

# Wound Care

CANADA



THE OFFICIAL PUBLICATION OF WOUNDSCANADA

## Rate Card 2017

**Wound Care Canada is THE publication for health-care professionals involved in wound management.**



Wound Care Canada is an online, peer-vetted magazine designed to transfer evidence-based, clinically relevant information to health professionals across Canada working in the area of skin health and the prevention and management of wounds.

### Publication Dates

Spring/Winter

### Circulation

Health-care professionals, including:

- Nurses
- Physicians
- Chiropodists
- Podiatrists
- Pedorthists
- Physiotherapists
- Occupational Therapists
- Case Managers
- Researchers
- Policy Makers
- All interested health-care professionals

### Advertising Copy Deadline

Two weeks prior to publication.

### Cancellations

In writing, six weeks prior to publication.

### Advertising Rates

#### Single Purchases:

Full Page:	\$1,800
½ Page vertical or horizontal:	\$1,200
¼ Page:	\$850

### Copy Specifications for Advertisements

#### Full Page:

8.5"w x 11"h (51p0 x 66p0)  
No bleed required



#### Covers:

8.5"w x 11"h (51p0 x 66p0)  
No bleed required



#### ½ Page Vertical:

4-5/32"w x 11"h (25p0 x 33p0)  
No bleed required



#### ½ Page Horizontal:

8.5"w x 5-13/32"h (51p0 x 32p6)  
No bleed required



#### ¼ Page Vertical:

4-5/32"w x 5-13/32"h (25p0 x 32p6)  
No bleed required



### Copy Format

- All files to be supplied as high-res PDFs
- Minimum 250 DPI
- Fonts embedded or converted to paths
- RGB or CMYK (files will convert to RGB for publication)