Company logos and product advertising are acceptable.
- Advertisements must NOT include photos of patients or hospital staff (stock images with appropriate permissions are allowed) or references to articles, studies, statistics, or graphs.
- No third-party advertisers will be accepted.

FORMATS

- Digital advertisements must be supplied as a Standard web-safe image formats including JPG, PNG, GIF, SVG for vector graphics, HTML5 for text-based ads at 72 dpi with a maximum file size of 150KB. Full page advertisements for a PDF issue must be supplied as a JPG or PDF at 300 dpi.
- Advertisement can have no more than three rotations/image movements.
- Files must be in RGB colourspace.
- Please include a text alternative for site accessibility.
- The URL/ad link must be supplied by the advertiser.

Once a booking has been received and approved, advertisements will be posted to the web within two business days.

TECHNICAL REQUIREMENTS

- Digital files are to be supplied by the advertiser. Be sure to name your ad file with the name of your company.
- Files must be emailed to advertising@utpress.utoronto.ca.
- Please include the link you would like the ad directed to with the advertisement.

ADVERTISING INSERTION ORDER FORM

Advertiser/Company Name

Name of Contact

Address

City, Province

Postal Code

Phone

Email

I accept the *CJGIM* advertising terms and conditions.

Signature

Date

This agreement is confined to the time frame listed below and must be re-negotiated at the close of the term.
(Please check the ad size and duration you wish to book below.)

Online ad start date

End date

URL online ad to link to

Total Invoice \$

Please email insertion orders to **info@csim.ca**.

Canadian reservations subject to 13% HST; rates payable in US funds outside Canada.

Advertisements will not be placed on articles if UTP, *CJGIM*, or CSIM determine there is a conflict of interest between the subject matter and the content of the ad.

Please contact **info@csim.ca** for a quotation for an alternative timeline.

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