

CJDH JCHD

2011 Rate Card **DISPLAY ADVERTISING**

EFFECTIVE 1 January 2011

	1 time		6 times		12 times		18 times		24 times	
	4-colour	B/W	4-colour	B/W	4-colour	B/W	4-colour	B/W	4-colour	B/W
1 page	\$2965	\$1195	\$2870	\$1100	\$2790	\$1020	\$2685	\$915	\$2615	\$845
2/3 page	2795	1025	2730	960	2645	875	2580	810	2510	740
1/2 page	2550	780	2480	710	2460	690	2410	640	2375	605
1/3 page	2420	650	2380	610	2330	560	2275	505	2230	460
1/4 page	2315	545	2265	495	2235	465	2210	440	2180	410
1/8 page	2235	465	2215	445	2185	415	2155	385	2130	360

COVERS (non-cancellable; rates include 4-colour process)

Inside front cover	\$3340
Inside back cover	\$3340
Outside back cover	\$3790

INSERTS IN POLYBAG

Quantity required: **14,300**. Quotations available on request. Please contact Peter Greenhough at Keith Communications Inc., 1-800-661-5004 or 905-278-6700, ext. 18, for more information.

COMMISSION

15% agency commission to recognized advertising agencies (no early payment discount).

MATERIAL REQUIREMENTS

Send insertion orders to: KEITH COMMUNICATIONS INC.
1599 Hurontario Street, #104, Mississauga, Ontario L5G 4S1
Tel: 905-278-6700 / 1-800-661-5004; Fax: 905-278-4850
E-mail: pgreenhough@keithhealthcare.com
Website: www.keithhealthcare.com

FREQUENCY

Published four times per year; months of publication are February, May, August, and November. New volume starts with the February issue.

CLOSING DATES

Insertion Orders: The 1st day, 8 weeks previous to publication date. i.e. 1 December for February issue. **Material:** 1st of the previous month, i.e., 1 January for the February issue.

COPY AND CONTRACT REGULATIONS

- All copy is subject to the approval of the CDHA's Executive Director.
- Cancellations cannot be accepted after closing date.

CIRCULATION

14,173 (as of 30 September 2010). CDHA member breakdown by province (approximate): NL=161; NS=626; PE=61; NB=420; QC=220; ON=6516; MB=519; SK=487; AB=2412; BC=2687; NT=10; NU=1; YT=10; USA=33; Other countries=29

DATA FILES

Adobe Acrobat PDF/X-1a compliant files is the preferred format. Settings are press quality, 300 dpi cmyk colour, fonts embedded, registration, and bleed offset by 3/8". File formats in other programs are accepted with limitations. For more information on requirements, please contact Peter Greenhough at 905-278-6700 or 1-800-661-5004. Advertising is printed web offset. Binding is saddle stitched. Digital data accompanied by an acceptable colour proof is requested for all display advertising submissions.

ARTWORK SPECIFICATIONS

	Inches		Picas	
	WIDTH	DEPTH	WIDTH	DEPTH
Journal trim size	8 3/8"	10 7/8"	50 1/4 p	65 1/4 p
Text page size	7 1/6"	9 1/2"	42 1/2 p	57 p
Advert sizes (crop mark measurement)				
Full page*	8 3/8"	10 7/8"	50 1/4 p	65 1/4 p
* add an additional 1/2" bleed to all four sides				
2/3 page horiz.	7 1/6"	6 1/3"	42 1/2 p	38 p
1/2 page horiz.	7 1/6"	4 3/4"	42 1/2 p	28 p
1/2 page vert.	3 7/16"	9 1/2"	20 1/2 p	57 p
1/3 page horiz.	7 1/6"	3 3/16"	42 1/2 p	19 p
1/4 page	3 7/16"	4 3/4"	20 1/2 p	28 p

SUBMITTING DATA FILES

- FTP** .pdf, .eps, .ai, .sit or .zip in binary. To upload your file on the FTP client you use, for example, the Windows Explorer address bar, copy: ftp://ftp.cdha.ca/CJDH_adverts/
User name: CJDH_journal *Password:* journal1!
Send a confirmation e-mail to artwork@cdha.ca indicating the name of your uploaded archive so that we know it's there!
- E-mail** high resolution files to: artwork@cdha.ca.
(.pdf, .eps, .ai, .sit or .zip attachments, maximum 5MB)
- Courier** high resolution files (.pdf, .eps, .ai, .sit or .zip) on CD to: Canadian Dental Hygienists Association
96 Centrepointe Drive, Ottawa, Ontario K2G 6B1

PROFILE

The *Canadian Journal of Dental Hygiene* is the only English journal published in Canada exclusively for dental hygienists. It is the prime communication tool for the Canadian Dental Hygienists Association (CDHA) that represents the interests of more than 15,500 professional dental hygienists across Canada.

CJDH is delivered to the homes of CDHA members in addition to a variety of national and international subscribers. It is a publication that is anticipated and read by dental hygiene professionals across Canada from cover to cover on a regular basis. It alerts them to changes in the profession that are occurring with great regularity. As dental hygienists become more fully recognized as primary oral health specialists, the need for information on new technologies and products affecting the profession will become even more critical to the development of dental hygiene practice.

Established in 1966, *CJDH* began as a quarterly and became a bi-monthly publication in 1993 under the name *Probe*. The objectives of the journal are to report, chronicle, and evaluate all activities of scientific and professional interest to members of the dental hygiene profession. The publication includes feature articles, reports and abstracts about dental health, clinical dental hygiene practice, dental hygiene research, modifications to dental hygiene practice and curricula, professional concerns, and other related subjects.

Regular columns include the President's message, Chief Executive Officer's message, Guest Editorial, Letters to the Editor, News, Abstracts, and the CDHA Community Calendar.

Address: Canadian Journal of Dental Hygiene
96 Centrepointe Drive, Ottawa, ON K2G 6B1
Telephone: 613-224-5515; Fax: 613-224-7283
E-mail: info@cdha.ca
Website: www.cdha.ca

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