

## Overview:

We are delighted to share this exciting opportunity to participate in Volume 6 the 2019 [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](http://www.CanadianAudiologist.ca). The journal is interactive so click on the icons for information; ad clicks will take you to company websites.

## Editorial Board

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

EDITORIAL INFORMATION: [Marshall.Chasin@rogers.com](mailto:Marshall.Chasin@rogers.com)

SALES AND CIRCULATION: [Tracy.Cook@CanadianAudiology.ca](mailto:Tracy.Cook@CanadianAudiology.ca)

## Advertising Rates:

Ad Type	Page	Size in Pixels	1 issue	6 issues	
Leaderboard	<b>Table of Contents</b>	728 x 90 and 320 x 50	\$1,000/ad	\$900/ad	1 per page
Leaderboard	<b>Feature</b>	728 x 90 and 320 x 50	\$900/ad	\$810/ad	1 per page
Leaderboard	<b>Other Pages</b>	728 x 90 and 320 x 50	\$700	\$630/month	1 per page
Leaderboard	<b>Animated</b>	728 x 90 and 320 x 50	Plus 20%	Plus 20%	Max animation 15 sec. **
Rectangle	<b>Table of Contents</b>	300 x 250	\$450	\$400/month	Max 3 per page stacked right col
Rectangle	<b>Feature</b>	300 x 250	\$375	\$325/month	Max 3 per page stacked right col
Rectangle	<b>Other Pages</b>	300 x 250	\$350	\$300/month	Max 3 per page stacked right col
Rectangle	<b>Animated</b>	300 x 250	Plus 20%	Plus 20%	Max animation 15 sec. **
Wide skyscraper	<b>Other Pages</b>	160 x 600	\$650	\$580/month	1 per pg. right col
Wide skyscraper	<b>Animated</b>	160 x 600	Plus 20%	Plus 20%	Max animation 15 sec. **
Advertorial*	<b>Per article</b>	Per article	\$1,800	N/A	Details below*
Industry Research**	<b>Per article</b>	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, and / or the medium rectangle ad on the page. No other ads on the page.
- See example [advertorial](#). (← control + click to follow link)

#### \*\*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.
- Financial and in-kind support for researchers, clinics, subjects and others related to the study must be stated.
- See [example](#)

## 2019 Advertising Dates:

*Booking contract contains booking and payment terms.*

Issue	Editorial Material Due	Ad Material Due	Live
1	Friday Dec. 14, 2018	Friday Jan. 11, 2019	Thursday Jan. 24, 2019
2	Friday Feb. 8, 2019	Friday March 1, 2019	Thursday Mar. 7, 2019
3	Friday April 5, 2019	Friday May 3, 2019	Thursday May 9, 2019
4	Friday June 7, 2019	Friday June 28, 2019	Thursday July 4, 2019
5	Friday Aug. 9, 2019	Friday Aug. 30, 2019	Thursday Sept. 5, 2019
6	Friday Oct. 18, 2019	Friday Nov. 15, 2019	Thursday Nov. 21, 2019

Ads are accepted at the discretion of CAA.

For information and booking form: [tracy.cook@canadianaudiology.ca](mailto:tracy.cook@canadianaudiology.ca)

## 2018 Quick Analytics on CanadianAudiologist.ca (Jan 1 – Nov 5, 2018)

- Users 62,936
- Page Views 105,643
- Unique Page Views 92,550
- Sessions 79,052