

Circulation: 1,325  
Effective January 1st, 2004

For Profile see Page 2

## General Advertising

Black & White	Size (inches)	1X	4X	8X	12X	24X	36X
1 page	8.125 x 10.875 If bleed 8.375 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	\$1000	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 5Mb files  
**files@dollco.com**  
please make attention to Gisele Poirier, Preflight, Ref: CJO, also fax a set of lasers to 613.738.4655 after you email the files.
- ③ **ftp:** for files over 5Mb  
Address: **ftp.dollco.com**  
User: **cjo**  
Password: **memo123**  
The files are now in the CJO folder. If any questions please call our Preflight Department at 613.738.9181 x3358. If you have problems with transmitting your files please contact our MIS Dept. at x3325.

If you are using a web browser to ftp files you need to type the following address : <ftp://cjo@ftp.dollco.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 Dollco Printing  
2340 St. Laurent Boulevard  
Ottawa, Ontario K1G 6E3  
Jerry Garvey, 613.738.9181 x3443  
[jerry@dollco.com](mailto:jerry@dollco.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](mailto:valger@targetmedia.ca)

# CJO ICO *Profile*

The *Canadian Journal of Ophthalmology* is the official journal of the Canadian Ophthalmological Society (COS). In 2004 the Journal enters its 39th 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.

Dr. Miguel N. Burnier Jr, is the Chair of the Department of Ophthalmology of McGill University and our 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); Subspecialty Updates/and Profiles on interesting academic and community ophthalmologists.

The *Canadian Journal of Ophthalmology* publishes six scientific issues per year. The Annual Meeting issue is our special issue in March. The Membership Directory and Buyer's Guide is available in January. Suppliers and distributors are 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.

This year, the June issue will focus entirely on "Current Concepts of Ocular Melanoma". This special issue will include a number of post-test questions, which may be completed online at the COS website and will qualify for Section 3 credits under the Royal College of Physicians and Surgeons of Canada Maintenance of Certification (MOC) program. Similar Section 3 MOC credits will be made available in a number of issues throughout the year.

The Membership Directory and Buyer's Guide is available in January. Suppliers and distributors are included in this important directory, making it an invaluable resource for every ophthalmologist.

The *Canadian Journal of Ophthalmology* offers advertisers the ideal forum to get their advertising message out to this target audience.

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