

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

March, June, December

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

Package:

3 Full-page ads: \$4,500 (17% off)

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)