

CANADIAN OPERATING ROOM NURSING JOURNAL



RATE SHEET

Published by **Clockwork Communications Inc.** under the authority of the **OPERATING ROOM NURSES' ASSOCIATION OF CANADA.**

This is a quarterly peer-reviewed Journal written by Registered Nurses for Registered Nurses and covering operating room management, new and traditional surgical procedures, and national and provincial news relevant to the perioperative nursing specialty.

PUBLICATION SCHEDULE 2010

PUBLICATION	AD SPACE CLOSING	MATERIALS DUE
MARCH 2010	January 28	February 11
JUNE 2010	April 29	May 13
SEPTEMBER 2010	July 29	August 12
DECEMBER 2010	November 4	November 18

CIRCULATION

Total circulation: 3,000 across Canada

OR Nursing Directors, Supervisors, Coordinators, Clinical Instructors and Staff Nurses **2,800**

CSR Supervisors, Infection Control Officers, Post Anaesthetic Recovery Room Nurses, Hospital Libraries, and Surgical Suppliers **200**

MECHANICAL REQUIREMENTS

Finished book size: 7" x 10", saddle-stitched.

AD	TRIM	IMAGE AREA	BLEED
Full Page	7" w x 10" D	6" w x 9" D	7 1/4" w x 10 1/4" D
DP Spread	14" w x 10" D	13" w x 9" D	14 1/4" w x 10 1/4" D
1/2 Page (horz.)	6" w x 4 3/8" D	-	-
1/2 Page (vert.)	2 7/8" w x 9" D	-	-
1/4 Page	2 7/8" w x 4 3/8" D	-	-

DIGITAL SPECIFICATIONS FOR VENDOR-SUPPLIED ELECTRONIC ARTWORK

We regret that we do not accept PDFs at this time. Ads must be supplied in MAC-formatted **Quark Express (v. 6)** (EPS or Native File), **Illustrator (v. 10 or earlier)** or **Photoshop (v. 7 or earlier)**. ALL fonts must accompany electronic artwork. If working in Adobe Illustrator, please convert all fonts to outlines. Colour proof or laser must be supplied. All 4-colour pictures should be saved 300 dpi, S/A, CMYK Tiffs or Eps. **Please supply a contact phone number and a proof.**

Ads are accepted on a CD, ZIP or via e-mail. Files may be condensed using *Stuffit* or *Disc Doubler*, and with electronic files over 3 megs., please call (902) 442-3882 or visit www.ClockworkCanada.com and click on Advertising Rates for FTP protocols. If e-mailing electronic artwork (under 3 megabytes only) please send to: ads@ClockworkCanada.com.

Please direct any production related questions to ads@ClockworkCanada.com or call (902) 442-3882.

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

DISPLAY ADVERTISING RATES

BLACK ONLY	1 TIME	4 TIMES
Full Page	\$ 1,290	\$ 1,185
1/2 Page	\$ 825	\$ 750
1/4 Page	\$ 490	\$ 465
Double Page Spread	\$ 2,165	\$ 1,960
4 COLOUR	1 TIME	4 TIMES
Full Page	\$ 1,800	\$ 1,700
1/2 Page	\$ 1,340	\$ 1,265
1/4 Page	\$ 1,000	\$ 980
Double Page Spread	\$ 3,400	\$ 3,200

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 in Canada (842007148RT0001). All rates are advertising agency commissionable.

FILM READY-MADE film is *only* accepted for full-page and double-page spreads, and is subject to a stripping-in charge of \$20 FP and \$40 DPS. Film must be supplied RRED (right-reading, emulsion down), 133 line negative film, and must be accompanied by a full-colour proof. Please see shipping info below for film.

SHIPPING INSTRUCTIONS & PAYMENT TERMS

AD INQUIRIES, INSERTION ORDERS, PAYMENTS

All advertising inquiries, insertion orders, payments, and invoice queries should be directed to: **Clockwork Communications Inc.**, PO Box 33145, Halifax, Nova Scotia B3L 4T6 CANADA • Tel: (902)442-3882 • Fax: 1-888-330-2116 • e-mail: contact@ClockworkCanada.com

AD MATERIALS

All advertising materials should be shipped pre-paid to: **Clockwork Communications Inc.**, c/o 24 Westhaver Road, Glen Margaret, Nova Scotia B3Z 3E9 CANADA • Tel: (902)442-3882 • Fax: 1-888-330-2116 • ads@ClockworkCanada.com. For international shipments we recommend you employ *Federal Express* or a similar international courier and mark shipments "Advertising Film – no Commercial Value" for the purpose of customs. Payment terms are net 30 days from the date of publication. Overdue accounts will incur a 15% late payment fee.