

# ORNAC JOURNAL

## 2012 ADVERTISING RATE SHEET

ORNAC Journal (formerly Canadian Operating Room Nursing Journal) is a quarterly peer-reviewed Journal written by Registered Nurses for Registered Nurses. It is the official publication of Operating Room Nurses Association of Canada (ORNAC) and covers topics related to operating room management, new and traditional surgical procedures, and national and provincial news relevant to the perioperative nursing specialty.



**CIRCULATION**  
2,400 ACROSS CANADA

**2,200** - OR Nursing Directors, Supervisors, Coordinators, Clinical Instructors and Staff Nurses  
**200** - CSR Supervisors, Infection Control Officers, Post Anaesthetic Recovery Room Nurses, Hospital Libraries, and Surgical Suppliers

### PRODUCTION SCHEDULE AND DEADLINES

PUBLICATION	AD SPACE CLOSING	ARTWORK DUE
March 2012 Issue	January 19	February 2
June 2012 Issue	April 26	May 10
September 2012 Issue	July 19	August 2
December 2012 Issue	November 1	November 15

### ADVERTISING RATES

BLACK ONLY	1 TIME	4 TIME
Full Page	\$ 1,365	\$ 1,265
Half Page	\$ 890	\$ 815
Quarter Page	\$ 515	\$ 485
4 COLOUR	1 TIME	4 TIME
Full Page	\$ 1,880	\$ 1,780
Half Page	\$ 1,410	\$ 1,335
Quarter Page	\$ 1,040	\$ 1,010

For Inside Back Cover position guarantee add 10% to full page, 4 colour rate. For Inside Front and Outside Back position guarantees add 20% to full page, 4 colour rate. Position guarantees are as available and some conditions apply.

Rates are in Canadian Dollars and are subject to HST at 15% in Canada (842007148RT0001).

All rates are advertising agency commissionable.

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## ARTWORK SPECIFICATIONS:

### Acceptable file formats:

**Illustrator EPS** (with text converted to paths and linked files embedded),  
**TIF and JPG** (flattened at 300dpi) or  
**PDF** (with all fonts and graphics embedded).

Art must be submitted CMYK @ 300dpi (photos).  
Please provide a low-res PDF proof.

Trim/finish size is 8.5" x 11".

Please note these file formats will not be alterable in any way and all artwork submitted is presumed to be print-ready.

*Please direct any production related questions to [sherri@ClockworkCanada.com](mailto:sherri@ClockworkCanada.com)*

*The ORNAC Journal is not responsible for ads not conforming to specs outlined above.  
Desktop work will be billed at a rate of \$60 / hr.*

Files smaller than 3MB can be emailed directly to [sherri@ClockworkCanada.com](mailto:sherri@ClockworkCanada.com). For larger files please upload to our FTP site (*see below*)

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FTP host address: <ftp.clockworkcanada.com>  
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Questions? Contact us at 902.442.3882  
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7.5" (w) x 10" (h)  
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Full Bleed  
9" (w) x 11.5" (h)

Half Page  
Horizontal Ad  
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Half Page  
Vertical Ad  
3.625" (w)  
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Quarter  
Page Ad  
3.625" (w)  
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