

*The Official Publication of the Canadian Academy of Audiology*

## Overview:

We are excited to share this opportunity to participate in Volume 11 of the 2024 [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
- Michael Vekasi
- Janine Verge
- Gael Hannan
- Sheila Moodie
- Salima Jiwani
- Pam Millet
- Samira Anderson
- Kathy Pichora-Fuller
- Bob Harrison
- Anne Griffin
- Michael Vekasi, 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)

*The Official Publication of the Canadian Academy of Audiology*

### 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

*The Official Publication of the Canadian Academy of Audiology*

**\*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. Your company has exclusive advertising rights in this advertorial.
- 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. Your company has exclusive advertising rights in this industry research.
- Financial and in-kind support for researchers, clinics, subjects, and others related to the study must be stated.
- See [example](#)

## 2024 Advertising Dates:

*Booking contract contains booking and payment terms.*

Issue	Editorial Material Due	Ad Material Due	Live
#1	Friday Dec. 15, 2023	Friday Jan. 12, 2024	Thursday Jan. 18, 2024
#2	Friday Feb. 2, 2024	Friday Feb. 23, 2024	Thursday Mar. 7, 2024
#3	Friday April 19, 2024	Friday April 26, 2024	Thursday May 9, 2024
#4	Friday June 14, 2024	Friday June 28, 2024	Thursday July 11, 2024
#5	Friday Aug. 2, 2024	Friday Aug. 23, 2024	Thursday Sept. 5, 2024
#6	Friday Oct. 11, 2024	Friday Nov. 1, 2024	Thursday Nov. 14, 2024

Estimated statistics for 2023 based on actual data for issues 1 to 5.

- Users 179,814
- Page Views 160,661
- Sessions 138,910

Ads are accepted at the discretion of CAA.

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