

Circulation: 1,304  
Effective January 1st, 2003

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## General Advertising

Black & White	Size (inches)	1X	4X	8X	12X	24X	36X
1 page	8.125 x 10.875 If bleed 3.375 x 11.125	\$900	\$845	\$795	\$770	\$750	\$740
2/3 page	4.500 x 10.000	\$775	\$730	\$680	\$655		
1/2 page	H: 7.000 x 4.875 , V: 3.375 x 10.000	\$610	\$560	\$530	\$510		
1/3 page	H: 6.875 x 3.125, V: 2.125 x 10.000, S: 4.500 x 4.875	\$500	\$470	\$430	\$420		
1/4 page	3.375 x 4.875	\$405	\$375	\$350	\$340		
Colour		Covers (non-cancelable; rates include 4-colour process)					
Standard	\$350	Inside Front Cover		\$2095			
Matched	\$470	Inside Back Cover		\$2050			
4-Colour process	\$970	Outside Back Cover		\$2320			
<b>Special Position: 15 % extra</b>		<b>T.O.C.: 20 % Premium</b>		<b>Bleed: No Charge</b>		<b>Type page size: 7.000 x 10.000</b>	

### Frequency

Issued seven times per year. Six clinical issues: February, April, June, August, October, December. PLUS: The COS Annual Meeting Issue, March

### Closing Dates

Insertion orders:  
First of the previous month.  
Material:  
Tenth of the previous month.

### Mechanical Requirements

Advertising printed offset. Digital proofs required for 4-colour. Binding: perfect bound.

### If sending a PDF File

① Create file at final trim size, adding bleed to file. (Include registration) ② High resolution embedded images, also CMYK. ③ All fonts correctly embedded. *PDF should be created from postscript file (NOT FROM PDF WRITER), or exported from within program, please inform us as to which program and platform the PDF originated from.*

### If sending native files

① Mac QuarkXpress document at final trim size, adding bleed to file. ② Placed images. ③ Supply all fonts and hires support files. Correct use of colours. (Illustrator EPS and Photoshop EPS or TIFF.

### 3 ways to send files

- ① **CD or Zip drive**
- ② **email:** for less than 10Mb files  
**dpp@sjcottawa.com**  
please make attention to Cecilia Chow, DPP, also fax a set of lasers at 613.729.9537 after you email the files.
- ③ **ftp:** for files over 10Mb  
Address: **ftp.sjpg.com**  
User: **dpp**  
Password: **cy2ex441**  
please place file in a folder named the journal and the ad name. If any questions please call our DPP department at 613.729.4303.  
If you are using a web browser to ftp files you need to type the following address :  
**ftp://dpp:cy2ex441@ftp.sjpg.com**

**For e-mail and ftp, the files should be compress using Stuffit or WinZip.**

### Copy & Contract Regulations

- ① All copy is subject to the approval of the editorial board, and, in certain instances (i.e. pharmaceutical advertising), P.A.A.B. approval.
- ② Cancellations cannot be accepted after closing date.
- ③ 15% commission to recognized advertising agencies.

### Insert Information

Inserts should be supplied 8.125 wide x 11.125 deep, .375 gutter. This provides .125 trim at the top, bottom and right hand side. Insert must also conform to mechanical type requirements. Maximum weight: 80 lbs. basis 25X38. Insert from U.S. must show "printed in U.S.A."

Request quantity information from Target Media. Sample of insert or photostat should accompany insertion order.

Send to:

Canadian Journal of Ophthalmology  
c/o St. Joseph Print Group  
1165 Kenaston Street,  
P.O. Box 9809, Stn T  
Ottawa, Ontario, K1G 6S1  
Steve Anderson (613) 740-3338  
cchow@sjcottawa.com

### Send Contracts and Insertion Orders To:



42 Roseheath Avenue  
Toronto, Ontario,  
M4C 3P2  
Tel.: 416.691.5155  
Fax: 416.694.2821  
email:  
valger@targetmedia.ca

# CJO ICO *Profile*

The *Canadian Journal of Ophthalmology* is the official journal of the Canadian Ophthalmological Society (COS). In 2003 the Journal enters its 38th year of publication.

The *Canadian Journal of Ophthalmology* is the only peer-reviewed ophthalmology journal in Canada. It is written by the specialists for the specialists in this important field of medicine. The Journal publishes original scientific papers and findings not only from Canada, but from around the world. According to a SCI Citation Report, the *Canadian Journal of Ophthalmology* is the most cited Canadian journal for this specialty world-wide.

There are new and exciting changes at the COS this year. CPD (Continuing Professional Development) credits may be obtained under Section 2 MaintCert and/or Section 3 (self assessment by completing post test questions in featured articles). Under the peer review process, authors will be invited to submit their articles under Section 3.

Dr. Miguel N. Burnier Jr, is the Chair of the Department of Ophthalmology of McGill University and our new Editor-in-Chief. The CJO includes exciting regular editorial features, such as: Current Controversies in Ophthalmology; Tips and Chips (specialty expert advice, recently discovered pearls of wisdom, and pitfalls to be avoided); Interpreting Technology (understanding and implementing new technologies); Sub-specialty Updates/and Profiles on interesting academic and community ophthalmologists. The *Canadian Journal of Ophthalmology* will continue to publish six scientific issues per year. The December issue will now become the "Star Issue" focusing on one specific specialty. The Annual Meeting issue will continue to be the special issue in March. A new Membership Directory and Buyer's Guide will be available in January. Suppliers and distributors will be included in this important directory, making it an invaluable resource for every ophthalmologist.

Circulation exceeds 1,300, delivered to 902 members of the Society as well as to 402 paid subscribers. These physicians have varied interests, including cataract and refractive surgery, retina and vitreous, external disease and cornea, glaucoma, neuro-ophthalmology, ocular plastic surgery, pediatric surgery and more.

The *Canadian Journal of Ophthalmology* is the authoritative journal that Canadian ophthalmologists turn to for new research and current insights. The *Canadian Journal of Ophthalmology* offers advertisers the ideal forum to get their advertising message out to this target audience.

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