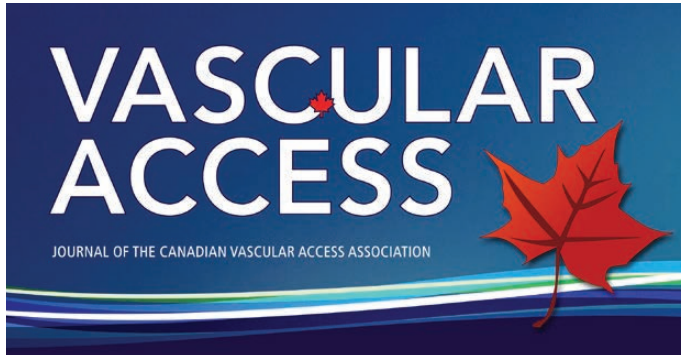




Canadian Vascular Access Association  
Association Canadienne d'Accès Vasculaire



## 2023 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 CVAA members and institutional subscribers (university and hospital libraries, etc.) throughout Canada and internationally. The journal is available online in an open access format at <https://journal.cvaa.info/>. 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.

## FOR FURTHER INFORMATION:

Contact Heather Coughlin, Pappin Communications, 1012 Snake River Line, Cobden, ON KOJ 1K0  
Phone: 1-613-633-1938; Email: [heather@pappin.com](mailto:heather@pappin.com)

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

## 2023 Vascular Access

Volume 16	Editorial Material Due/Ad Closing	Ad Material Due	Publication
Issue 1	Mar 1, 2023	Mar 15, 2023	Apr 2023
Issue 2	Jul 3, 2023	Jul 14, 2023	Aug 2023
Issue 3	Oct 6, 2023	Oct 20, 2023	Nov 2023

## 2023 CVAA Link e-newsletter

	Editorial Material Due/Ad Closing	Ad Material Due	Publication
Winter/Spring	Feb 3, 2023	Feb 10, 2023	Feb 23, 2023
Summer	Jun 2, 2023	Jun 9, 2023	Jun 22, 2023
Fall	Oct 6, 2023	Oct 13, 2023	Oct 26, 2023

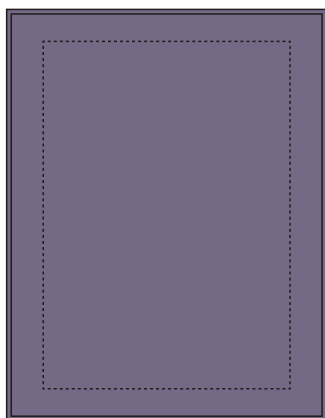
## 2023 Vascular Access Colour Advertising Rates (rates are net, taxes extra)

	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

## 2023 CVAA Link Colour Advertising Rates (rates are net, taxes extra)

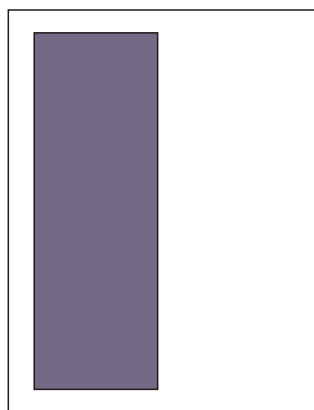
Full Page Ad	\$575.00
½ Page	\$350.00

## Ad Dimensions (width × height)



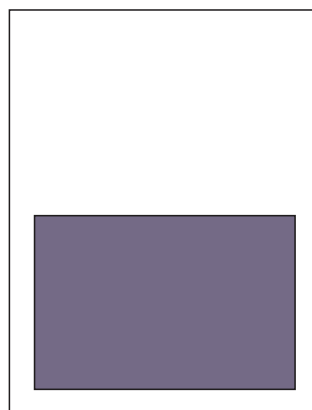
### Full Page Ad

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



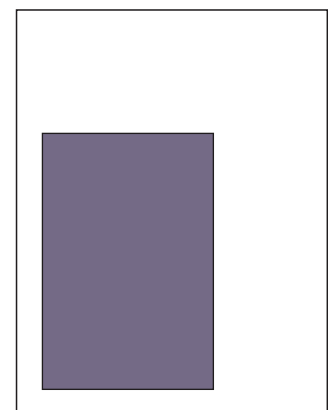
### ½ Page (Vertical)

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](mailto:heather@pappin.com). Ad production/design, if required, is available and is billed in addition to advertising rates.