



CANO  
ACIO

Canadian Association of Nurses in Oncology  
Association canadienne des infirmières en oncologie

# The Canadian Oncology Nursing Journal

## Revue canadienne de soins infirmiers en oncologie

*The official publication of the Canadian Association of Nurses in Oncology (CANO) /  
La publication officiel de l'Association Canadienne des Infirmières en Oncologie (L'ACIO)*

## ONLINE ADVERTISING INFORMATION

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### CANO NATIONAL OFFICE

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### ABOUT

The Canadian Oncology Nursing Journal is now published online, open access, at [www.canadianoncologynursingjournal.com](http://www.canadianoncologynursingjournal.com). The journal is available for download in its entirety, or full-text peer-reviewed articles and feature columns can be viewed individually.

The Canadian Oncology Nursing Journal is published quarterly in the winter, spring, summer and fall. It is the only Canadian publication in cancer nursing. It is a bilingual, peer-reviewed journal dedicated to the interests of the professional nurse who provides care to patients with cancer and their families. The journal endeavours to publish timely papers, promote the image of the nurse involved in cancer care, stimulate nursing issues in oncology nursing and encourage nurses to publish in national media.

Content includes peer-reviewed original manuscripts relating to clinical oncology practice, technology, education and research. A variety of regular columns focus on research issues, materials on review, profiles of individuals or programs and clinical tips, as well as CANO position statements.

Readership includes nurses practising in all areas of cancer care, including clinical practice, education and administration, and involved with a variety of cancer populations, including breast, GI, lung, Hem/Onc, GU, Gyn, head & neck, CNS and others.

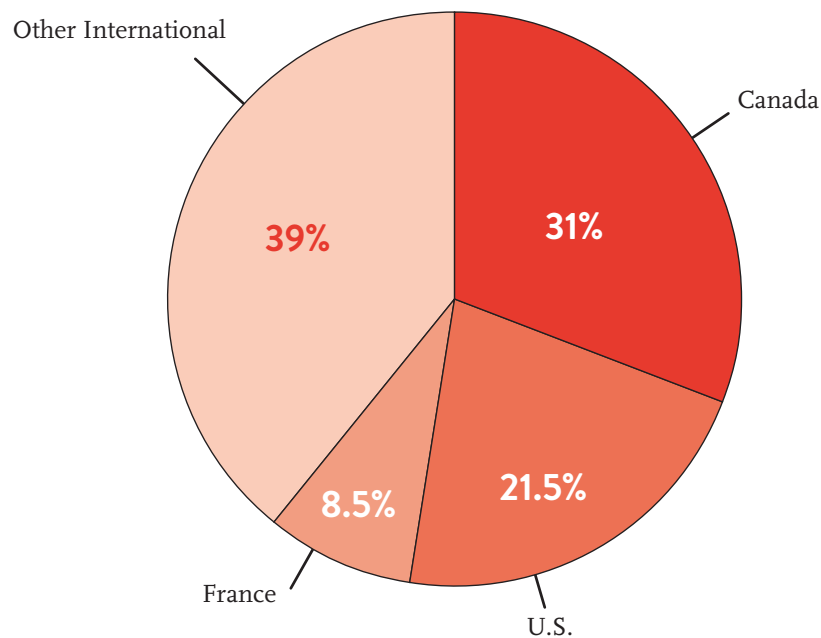
Approximately 1,200 subscribers receive email notification when each issue is published online, including members of the Canadian Association of Nurses in Oncology (CANO). Readership includes a growing international audience, ensuring that advertisements on the CONJ website provide a direct link to both the national and broader international oncology nursing community.

## REACH

Online advertising on the Canadian Oncology Nursing Journal (CONJ) website provides instant access to the full journal readership, including members of the Canadian Association of Nurses in Oncology (CANO), subscribers and an expanding international audience. From January–October 2020, the site had nearly 27,000 unique users and nearly 81,000 pageviews.

Unique users per month (avg. January–December 2020)	2,227
Page views per month (avg. January–December 2020)	6,726

## READERSHIP BREAKDOWN JANUARY–DECEMBER 2020



## OPPORTUNITIES

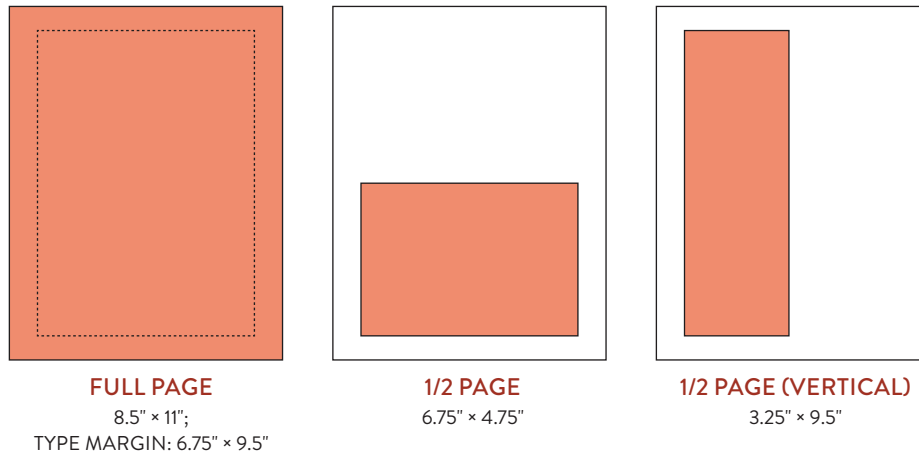
*(Three-month post to coincide with journal publication)*

Home Page Banner ad (in Announcements section)	\$1,025
Banner with hyperlink/click through to URL or PDF provided	\$1,275
Banner and journal ad combo (appears in full issue PDF)	\$1,625 full page
	\$1,275 half page
Issue sponsor: Corporate logo appears in the sidebar of the homepage on the website plus on the title page of each article in PDF	\$1,625
Full page ad within journal only	\$805
Half page ad within journal only	\$455
1/2 page B&W fairbalance	\$350
1/3 page B&W fairbalance	\$275
Sponsored supplement to journal	Rate TBC upon finalized specs

## AD SIZE (PIXELS)

	Width	Height
Homepage banner/announcements section	900 px	~150 px (flexible)
Issue sponsor (homepage logo + all articles in issue)	200 px	150 px

## AD SIZE FOR PDF FILES



## MECHANICAL REQUIREMENTS FOR ONLINE ADVERTISING

Publisher prefers ad files in .gif, .jpg or .png formats. Advertiser should provide desired landing URL and or logo file, as required, with submission of ad file.

For clarification, reservations, any advertising inquiries, or for file submission, email [heather@pappin.com](mailto:heather@pappin.com)

## PUBLICATION SCHEDULE & AD DEADLINES

Winter 2021: confirmation Dec. 18, 2020, file submission Jan. 8, publication January

Spring 2021: confirmation March 5, file submission March 19, publication April

Summer 2021: confirmation June 4, file submission June 18, publication July

Fall 2021: confirmation Sept. 3, file submission Sept. 17, publication October

- Ads will be posted for three months on <http://www.canadianoncologynursingjournal.com> unless otherwise requested.
- Net rates, we regret that we cannot offer an agency discount. Terms: net 30 days
- Frequency discount = less 10% each repeat

## FOR FURTHER INFORMATION:

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