

Overview:

We are delighted to share this exciting opportunity to participate in Volume 5 the 2018 [Canadian Audiologist](#) advertising and advertorials. **Canadian Audiologist** is the most read hearing health care journal in Canada and is available on-line, and free of charge to all those interested in hearing health care matters.

The Journal includes regular columns and features including clinical, research, consumer, and industry topics on hearing health, technology, patient focussed care, and vestibular health. Dr. 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:

This online journal is published 6 times a year and is distributed free to charge via email blasts to Audiologists, Hearing Instrument Practitioners, Researchers, and Otolaryngologists across Canada. References and links to the journal are made on the website and in the CAA weekly newsletter.

Subscriber lists have grown to a distribution of well over 2,000 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 all 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

- Dr. Marshall Chasin, Editor in Chief
- Dr. Steve Aiken, Associate Editor
- Dr. Kim Tillery
- Dr. Wayne Staab
- Dr. Michael Valente
- Dr. Rich Tyler
- Dr. Sheila Moodie
- Gael Hannan
- Calvin Staples, MSc
- Peter Stelmachovich, MCI Sc
- Alberto Behar, PEng
- Gael Hannan
- Dr. Salima Jiwana, President, CAA
- Jean Holden, Executive Director, CAA
- Scott Bryant, Managing Editor
- Erika Henry, Production Coordinator

EDITORIAL INFORMATION: Marshall.Chasin@rogers.com

SALES AND CIRCULATION: Tracy.Cook@CanadianAudiology.ca

Advertising Rates:

Ad Type	Page	Size in Pixels	1 issue	6 issues	
Leaderboard	Table of Contents	728 x 90 and 320 x 50	\$1,000/ad	\$900/ad	1 per page
Leaderboard	Feature	728 x 90 and 320 x 50	\$900/ad	\$810/ad	1 per page
Leaderboard	Other Pages	728 x 90 and 320 x 50	\$700	\$630/month	1 per page
Leaderboard	Animated	728 x 90 and 320 x 50	Plus 20%	Plus 20%	Max animation 15 sec. **
Rectangle	Table of Contents	300 x 250	\$450	\$400/month	Max 3 per page stacked right col
Rectangle	Feature	300 x 250	\$375	\$325/month	Max 3 per page stacked right col
Rectangle	Other Pages	300 x 250	\$350	\$300/month	Max 3 per page stacked right col
Rectangle	Animated	300 x 250	Plus 20%	Plus 20%	Max animation 15 sec. **
Wide skyscraper	Other Pages	160 x 600	\$650	\$580/month	1 per pg. right col
Wide skyscraper	Animated	160 x 600	Plus 20%	Plus 20%	Max animation 15 sec. **
Advertorial*	Per article	Per article	\$1,800	N/A	Details below*
Industry Research**	Per article	Per article	\$1,800	N/A	Details below*

Ad Format and Placement Information:

- Stationary ad type: jpg
- Animated ad type: gif. Maximum time for an animated ad is 15 seconds
- Examples of page layout templates and ad sizes: <http://canadianaudiologist.ca/current/> Table of Contents and Feature Article pages are premium locations.
- No ads appear on the home/landing page. Links to a 'feature article' and 'table of contents' appear on the home/landing page.
- Note for Leaderboard ads please send both a 728 x 90 file size, and a mobile version 320 x 50 pixel
- Rectangle ads will also be inserted in the mobile version, but do not need to be altered.

*Advertorial

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

The Official Publication of the Canadian Academy of Audiology

****Industry Research – New**

- Article will be published as a feature article and will be categorized as ‘Industry Research’.
- Price is per article of combined text (maximum 2000 words) and graphics/photos.
- Price includes the leaderboard ad, and / or the medium rectangle ad on the page. No other ads on the page.
- See [example](#)

2018 Advertising Dates:

Booking contract contains booking and payment terms.

Issue	Editorial Material Due	Ad Material Due	Live
1	Friday Dec. 15, 2017	Friday Jan. 12, 2018	Thursday Jan. 25, 2018
2	Friday Feb. 9, 2018	Friday March 2, 2018	Thursday Mar. 8, 2018
3	Friday April 6, 2018	Friday May 4, 2018	Thursday May 10, 2018
4	Friday June 8, 2018	Friday June 29, 2018	Thursday July 5, 2018
5	Friday Aug. 10, 2018	Friday Aug. 31, 2018	Thursday Sept. 6, 2018
6	Friday Oct. 12, 2018	Friday Nov. 16, 2018	Thursday Nov. 22, 2018

Ads are accepted at the discretion of CAA.

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

2017 Quick Analytics on CanadianAudiologist.ca (Jan 1 – Oct 27, 2017)

- Users 31,659
- Page Views 61,937
- Unique Page Views 51,751
- Sessions 39,964