



## 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](mailto: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](mailto: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](mailto: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 [advertising@ClockworkCanada.com](mailto:advertising@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)