

DATA CONFIRMED FOR JANUARY 2009 CARD
Established 1984

Published by
STA COMMUNICATIONS INC.
955 boul. St. Jean, Suite 306
Pointe Claire, Quebec
H9R 5K3
Phone (514) 695-7623 Fax (514) 695-8554
(905) 564-7700 (905) 564-7473

EDITORIAL STATEMENT:

Articles devoted to helping physicians fine-tune their diagnostic skills. Lively, timely topics designed to keep the doctor informed of the latest diagnostic techniques and advances.

ISSUE DATES: 2009

ISSUED	CLOSING	MATERIAL
January	December 3	December 10
February	January 2	January 9
March	February 2	February 9
April	March 2	March 9
May	April 1	April 8
June	May 1	May 8
July	June 1	June 8
August	July 1	July 8
September	August 3	August 10
October	September 1	September 8
November	October 1	October 8
December	November 2	November 9

PER ISSUE \$7.50 (CANADA) \$9.50 (FOREIGN)

COMMISSION & CASH DISCOUNT

15% to recognized agencies; net 30 days. Payment policy: 2% per mo. will be charged on all overdue accounts past 30 days.

GENERAL ADVERTISING

Rate Card No. 26, effective January 1, 2009

	1 ti	6 ti	12 ti	24 ti
1 Page	2610	2560	2500	2460
2/3 Page	2360	2320	2270	2225
1/2 Page	1830	1800	1770	1720
1/3 Page	1290	1280	1260	1235
	36 ti	48 ti	72 ti	96 ti
1 Page	2415	2370	2330	2290
2/3 Page	2180	2150	2100	2060
1/2 Page	1685	1660	1630	1610
1/3 Page	1215	1190	1170	1140

CORPORATE FREQUENCY DISCOUNT:

Cumulative rates among The Canadian Journal of DIAGNOSIS, The Canadian Journal of CONTINUING MEDICAL EDUCATION, LE CLINICIEN and PERSPECTIVES IN CARDIOLOGY are applicable. Contact Account Managers for corporate rates.

COVERS 12 time
2nd or 3rd Cover \$5425
4th Cover \$6640
INCL. 4-COLOR PROCESS & BLEED;
NONCANCELLABLE

COLOR

Standard color, per color, per page, extra ... \$920
Matched color, per color, per page, extra ... \$1035
Metallic color, per color, per page, extra ... \$1725
4-color & 3-color process, per page, extra ... \$1835

BLEED

No charge

POSITION CHARGES

Preferred positions granted on a first-come-first-serve basis at: 25% extra.

INSERTS

Earned b&w rate. Only backed-up inserts accepted. Quantity required: 43,000. Maximum weight of stock: single page 80 lb., multiple page 70 lb. (25 x 38). Inserts to be supplied untrimmed 8-3/8" x 11-1/4" on binding edge; no copy to appear within 1/4" of border. Inserts printed in U.S. must carry "Printed in U.S.A." Ship prepaid in labelled boxes stating date of issue and quantity to DIAGNOSIS, c/o INTERWEB INC., 1603 Boulevard Montarville, Boucherville, Quebec, J4B 5Y2. Tel: (514) 655-2801.

MECHANICAL REQUIREMENTS:

Type page: 7-1/2" x 10"
Trim size: 8" x 10-7/8"
Bleed page: 8-1/4" x 11-1/8"
DPS bleed: 16-1/4" x 11-1/8"
(includes 1/2" gutter in center spread)

Line screen: 150

Perfect binding

Unit	No Bleed (height x width)	Bleed (height x width)
2/3 Vertical	10-3/8" x 5"	11-1/8" x 5-3/8"
1/2 Vertical	10-3/8" x 4"	11-1/8" x 4-1/4"
1/2 Horizontal	5-1/8" x 7-1/2"	5-1/2" x 8-1/4"
1/3 Vertical	10-3/8" x 2-1/2"	11-1/8" x 2-7/8"
1/3 Horizontal	3-3/8" x 7-1/2"	3-3/4" x 8-1/4"
1/4 Square	5-1/8" x 3-3/4"	5-1/2" x 4-1/8"

