



Canadian
Paediatric
Society

2012 Rate Card

The Canadian Paediatric Society represents paediatricians and other child and youth health care providers in hospital, university, and community settings. Its members include general paediatricians and subspecialists, paediatric nurses, administrators and teachers.

CPS News*

Our newsletter, the *CPS News*, reaches over 3,000 members and contacts, 5 times a year.

Career ads

Ad sizeRate

1/6 page	\$525
1/4 page	\$630
1/3 page	\$725
1/2 page	\$960
2/3 page	\$1,125
Full page	\$1,850

Services ads

Ad sizeRate

1/6 page	\$670
1/4 page	\$825
1/3 page	\$925
1/2 page	\$1,220
2/3 page	\$1,495

Deadlines

Issue	To reserve space	Deadline
Jan/Feb	December 12	December 19
March/Apr	January 23	January 30
May/June	March 5	March 12
Sept/Oct	July 30	August 7
Nov/Dec	October 1	October 8

Size and colour

Trim size is 8½" x 11" with ½" margins and 3/16" gutters. Ads are run in black and white.

* Ad rates are HST applicable. If you are a CPS member, you may qualify for a discount. Please contact us for details.

Website* (career ads only)

The CPS website (www.cps.ca) receives almost 60,000 visitors per month.

Stretch your advertising dollar

Reach more potential candidates and save money. Place a career ad in any issue of *CPS News* and we'll post it on our website for 60 days for an additional \$225.

Website-only career ads can be posted at any time for 60 days for only \$450!

Language

The CPS News and website are bilingual. Advertisers are asked to provide their ads in both English and French. The CPS also provides translation services for a fee.

Terms and conditions

All advertisements are subject to approval by the CPS. Advertisers will be billed upon publication. Rates are subject to applicable taxes.

Proofs and corrections

Proofs will be provided for all non-camera ready ads. Proofs must be checked for accuracy, and any corrections must be submitted within 3 business days.

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