



VASCULAR ACCESS

Journal of the Canadian Vascular Access Association

2021 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 institutional subscribers (university and hospital libraries, etc.) 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, 1012 Snake River Line, Cobden, ON K0J 1K0
Phone: 1-613-633-9818; Email: heather@pappin.com

Vascular Access is published for the Canadian Vascular Access Association by Pappin Communications, Cobden, Ontario

2021 Vascular Access

Volume 15	Editorial Material Due/Ad Closing	Ad Material Due	Publication
Issue 1	Mar 1, 2021	Mar 15, 2021	Apr 2021
Issue 2	Jul 2, 2021	Jul 16, 2021	Aug 2021
Issue 3	Oct 1, 2021	Oct 15, 2021	Nov 2021

2021 CVAA Link e-newsletter

	Editorial Material Due/Ad Closing	Ad Material Due	Publication
Winter/Spring	Feb 5, 2021	Feb 10, 2021	Feb 24, 2021
Summer	Jun 4, 2021	Jun 9, 2021	Jun 23, 2021
Fall	Oct 8, 2021	Oct 13, 2021	Oct 27, 2021

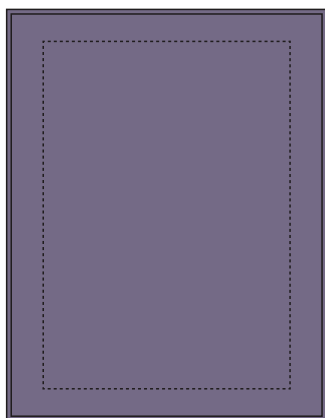
2021 Vascular Access Colour Advertising Rates (rates are net, taxes extra)

	1 Issue	3 Issues
Full Page Ad	\$1,420.00	\$1,278.00
½ Page	\$1,017.50	\$907.50
¼ Page	\$970.00	\$873.00

2021 CVAA Link Colour Advertising Rates (rates are net, taxes extra)

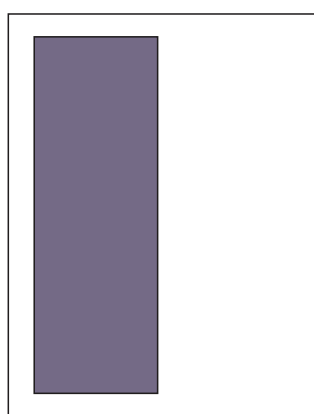
Full Page Ad	\$575.00
½ Page	\$350.00

Ad Dimensions (width × height)



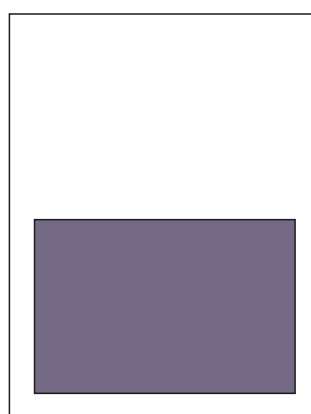
Full Page Ad

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



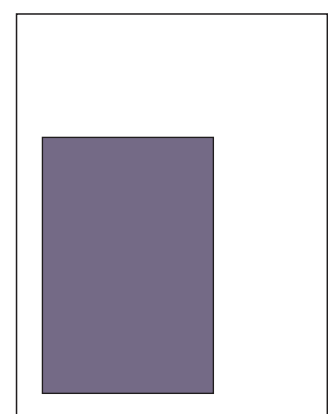
½ Page (Vertical)

3.375" w × 9.75" h



½ Page (Horizontal)

7.125" w × 4.75" h



½ Island Ad

4.675" × 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.