TECHNICAL SPECIFICATIONS FOR AD MATERIAL SENT ON COMPUTER MEDIA

- All ad material must be supplied in PDF level 1.3 format or higher
- All images must be saved as a single file Tiff / EPS Binary encoded only
- All images must be in CMYK
- Resolution of all images must be at least 225 dpi
- Only the use of Postscript fonts is supported
- All fonts must be embedded in the PDF file
- All colors must be edited accordingly
- The trapping must be set to "Default" in Quark Xpress
- The offset of crop marks must be set to 12 pts
- The bleed must be set to 0.125"
- Nothing may be left in the margins of the PFD file - color bar, text etc...
- Imported elements must not be trapped
- All material should be supplied with final dye-sublimation color proofs (Rainbow) or "Matchprint" (chromalin) which correspond to the actual document size
- The publisher is not responsible for reproduction of color advertisements unless valid colour proof is supplied
- Material should be supplied on CD-ROM/DVD

CIRCULATION



Projected circulation for January 2009
Average controlled distribution 36,364

TRADE DISTRIBUTION

General Practice/Family Medicine 30,154
Internal Medicine (incl. Allergy, Cardiology, Gastroenterology, Respiratory Diseases, Rheumatology, Endocrinology) 4,438
Geriatrics 187
Dermatology 420
Neurology 608
Nephrology 372
Infectious Diseases 141
Immunology 44

GEOGRAPHICAL BREAKDOWN

NFLD. 680 ONT. 12,972
P.E.I. 124 MAN. 1,153
N.S. 1,151 SASK. 1,043
N.B. 817 ALTA./N.W.T. ... 3,803
QUE. 9,562 B.C./YUKON ... 5,056
Nunavut 3

PERSONNEL

Publisher: ROBERT PASSARETTI
Executive Editor: PAUL BRAND
Sales Montreal: JOHN DONNET
(514) 695-7623
Sales Toronto: CARLO VIOLA
(905) 564-7700

MONTREAL

955 boul. St. Jean, Suite 306,
Pointe Claire, Quebec, H9R 5K3
Tel: (514) 695-7623 • Fax (514) 695-8554

TORONTO

1550 Enterprise Road, Suite 230,
Mississauga, Ontario, L4W 4P4
Tel: (905) 564-7700 • Fax (905) 564-7473

DATA CONFIRMED FOR JANUARY 2009 CARD
Established 1986

Published by
STA COMMUNICATIONS INC.
955 boul. St. Jean, Suite 306
Pointe Claire, Quebec
H9R 5K3
Phone (514) 695-7623 Fax (514) 695-8554
(905) 564-7700 (905) 564-7473

EDITORIAL STATEMENT:

French-language medical journal providing up-to-date continuing medical education review articles, written by Quebec specialists for Quebec physicians. Editorial features practical approaches to relevant issues in medicine.

ISSUE DATES: 2009

ISSUED	CLOSING	MATERIAL
January	December 3	December 10
February	January 2	January 9
March	February 2	February 9
April	March 2	March 9
May	April 1	April 8
June	May 1	May 8
July	June 1	June 8
August	July 1	July 8
September	August 3	August 10
October	September 1	September 8
November	October 1	October 8
December	November 2	November 9

PER ISSUE \$5.50 (CANADA) \$7.50 (FOREIGN)

COMMISSION & CASH DISCOUNT

15% to recognized agencies; net 30 days. Payment policy: 2% per mo. will be charged on all overdue accounts past 30 days.

GENERAL ADVERTISING

Rate Card No. 24, effective January 1, 2009

	1 ti	6 ti	12 ti	24 ti	48 ti	96 ti
1 Page	1355	1300	1245	1190	1145	1100
2/3 Page	1225	1180	1145	1090	1050	1010
1/2 Page	960	910	885	845	815	765
1/3 Page	815	785	755	725	695	665

CORPORATE FREQUENCY DISCOUNT:

Cumulative rates among LE CLINICIEN, The Canadian Journal of DIAGNOSIS, The Canadian Journal of CONTINUING MEDICAL EDUCATION and PERSPECTIVES IN CARDIOLOGY are applicable. Contact Account Managers for corporate rates.

