



2018 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 2018 Issue	January 10	January 24
Fall 2018 Issue	July 4	July 18
Winter 2018 Issue	October 10	October 24

ADVERTISING RATES

PLACEMENT	DIMENSIONS (INCHES)	RATE (CDN DOLLARS)
Inside Front or Outside Back Cover	8.5" x 11"	\$2,595
Inside Back Cover	8.5" x 11"	\$1,950
Centerfold	8.5" x 11"	\$1,950
Full Page	8.5" x 11"	\$1,780
Half Page (horizontal)	7.5" x 4.9"	\$1,180
Half Page (vertical)	3.625" x 10"	\$1,180
Quarter Page	3.625" x 4.9"	\$670
Full Page Outsert	8.5" x 11"	\$2,480

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

FTP host address: [ftp.clockworkcanada.com](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 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)