



Diabetic Foot Canada e-Journal

e-Journal Rate Card

The *Diabetic Foot Canada e-Journal* is THE e-journal for health-care professionals involved in the care of the diabetic foot.

The *Diabetic Foot Canada e-Journal* is an online, open-access, peer-vetted journal aimed at health-care professional audiences across Canada. This journal is a vehicle for transfer of evidence-based, clinically relevant and practical knowledge and information in the area of prevention and management of diabetic foot complications.

Circulation

Healthcare professionals, including:

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

Copy Format

All files to be supplied as high-res PDFs

Advertising Copy Deadline

Two weeks prior to publication

Cancellations

in writing 6 weeks prior to publication

e-Journal Advertising Rates

Full Page:	\$1,800
Double page spread:	\$2,300
1/2 Page vertical or horizontal:	\$1,200
1/4 Page	\$850

Copy Specifications for e-Journal Advertisements

Full Page: Page 297 x 210 mm Type area: 277 x 190 mm Bleed: 5 mm all round	1/2 page horizontal: Page: 148.5 x 210 mm Type: 128.5 x 190 mm Bleed: 5 mm all round
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1/2 page vertical: Page: 297 x 105 mm Type area: 277 x 85 mm Bleed: +5 mm all round	1/2 page horizontal DPS: Page: 148.5 x 420 mm Type: 128 x 390 mm Bleed: +5 mm all round
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Advertisements – Technical Specifications

File Sizes and Dimensions

- Leader board Advertisement:** 728 x 90 pixels – up to 65k
- Banner Advertisement or Footer:** 468 x 60 pixels – up to 50k
- Tile Advertisement:** 120 x 120 pixels – up to 20k
- Sky Scraper Advertisement:** 120 x 600 pixels – up to 45k

File Formats

Banner ads can come in a number of file formats:

- JPEG (.jpg files)
- GIF (.gif files) – these are animated files where different frames can be made; maximum of 3 frames looped.
- Rich media (.swf Flash files)