COVERS 12 time
2nd or 3rd Cover \$2780
4th Cover \$3195
INCL. 4-COLOR PROCESS & BLEED;
NONCANCELLABLE

COLOR

Standard color, per color, per page, extra ... \$525
Matched color, per color, per page, extra ... \$610
Metallic color, per color, per page, extra ... \$1020
4-color & 3-color process, per page, extra ... \$1090

BLEED

No charge

POSITION CHARGES

Preferred positions granted on a first-come-first-serve basis at: 25% extra.

INSERTS

Earned b&w rate. Only backed-up inserts accepted. Quantity required: 15,000. Maximum weight of stock: single page 80 lb., multiple page 70 lb. (25 x 38). Inserts to be supplied untrimmed 8-3/8" x 11 1/4" on binding edge; no copy to appear within 1/4" of border. Inserts printed in U.S. must carry "Printed in U.S.A." Ship prepaid in labelled boxes stating date of issue and quantity to LE CLINICIEN, c/o INTERWEB INC., 1603 Boulevard Montarville, Boucherville, Quebec, J4B 5Y2. Tel: (514) 655-2801.

MECHANICAL REQUIREMENTS:

Type page: 7-1/2" x 10"
Trim size: 8" x 10-7/8"
Bleed page: 8-1/4" x 11-1/8"
DPS bleed: 16-1/4" x 11-1/8"
(includes 1/2" gutter in center spread)

Line screen: 150

Perfect binding

Unit	No Bleed (height x width)	Bleed (height x width)
2/3 Vertical	10-3/8" x 5"	11-1/8" x 5-3/8"
1/2 Vertical	10-3/8" x 4'	11-1/8" x 4-1/4"
1/2 Horizontal	5-1/8" x 7-1/2"	5-1/2" x 8-1/4"
1/3 Vertical	10-3/8" x 2-1/2"	11-1/8" x 2-7/8"
1/3 Horizontal	3-3/8" x 7-1/2"	3-3/4" x 8-1/4"
1/4 Square	5-1/8" x 3-3/4"	5-1/2" x 4-1/8"

TECHNICAL SPECIFICATIONS FOR AD MATERIAL SENT ON COMPUTER MEDIA

- All ad material must be supplied in PDF level 1.3 format or higher
- All images must be saved as a single file Tiff / EPS Binary encoded only
- All images must be in CMYK
- Resolution of all images must be at least 225 dpi
- Only the use of Postscript fonts is supported
- All fonts must be embedded in the PDF file
- All colors must be edited accordingly
- The trapping must be set to "Default" in Quark Xpress
- The offset of crop marks must be set to 12 pts
- The bleed must be set to 0.125"
- Nothing may be left in the margins of the PFD file - color bar, text etc...
- Imported elements must not be trapped
- All material should be supplied with final dye-sublimation color proofs (Rainbow) or "Matchprint" (chromalin) which correspond to the actual document size
- The publisher is not responsible for reproduction of color advertisements unless valid colour proof is supplied
- Material should be supplied on CD-ROM/DVD



CIRCULATION

Projected circulation for January 2009
Average controlled distribution 10,066

TRADE DISTRIBUTION

General Practitioners/Family Medicine	7,945
Dermatology	145
Internal Medicine (incl. Allergy, Cardiology, Gastroenterology, Respiratory Diseases, Rheumatology, Endocrinology)	1,187
Geriatrics	51
Otolaryngology	153
Infectious Diseases	1
Neurology	172
Nephrology	117
Immunology	10
Hospitals/Librarians/Pharmacists & Universities	284

GEOGRAPHICAL BREAKDOWN

QUEBEC	10,060
ONTARIO	4
ALBERTA	1
NEW BRUNSWICK	1

PERSONNEL

Publisher: ROBERT PASSARETTI
Executive Editor: PAUL BRAND
Sales Montreal: JOHN DONNET
(514) 695-7623
Sales Toronto: CARLO VIOLA
(905) 564-7700

MONTREAL

955 boul. St. Jean, Suite 306,
Pointe Claire, Quebec, H9R 5K3
Tel: (514) 695-7623 • Fax (514) 695-8554

TORONTO

1550 Enterprise Road, Suite 230,
Mississauga, Ontario, L4W 4P4
Tel: (905) 564-7700 • Fax (905) 564-7473

DATA CONFIRMED FOR JANUARY 2009 CARD
Established 1989

Published by
STA COMMUNICATIONS INC.
955 boul. St. Jean, Suite 306
Pointe Claire, Quebec
H9R 5K3
Phone (514) 695-7623 Fax (514) 695-8554
(905) 564-7700 (905) 564-7473

EDITORIAL STATEMENT:

CME publishes contemporary articles drawn from selected CME programs at Canada's leading medical schools. Each issue focuses on the best CME presentations at a specific university and keeps Canadian physicians informed of the latest advances in diagnostic techniques and treatment modalities.

