

Overview:

We are delighted to share this exciting opportunity to participate in the Volume 3 2016 *Canadian Audiologist* advertising and advertorials. The Canadian Academy of Audiology (CAA) began publishing *Canadian Audiologist*, its official Journal, in digital format January 2014. The Journal includes regular columns and features covering clinical, research and a wide scope of topics on hearing and vestibular health. Marshall Chasin (Editor-in-Chief) and Dr. Steve Aiken (Associate Editor) consistently attract industry leaders to write on fresh and hot topics. Weekly updates of news and events keep the site lively so readers return often.

Distribution, Frequency, Target Audience and Technical Format of Publication:

Surveys have shown that the majority of readers would rather use journals and materials distributed online, so we have continued to use this format exclusively. The online journal is published 6 times a year and distributed, **free of charge**, to an email list of Audiologists, Otolaryngologists and Hearing Instrument Practitioners across Canada.

Subscriber lists have grown to a distribution of well over 2,500 readers and continues to expand. The distribution list is continually growing through referrals and invitations to subscribe free by related organizations, publishers, associations and websites.

The Journal is readable on most desktop, laptop browser and tablet formats.

Canadian Audiologist Online Journal site

See the current issue with links to previous issues: www.canadianaudiologist.ca. The journal is interactive so click on the icons for information; ad clicks will take you to company websites.

Editorial Board

Marshall Chasin	Editor in Chief
Steve Aiken	Associate Editor
Scott Bryant	Managing Editor
Jean Holden	Executive Director, CAA
Erika Henry	Production Coordinator

Kim Tillery	Wayne Staab	Michael Valente
Rich Tyler	Sheila Moodie	Gael Hannan
Calvin Staples	Greg Noel	Peter Stelmachovich
Alberto Behar	Bill Hodgetts	

EDITORIAL INFORMATION: marshall.chasin@rogers.com

SALES AND CIRCULATION: tracy.cook@canadianaudiology.ca

Advertising Rates:

- Ads sizes are based on the Interactive Advertising Bureau (IAB) standards.
- No ads appear on the home/landing page. Links to a 'feature article' and 'table of contents' appear on the home/landing page.
- Table of Contents and Feature Article pages are premium locations.
- Examples of page layout templates and ad sizes:

<http://www.canadianaudiologist.ca/issue/volume-2-issue-6-2015/column/the-wired-audiologist/>

Ad Type	Size in Pixels	File Size	1 issue	6 issues	
1 Leaderboard -table of contents page	728 x 90	40k	\$1,000/ad	\$900/ad	1 per page
2 Leaderboard -feature story page	728 x 90	40k	\$900/ad	\$810/ad	1 per page
3 Leaderboard -other pages	728 x 90	40k	\$700	\$630/month	1 per page
4 Leaderboard -animated**	728 x 90		Plus 20%	Plus 20%	Max animation 15 sec. **
5 Wide skyscraper -other pages	160 x 600	40k	\$650	\$580/month	1 per pg. right col
6 Wide skyscraper -animated**	160 x 600		Plus 20%	Plus 20%	Max animation 15 sec. **
7 Medium rectangle -table of contents page	300 x 250	40k	\$450	\$400/month	Max 3 per page stacked right col
8 Medium rectangle -other pages	300 x 250	40k	\$350	\$300/month	Max 3 per page stacked right col
9 Medium rectangle -animated**	300 x 250	40k	Plus 20%	Plus 20%	Max animation 15 sec. **
10 Advertorial*	Per article		\$2,000	N/A	Details below *

*Advertorial

- Price is per article of combined text (maximum 2000 words) and graphics/photos.
- Price includes leaderboard on the page. No other ads on the page.
- See example [advertorial](#). (← control + click to follow link)

** Animated ads

- The use of animated ads is limited to one ad of animated type on each page of the journal.

All ads link to advertiser's website.

Ad Format:

- Stationary ad type: .jpg
- Animated ad type: .gif. Maximum time for an animated ad is 15 seconds

Ad Reservation Contact Information: tracy.cook@canadianaudiology.ca

- Please include a contact name and telephone number in your communication

2016 Advertising Dates:

Booking contract contains booking and payment terms.

Issue	Editorial Material Due	Ad Material Due	Live
1	Friday Dec. 11, 2015	Friday Jan. 8, 2016	Thursday Jan. 21, 2016
2	Friday Feb. 12, 2016	Friday Mar. 4, 2016	Thursday Mar. 12, 2016
3	Friday April 8, 2016	Friday May 6, 2016	Thursday May 12, 2016
4	Friday June 10, 2016	Thursday, June 30, 2016	Thursday July 7, 2016
5	Friday Aug. 12, 2016	Friday Sept. 2, 2016	Thursday Sept. 8, 2016
6	Friday Oct. 14, 2016	Friday Nov. 18, 2016	Thursday Nov. 24, 2016

Payments will be due 15 days after the first ad run in a purchase agreement.
Ads are accepted at the discretion of CAA.

For information and booking form : tracy.cook@canadianaudiology.ca

2015 Quick Analytics on canadianaudiologist.ca

- Users 15,632
- Page view s 82,980
- Unique Page view s 34,204