

VASCULAR ACCESS

Journal of the Canadian Vascular Access Association

2017 ADVERTISING RATES

The *Vascular Access* journal is directed to professional clinicians who are dedicated to enhancing the practice of vascular access and infusion therapy. It is published three times each year, in both print and electronic formats.

Content

Vascular Access features original, peer-reviewed articles on current vascular access and infusion therapy issues related to practice, education, research and leadership that will assist in growing and developing the specialty.

Readership

Printed copies of *Vascular Access* are distributed to approximately 1,000 CVAA members and subscribers throughout Canada and internationally. CVAA members are involved in every aspect of vascular access and infusion therapy from clinical care and education to research and administration.

The publication's target audience includes nurses, physicians, pharmacists, radiology technologists/technicians and respiratory therapists who provide vascular access and infusion therapy, as well as administrators and clinical leaders who are responsible for education.

Advertising

Vascular Access provides a direct link to the community of specialists who practise vascular access and infusion therapy across Canada and beyond. The journal is an important marketing tool for corporate branding, new product introduction and ongoing promotion, services and more.

Ads in *Vascular Access* have added value, with the electronic version linked to advertisers' websites. With a commitment to all three journal issues, advertisers automatically receive a complimentary logo ad in all three issues of the CVAA e-newsletter, CVAA Link, with a link to advertisers' websites included.

FOR FURTHER INFORMATION:

Contact Heather Coughlin, Pappin Communications, The Victoria Centre,
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2017 Vascular Access

	Editorial Material Due/Ad Closing	Ad Material Due	Publication
Issue 1	Mar 3, 2017	Mar 10, 2017	Apr 2017
Issue 2	Jun 21, 2017	Jul 5, 2017	July 2017
Issue 3	Oct 11, 2017	Nov 1, 2017	Nov 2017

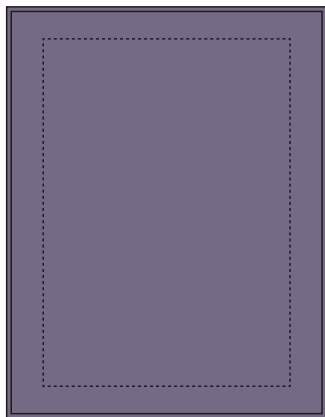
2017 CVAA Link e-newsletter

	Editorial Material Due/Ad Closing	Ad Material Due	Publication
Issue 1	Feb 10, 2017	Feb 10, 2017	Feb 2017
Issue 2	Jun 9, 2017	Jun 9, 2017	Jun 2017
Issue 3	Oct 6, 2017	Oct 6, 2017	Oct 2017

2017 Vascular Access Colour Advertising Rates (rates are net)

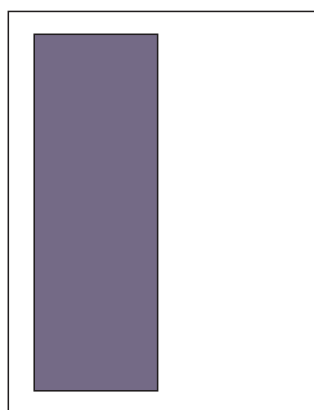
	1 Time	3 Times
Full Page Ad	\$1,842.50	\$1,677.50
Outside Back Cover	\$2,111.00	\$1,996.50
Inside Back Cover	\$2,134.00	\$1,892.00
Inside Front Cover	\$2,134.00	\$1,892.00
½ Page	\$1,017.50	\$907.50
Inserts, Outserts, Bellybands, etc...	To Be Quoted	To Be Quoted

Ad Dimensions (width x height)



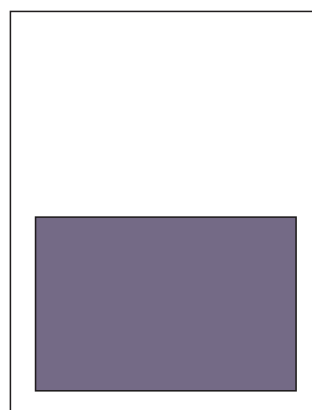
Full Page Ad

Trim size: 8.5" x 11";
With bleed: 8.75" x 11.25"
Type margin: 6.75" x 9.5"



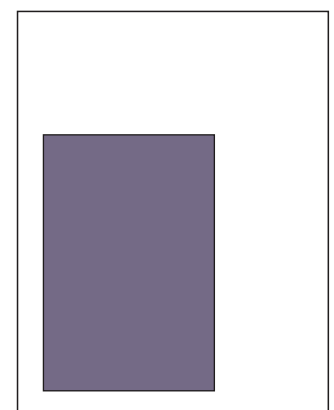
½ Page (Vertical)

7.125" x 4.75"



½ Page (Horizontal)

3.375" x 9.75"



½ Island Ad

4.675" x 7"

Ad Material Specifications

Electronic files only. Colour proof to accompany files. Ads should be in PDF. Provide all fonts and support files (e.g., scans). Ads should be supplied to correct size; include additional .125" bleed on full page ads. Email files to heather@pappin.com. Ad production/design, if required, is available and is billed in addition to advertising rates.