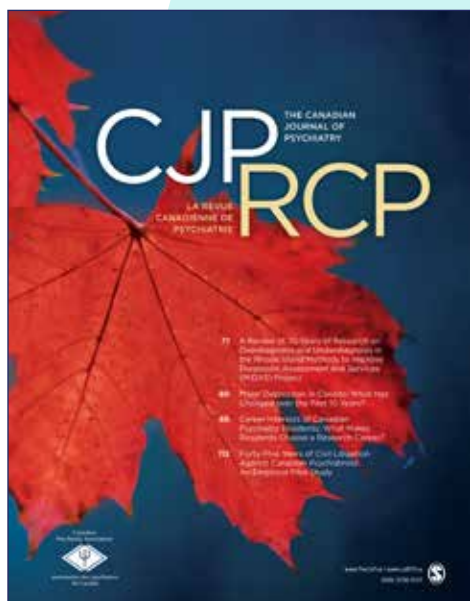


# ADVERTISING RATES & SPECIFICATIONS - 2025



**EDITOR:** Lakshmi N. Yatham, MBBS, FRCPC, MRCPsych, MBA (Exec) The University of British Columbia, Canada

**DESCRIPTION:** Established in 1956, The Canadian Journal of Psychiatry (CJP) is the flagship publication of the CPA. The CJP provides a forum for psychiatry and mental health professionals to share their findings with more than 3,000 researchers and clinicians. CJP includes peer-reviewed scientific articles on ongoing developments in Canadian and international psychiatry. Regular features include the In Review series, written by world leaders in psychiatric research; the latest original research, systematic review papers, book reviews, and letters to the editor, which are published in either English or French.

Founded in 1951, the Canadian Psychiatric Association (CPA) is the national voluntary professional association for Canada's 4,700 psychiatrists. As the national voice of Canadian psychiatrists, the CPA advocates for the professional needs of its members and promotes excellence in education, research, and clinical practice

This title is available online and as a digital issue.

**AFFILIATIONS:** Canadian Psychiatric Association (CPA)

**READERSHIP PROFILE:** CJP is primarily read by Canadian psychiatrists. 61% of the 4,668 psychiatrists in Canada report reading CJP.

**IMPACT FACTOR:**

• 3.3

**RANKING:**

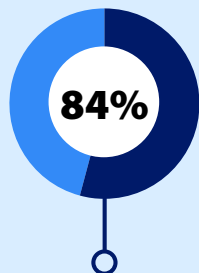
• Psychiatry 85 out of 276

• Digital Circulation: 2,200

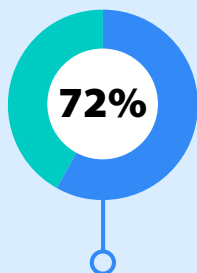
• Frequency: 12



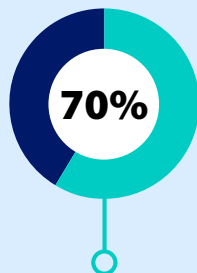
## Actions taken after viewing an advertisement for a medical product, procedure, or treatment



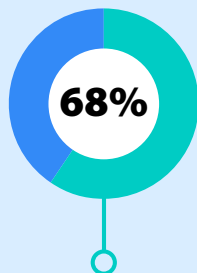
learn something new or recall facts about advertised product



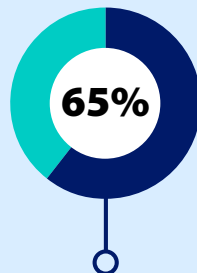
discuss the product with colleagues



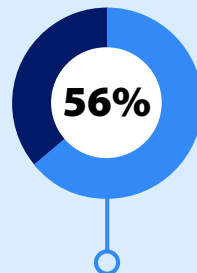
discussed product with a rep



research the product or another website or offline resource



go to the advertised brand's website



start using the product

## CONTACTS



**ADVERTISING**  
**Neil Chesher**

+44 (0) 207-324-8601

Email: Neil.Chesher@sagepub.co.uk



**SUPPLEMENTS AND SPECIAL SALES**  
**Manuela Brun**

Phone: +44 (0) 207 324 8579

Email: manuela.brun@sagepub.co.uk



**REPRINTS**  
**Wendy Worman**

Phone: 805.410.7635

Email: reprint@sagepub.com



**PUBLISHING SOLUTIONS**  
**Hamish McDougall**

Phone: +44 (0) 203 215 0152

Email: hamish.mcdougall@sagepub.co.uk



## DIGITAL EDITION ADVERTISING RATES

FREQUENCY	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS
• FULL PAGE	\$4,369	\$4,270	\$3,844	\$3,705	\$3,435

Prices shown in Canadian dollars

## CLASSIFIED ADVERTISING AND PROFESSIONAL OPPORTUNITIES

SIZE	COST
• FULL PAGE	\$2,500
• HALF PAGE	\$1,500

## DIGITAL EDITION ADVERTISING OPTIONS

### HIGH IMPACT BANNER ADS

Rate: \$3,000

Pricing includes 2 of the options below per issue (can mix & match):

- Bottom Banner pop up (728 X 90)
- Box ad pop up (300 X 250)
- Specs: JPG or PNG, less than 1 MB.