ISSUE DATES: 2009

ISSUED	CLOSING	MATERIAL
January	December 3	December 10
February	January 2	January 9
March	February 2	February 9
April	March 2	March 9
May	April 1	April 8
June	May 1	May 8
July	June 1	June 8
August	July 1	July 8
September	August 3	August 10
October	September 1	September 8
November	October 1	October 8
December	November 2	November 9

PER ISSUE \$7.50 (CANADA) \$9.50 (FOREIGN)

COMMISSION & CASH DISCOUNT

15% to recognized agencies; net 30 days. Payment policy: 2% per mo. will be charged on all overdue accounts past 30 days.

GENERAL ADVERTISING

Rate Card No. 21, effective January 1, 2009

	1 ti	6 ti	12 ti	24 ti
1 Page	2535	2485	2430	2390
2/3 Page	2290	2250	2200	2160
1/2 Page	1775	1745	1715	1670
1/3 Page	1270	1240	1220	1200
	36 ti	48 ti	72 ti	96 ti
1 Page	2345	2300	2260	2225
2/3 Page	2115	2085	2040	2000
1/2 Page	1635	1610	1580	1560
1/3 Page	1180	1155	1135	1110

CORPORATE FREQUENCY DISCOUNT:

Cumulative rates among The Canadian Journal of CONTINUING MEDICAL EDUCATION, The Canadian Journal of DIAGNOSIS, LE CLINICIEN and PERSPECTIVES IN CARDIOLOGY are applicable. Contact Account Managers for corporate rates.

COVERS	12 time
2nd or 3rd Cover	..\$5425
4th Cover	..\$6640
INCL. 4-COLOR PROCESS & BLEED;	
NONCANCELLABLE	

COLOR

Standard color, per color, per page, extra	.. \$920
Matched color, per color, per page, extra	.. \$1035
Metallic color, per color, per page, extra	.. \$1725
4-color & 3-color process, per page, extra	.. \$1835

BLEED

No charge

POSITION CHARGES

Preferred positions granted on a first-come-first-serve basis at: 25% extra.

INSERTS

Earned b&w rate. Only backed-up inserts accepted. Quantity required: 43,000. Maximum weight of stock: single page 80 lb., multiple page 70 lb. (25 x 38). Inserts to be supplied untrimmed 8-3/8" x 11-1/4" on binding edge; no copy to appear within 1/4" of border. Inserts printed in U.S. must carry "Printed in U.S.A." Ship prepaid in labelled boxes stating date of issue and quantity to CME, c/o INTERWEB INC., 1603 Boulevard Montarville, Boucherville, Quebec, J4B 5Y2. Tel: (514) 655-2801.

MECHANICAL REQUIREMENTS:

Type page:	7-1/2" x 10"
Trim size:	8" x 10-7/8"
Bleed page:	8-1/4" x 11-1/8"
DPS bleed:	16-1/4" x 11-1/8"
	(includes 1/2" gutter in center spread)

Line screen: 150

Perfect binding

Unit	No Bleed (height x width)	Bleed (height x width)
2/3 Vertical	10-3/8" x 5"	11-1/8" x 5-3/8"
1/2 Vertical	10-3/8" x 4'	11-1/8" x 4-1/4"
1/2 Horizontal	5-1/8" x 7-1/2"	5-1/2" x 8-1/4"
1/3 Vertical	10-3/8" x 2-1/2"	11-1/8" x 2-7/8"
1/3 Horizontal	3-3/8" x 7-1/2"	3-3/4" x 8-1/4"
1/4 Square	5-1/8" x 3-3/4"	5-1/2" x 4-1/8"

