

## Overview:

We are excited to share this opportunity to participate in Volume 9 of the 2022 [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 focused 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 available free of charge with regular announcements to Audiologists, Hearing Instrument Practitioners, Researchers, Educators and Otolaryngologists across Canada. References and links to the journal are made on the website and in the CAA weekly newsletter.

## 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. Click on the ads to take you to company websites.

## Editorial Board

- Dr. Marshall Chasin, Editor in Chief
- Dr. Steve Aiken, Associate Editor
- Erica Zaia
- Dr. Michael Vekasi,
- Janine Verge
- Gael Hannan
- Dr. Sheila Moodie
- Alberto Behar
- Dr. Rich Tyler
- Dr. Wayne Staab
- Dr. Michael Valente
- Dr. Chris Allan, President, CAA
- Jean Holden, Executive Director, CAA
- Dorcas Awoniyi, Administrative Manager, CAA
- Matthew Spence, Production Coordinator
- Scott Bryant, Managing Editor

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

SALES AND CIRCULATION: [dorcas@CanadianAudiology.ca](mailto:dorcas@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
- 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.

## Animated ad type: gif

- 150kb or smaller
- Animation length must be 30 seconds or shorter
- Animations can be looped, but the animations must stop after 30 seconds
- Animated GIF ads must be slower than 5 FPS

### \*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

- 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](#)

## 2022 Advertising Dates:

*Booking contract contains booking and payment terms.*

Issue	Editorial Material Due	Ad Material Due	Live
#1	Friday Dec. 17, 2021	Friday Jan. 7, 2022	Thursday Jan. 20, 2022
#2	Friday Feb. 11, 2022	Friday Feb. 25, 2022	Thursday Mar. 10, 2022
#3	Friday April 22, 2022	Friday April 29, 2022	Thursday May 12, 2022
#4	Friday June 17, 2022	Friday July 1, 2022	Thursday July 14, 2022
#5	Friday Aug. 5, 2022	Friday Aug. 26, 2022	Thursday Sept. 8, 2022
#6	Friday Oct. 14, 2022	Friday Nov. 4, 2022	Thursday Nov. 17, 2022

### 2020 Quick Analytics on CanadianAudiologist.ca (Jan 1 – Dec 31)

- Users 120,408
- Page Views 184,587
- Sessions 149,128

Estimated Readership for 2021 based on real data collected to December 10th.

- Users 135,095
- Page Views 206,321
- Sessions 167,701

Ads are accepted at the discretion of CAA.

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