### SPONSORED DISTRIBUTION

Sponsorship includes:

- Banner (468 X 60) and your logo (120 X 60) in an email promoting the digital issue.
- Faux cover with journal masthead at top and the rest of the page your ad. (This will be the first page to appear in the sponsored issue)
- Full Page (color) Ad
- One Pop Up Ad of your choice in the digital issue

Prices shown in Canadian dollars

## DIGITAL EDITION ADVERTISING UPGRADE OPPORTUNITIES

### CALL TO ACTION BANNER:

Banner ad at the top of page with clickable URL. Included with your ad space.

### EMBEDDED VIDEO:

\$650 in addition to ad placement rate

Prices shown in Canadian dollars

## SPECIAL POSITION PREMIUMS

- Inside front cover Earned rate + 35%
- Inside back cover Earned rate + 25%
- Back cover Earned rate + 35%
- Facing table of contents Earned rate + 30%
- Facing first text page Earned rate + 25%
- Other specified positions Earned rate + 15%

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate. Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

**AGENCY COMMISSION:** 15%

**PAYMENT TERMS:** Terms for invoices are net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

# SCHEDULE

## CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING	INSERT
JANUARY	15 NOVEMBER 2024	22 NOVEMBER 2024	6 DECEMBER 2024
FEBRUARY	6 JANUARY 2025	27 DECEMBER 2024	10 JANUARY 2025
MARCH	17 JANUARY 2025	24 JANUARY 2025	6 FEBRUARY 2025
APRIL	14 FEBRUARY 2025	21 FEBRUARY 2025	7 MARCH 2025
MAY	14 MARCH 2025	21 MARCH 2025	4 APRIL 2025
JUNE	18 APRIL 2025	25 APRIL 2025	9 MAY 2025
JULY	16 MAY 2025	23 MAY 2025	6 JUNE 2025
AUGUST	20 JUNE 2025	27 JUNE 2025	10 JULY 2025
SEPTEMBER	17 JULY 2025	21 JULY 2025	5 AUGUST 2025
OCTOBER	22 AUGUST 2025	26 AUGUST 2025	11 SEPTEMBER 2025
NOVEMBER	17 SEPTEMBER 2025	19 SEPTEMBER 2025	6 OCTOBER 2025
DECEMBER	17 OCTOBER 2025	23 OCTOBER 2025	6 NOVEMBER 2025

## MECHANICAL REQUIREMENTS

SIZE	NON-BLEED (W x H)	BLEED (W x H)	• TRIM SIZE: 8.5" X 11"
• FULL PAGE	8.5" X 10.5"	8.75" X 11.25"	<ul style="list-style-type: none"> <li>• All advertising is subject to CPA approval</li> <li>• Ad dimensions are listed in inches</li> <li>• All live copy should be no closer than 1/4" from trim</li> </ul>
• HALF PAGE VERTICAL	4.25" X 11"	N/A	
• HALF PAGE HORIZONTAL	8.5" X 5.5"	N/A	

### • BANNER ADVERTISING REQUIREMENTS

- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Geo-targeting is available (higher CPMs apply).
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

### • ARTWORK DELIVERY

Email: [advertising@sagepub.com](mailto:advertising@sagepub.com)

- **A high-resolution press-ready PDF is required for all electronic ad submissions.**
- **All fonts must be embedded.**
- **Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images.**



▲  
Digital Edition Examples

## BANNER ADVERTISING

STANDARD	CPM
Minimum of 10,000 impressions per month	
STANDARD BANNERS	<b>\$125</b>
GEOTARGETED BANNERS	<b>\$130</b>
STICKY BANNERS	<b>\$160</b>
EXPANDABLE	<b>\$155</b>
<b>INTERSTITIAL BANNERS</b>	<b>MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING</b>
300 X 250 px - 700 X 700 px	

### BANNER ADVERTISING REQUIREMENTS

- Standard banner positions include: 728 x 90 px; 160 x 600 px; 300 x 250 px; 300 x 600 px
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).
- **ARTWORK DELIVERY**  
Email: [advertising@sagepub.com](mailto:advertising@sagepub.com)

All prices are gross CPM unless otherwise noted. Minimums may apply.  
**Monthly Sponsorships Available. Contact Your Sales Representative For Pricing.**

All prices are shown in Canadian dollars.

## CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the **Psychiatry channel**, maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

## eARTICLE ADVERTISING

DYNAMIC SUPER LEADERBOARD

Recommended size is 1237 x 250  
Smaller banner sizes can be accepted  
but will not display optimally.

**MONTHLY SPONSORSHIP  
CONTACT YOUR SALES REPRESENTATIVE  
FOR PRICING**

FULL PAGE PDF

1237 X 1631 px

**MONTHLY SPONSORSHIP  
CONTACT YOUR SALES REPRESENTATIVE  
FOR PRICING**

## RETARGETING

**CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**

## RELATED TITLES



▲  
Digital  
Advertising  
Examples