TECHNICAL SPECIFICATIONS FOR AD MATERIAL SENT ON COMPUTER MEDIA

- All ad material must be supplied in PDF level 1.3 format or higher
- All images must be saved as a single file Tiff / EPS Binary encoded only
- All images must be in CMYK
- Resolution of all images must be at least 225 dpi
- Only the use of Postscript fonts is supported
- All fonts must be embedded in the PDF file
- All colors must be edited accordingly
- The trapping must be set to "Default" in Quark Xpress
- The offset of crop marks must be set to 12 pts
- The bleed must be set to 0.125"
- Nothing may be left in the margins of the PFD file - color bar, text etc...
- Imported elements must not be trapped
- All material should be supplied with final dye-sublimation color proofs (Rainbow) or "Matchprint" (chromalin) which correspond to the actual document size
- The publisher is not responsible for reproduction of color advertisements unless valid colour proof is supplied
- Material should be supplied on CD-ROM/DVD

CIRCULATION 

Projected circulation for January 2009
Average controlled distribution 36,538

TRADE DISTRIBUTION

General Practice/Family Medicine 30,307
Internal Medicine (incl. Allergy, Cardiology, Gastroenterology, Respiratory Diseases, Rheumatology, Endocrinology) 4,451
Geriatrics 192
Dermatology 423
Neurology 606
Nephrology 377
Infectious Diseases 138
Immunology 44

GEOGRAPHICAL BREAKDOWN

NFLD. 680	ONT. 13,014
P.E.I. 124	MAN. 1,164
N.S. 1,152	SASK. 1,042
N.B. 828	ALTA./N.W.T. ... 3,823
QUE. ... 9,570	B.C./YUKON ... 5,138
	Nunavut 3

PERSONNEL

Publisher: ROBERT PASSARETTI
Executive Editor: PAUL BRAND
Sales Montreal: JOHN DONNET
(514) 695-7623
Sales Toronto: CARLO VIOLA
(905) 564-7700

MONTREAL

955 boul. St. Jean, Suite 306,
Pointe Claire, Quebec, H9R 5K3
Tel: (514) 695-7623 • Fax (514) 695-8554

TORONTO

1550 Enterprise Road, Suite 230,
Mississauga, Ontario, L4W 4P4
Tel: (905) 564-7700 • Fax (905) 564-7473

DATA CONFIRMED FOR JANUARY 2009 CARD
Established 1985

Published by
STA COMMUNICATIONS INC.
955 boul. St. Jean, Suite 306
Pointe Claire, Quebec
H9R 5K3

Phone (514) 695-7623 Fax (514) 695-8554
(905) 564-7700 (905) 564-7473

EDITORIAL STATEMENT:

Current review articles on the diagnosis and treatment of cardiovascular diseases. Written by Canadian specialists and directed to the primary and secondary care physicians—GPs/FMs and specialists (cardiologists, cardiovascular surgeons, internists, nephrologists and endocrinologists).

ISSUE DATES: 2009

ISSUED	CLOSING	MATERIAL
Jan/Feb	January 2	January 9
March	February 2	February 9
April	March 2	March 9
May	April 1	April 8
June/July	May 1	May 8
Aug/Sept	August 3	August 10
October	September 1	September 8
Nov/Dec	October 1	October 8

PER ISSUE \$6.00 (CANADA) \$8.00 (FOREIGN)

COMMISSION & CASH DISCOUNT

15% to recognized agencies; net 30 days. Payment policy: 2% per mo. will be charged on all overdue accounts past 30 days.

GENERAL ADVERTISING

Rate Card No. 25, effective January 1, 2009

	1 ti	12 ti	24 ti	48 ti	96 ti
1 Page	2445	2400	2325	2270	2220
2/3 Page	2205	2165	2100	2050	1995
1/2 Page	1710	1675	1620	1580	1560
1/3 Page	1225	1200	1170	1135	1110

CORPORATE FREQUENCY DISCOUNT:

Cumulative rates among PERSPECTIVES IN CARDIOLOGY, The Canadian Journal of DIAGNOSIS, The Canadian Journal of CONTINUING MEDICAL EDUCATION and LE CLINICIEN are applicable. Contact Account Managers for corporate rates.

