



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

CANO NATIONAL OFFICE

Suite 301 – 750 West Pender Street,
Vancouver, BC V6C 2T7
Phone: (604) 874-4322; Fax: (604) 874-4378
E-mail: cano@malachite-mgmt.com
Website: www.cano-acio.ca
Editor: Marg Fitch, editor@cano-acio.ca

ABOUT

The Canadian Oncology Nursing Journal is now published online, open access, at 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.

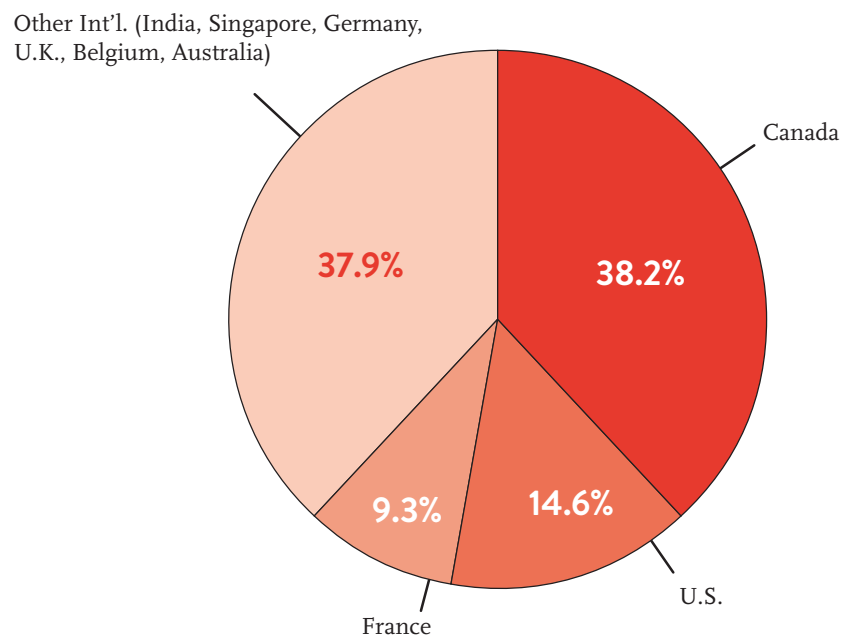
Approximately 1,200 subscribers receive email notification when each issue is published online, including members of the Canadian Association of Nurses in Oncology (CANO). Readership includes a growing international audience, ensuring that advertisements on the CONJ website provide a direct link to both 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. In a period from July to November 2023, showed 2,270 unique users and over 10,000 pageviews.

| | |
|--|-------|
| Unique users per month (avg. July–November 2023) | 757 |
| Page views per month (avg. July–November 2023) | 3,400 |

READERSHIP BREAKDOWN JULY–NOVEMBER 2023



OPPORTUNITIES

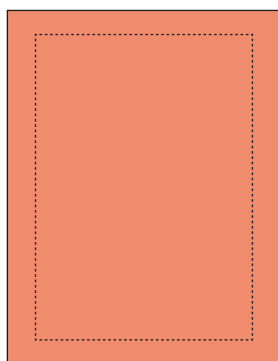
(Three-month post to coincide with journal publication)

| | |
|---|-------------------------------|
| 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 |

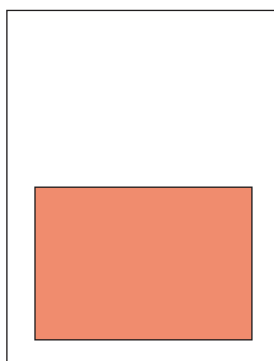
AD SIZE (PIXELS)

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

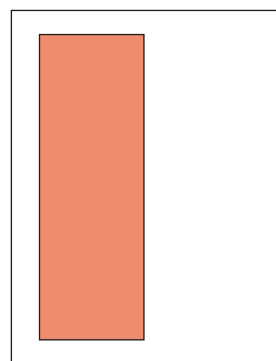
AD SIZE FOR PDF FILES



FULL PAGE
8.5" × 11";
TYPE MARGIN: 6.75" × 9.5"



1/2 PAGE
6.75" × 4.75"



1/2 PAGE (VERTICAL)
3.25" × 9.5"

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

PUBLICATION SCHEDULE & AD DEADLINES

Winter 2024: confirmation Dec. 15, 2023, file submission Jan. 5, publication January

Spring 2024: confirmation March 1, file submission March 15, publication April

Summer 2024: confirmation June 7, file submission June 21, publication July

Fall 2024: confirmation Sept. 6, file submission Sept. 20, 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:

Contact Heather Coughlin, Pappin Communications, 1012 Snake River Line, Cobden, ON K0J 1K0

Phone: 1-613-633-1938 Email: heather@pappin.com

The Canadian Oncology Nursing Journal/Revue canadienne de soins infirmiers en oncologie is published for CANO by Pappin Communications, Cobden, Ontario.