COVERS 8 time
2nd or 3rd Cover \$5140
4th Cover \$5900
INCL. 4-COLOR PROCESS & BLEED;
NONCANCELLABLE

COLOR

Standard color, per color, per page, extra . . . \$835
Matched color, per color, per page, extra . . . \$945
Metallic color, per color, per page, extra . . . \$1470
4-color & 3-color process, per page, extra . \$1655

BLEED

No charge

POSITION CHARGES

Preferred positions granted on a first-come-first-serve basis at: 25% extra.

INSERTS

Earned b&w rate. Only backed-up inserts accepted. Quantity required: 18,500. Maximum weight of stock: single page 80 lb., multiple page 70 lb. (25 x 38). Inserts to be supplied untrimmed 8-3/8" x 11-1/4" on binding edge; no copy to appear within 1/4" of border. Inserts printed in U.S. must carry "Printed in U.S.A." Ship prepaid in labelled boxes stating date of issue and quantity to PERSPECTIVES IN CARDIOLOGY, c/o INTERWEB INC., 1603 Boulevard Montarville, Boucherville, Quebec, J4B 5Y2. Tel: (514) 655-2801.

MECHANICAL REQUIREMENTS:

Type page: 7-1/2" x 10"
Trim size: 8" x 10-7/8"
Bleed page: 8-1/4" x 11-1/8"
DPS bleed: 16-1/4" x 11-1/8"
(includes 1/2" gutter in center spread)

Line screen: 150

Saddle stitched

Unit	No Bleed (height x width)	Bleed (height x width)
2/3 Vertical	10-3/8" x 5"	11-1/8" x 5-3/8"
1/2 Vertical	10-3/8" x 4"	11-1/8" x 4-1/4"
1/2 Horizontal	5-1/8" x 7-1/2"	5-1/2" x 8-1/4"
1/3 Vertical	10-3/8" x 2-1/2"	11-1/8" x 2-7/8"
1/3 Horizontal	3-3/8" x 7-1/2"	3-3/4" x 8-1/4"
1/4 Square	5-1/8" x 3-3/4"	5-1/2" x 4-1/8"

TECHNICAL SPECIFICATIONS FOR AD MATERIAL SENT ON COMPUTER MEDIA

- All ad material must be supplied in PDF level 1.3 format or higher
- All images must be saved as a single file Tiff / EPS Binary encoded only
- All images must be in CMYK
- Resolution of all images must be at least 225 dpi
- Only the use of Postscript fonts is supported
- All fonts must be embedded in the PDF file
- All colors must be edited accordingly
- The trapping must be set to "Default" in Quark Xpress
- The offset of crop marks must be set to 12 pts
- The bleed must be set to 0.125"
- Nothing may be left in the margins of the PFD file - color bar, text etc...
- Imported elements must not be trapped
- All material should be supplied with final dye-sublimation color proofs (Rainbow) or "Matchprint" (chromalin) which correspond to the actual document size
- The publisher is not responsible for reproduction of color advertisements unless valid colour proof is supplied
- Material should be supplied on CD-ROM/DVD



CIRCULATION

Projected circulation for January 2009
Average controlled distribution 12,260

TRADE DISTRIBUTION

General Practice/Family Medicine	7,864
Cardiology	939
Cardiovascular & Throacic Surgery	311
Internal Medicine	1,910
Nephrology	378
Endocrinology	310
Emergency Medicine	498

GEOGRAPHICAL BREAKDOWN

NFLD.	190	ONT.	4,611
P.E.I.	43	MAN.	409
N.S.	356	SASK	356
N.B.	276	ALTA/N.W.T. . .	1,104
QUE.	3,175	B.C./YUKON . . .	1,690

PERSONNEL

Publisher: ROBERT PASSARETTI
Executive Editor: PAUL BRAND
Sales Montreal: JOHN DONNET
(514) 695-7623
Sales Toronto: CARLO VIOLA
(905) 564-7700

MONTREAL

955 boul. St. Jean, Suite 306,
Pointe Claire, Quebec, H9R 5K3
Tel: (514) 695-7623 • Fax (514) 695-8554

TORONTO

1550 Enterprise Road, Suite 230,
Mississauga, Ontario, L4W 4P4
Tel: (905) 564-7700 • Fax (905) 564-7473

Established 1988

Published by STA COMMUNICATIONS INC.

955 boul. St. Jean, Suite 306

Pointe Claire, Quebec

H9R 5K3

Phone (514) 695-7623

Fax (514) 695-8554

(905) 564-7700

(905) 564-7473

EDITORIAL STATEMENT:

- Feature Articles
 - Interviews with company presidents
 - Interviews with ad agency executives
- Departments
 - Therapeutic Trends
 - News from the industry (New Products, etc)
 - People on the Move
 - Ad Agency News
 - Wall Street View
 - PAAB Review

ISSUE DATES: 2009

ISSUED	CLOSING	MATERIAL
February	January 2	January 9
April	March 2	March 9
June	May 1	May 8
September	August 3	August 10
November	October 1	October 8

COMMISSION & CASH DISCOUNT

15% to recognized agencies; net 30 days. Payment policy: 2% per mo. will be charged on all overdue accounts past 30 days.

GENERAL ADVERTISING & CORPORATE ANNOUNCEMENTS

Rate Card No. 20, effective January 1, 2009

1 Page\$1500
2/3 Page\$1285
1/2 Page\$985
1/3 Page\$760
1/4 Page\$645

COVERS5 time
2nd or 3rd Cover\$2970
4th Cover\$3690

INCL. 4-COLOR PROCESS & BLEED; NONCANCELLABLE

COLOR

Standard color, per color, per page, extra\$565
Matched color, per color, per page, extra\$690
4-color & 3-color process, per page, extra\$1130

PEOPLE ON THE MOVE ANNOUNCEMENTS

Text only\$110
Text & Photo\$275

BLEED

No charge

POSITION CHARGES

Preferred positions granted on a first-come-first-serve basis at: 25% extra.

INSERTS

Only backed-up inserts accepted. Single page inserts require a 2" lip for binding. Quantity required: 1,500. Maximum weight of stock: single page 80 lb., multiple page 70 lb. (25 x 38). Inserts to be supplied folded and untrimmed. Single page 10-1/8" (includes 2" lip) x 11-1/8 on binding edge; no copy to appear within 1/4" of border. Inserts printed in U.S. must carry "Printed in U.S.A." Ship prepaid in labelled boxes stating date of issue to 955 boul. St. Jean, Suite 306, Pointe-Claire, Quebec H9R 5K3.

MECHANICAL REQUIREMENTS

Printed offset

Type page:	7" x 10"
Trim size:	8-1/8" x 10-7/8"
Bleed page:	8-3/8" x 11-1/8"
D.P.S. Bleed:	16-3/4" x 11-1/8"
Line screen:	133-150

Unit	Wide	Deep
2/3 v.	4-3/8"	10"
1/2 h.	7"	4-7/8"
1/3 v.	2-1/8"	10"
1/4 square	3-3/8"	4-7/8"

Saddle-stitched

- All ad material must be supplied in PDF level 1.3 format or higher
- All images must be saved as a single file Tiff / EPS Binary encoded only
- All images must be in CMYK
- Resolution of all images must be at least 225 dpi
- Only the use of Postscript fonts is supported
- All fonts must be embedded in the PDF file
- All colors must be edited accordingly
- The trapping must be set to "Default" in Quark Xpress
- The offset of crop marks must be set to 12 pts
- The bleed must be set to 0.125"
- Nothing may be left in the margins of the PFD file - color bar, text etc...
- Imported elements must not be trapped
- All material should be supplied with final dye-sublimation color proofs (Rainbow) or "Matchprint" (chromalin) which correspond to the actual document size
- The publisher is not responsible for reproduction of color advertisements unless valid colour proof is supplied
- Material should be supplied on CD-ROM/DVD

CIRCULATION

Projected circulation for January 2009

Approximately 1400 copies

- All Marketing Personnel in Pharmaceutical Companies
- Other Healthcare Professionals in Market Access, Market Research, External Relations, , Sales Management.
- All Advertising Agency Personnel

PERSONNEL

Publisher:	ROBERT PASSARETTI
Executive Editor:	PAUL BRAND
Sales Montreal:	JOHN DONNET (514) 695-7623
Sales Toronto:	CARLO VIOLA (905) 564-7700