

## Advertising Information 2025

The ORNAC Journal is a peer-reviewed journal covering topics related to professional development, management, and surgical procedures in the perioperative environment.

The journal will also showcase national and provincial news and events relevant to the perioperative nursing specialty.

Readership includes perioperative nurses, nursing directors, supervisors, coordinators, clinical educators and allied healthcare professionals such as medical device reprocessing

(MDR) supervisors, infection control practitioners, post anesthetic recovery room nurses (PACU), hospital libraries and industry partners.

ORNAC has approximately 1,000 members and associates.

**Beginning in 2024!** The ORNAC Journal will be published twice annually as an online-only, open access journal at [www.ornacjournal.ca](http://www.ornacjournal.ca)

### Publication Schedule

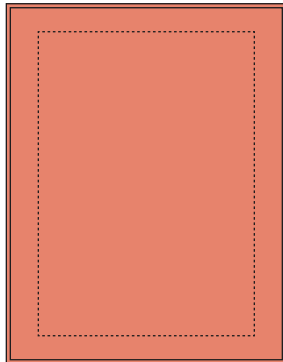
Issue/Publication	Ad Confirmation	Ad File Due
Issue 1 – Spring/Summer	May 1	May 24
Issue 2 – Fall/Winter	November 1	November 25

### Advertising Rates

All ads full colour	1 insertion	2 insertions
Full Page	\$1,400	\$1,250 per insertion
Half Page	\$915	\$840 per insertion
Quarter Page	\$530	\$500 per insertion

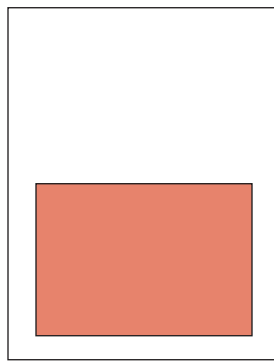
### Ad Specifications

300 DPI .pdf file required



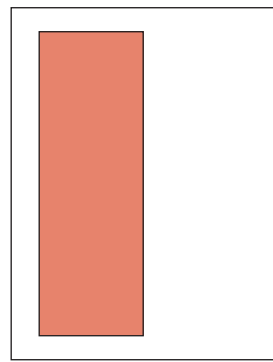
#### Full page

Trim size: 8.5" x 11";  
type margin: 6.75" x 9.5"



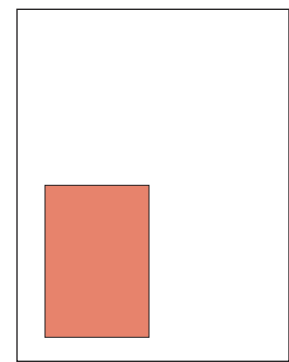
#### 1/2 page

6.75" x 4.75"



#### 1/2 page (vertical)

3.25" x 9.5"



#### 1/4 page

3.25" x 4.75"

### Digital Advertising Options

- Banner ad on the ORNACjournal.ca homepage with hyperlink: \$1,400 per six-month post  
Shorter length of post will be prorated (i.e., \$235 per month)
- Banner ad in emails to members (approximately four sent per month): Initial/single banner: \$1,250  
Additional banner ads booked at the same time: \$935 each
- Social media post (includes Facebook, X, LinkedIn, Instagram): \$60

### Discount

10% discount offered on journal ad rates when combined with a digital option (excluding social media posts).

### Website banner specifications

72 DPI  
.jpg, .gif or .png file format  
728 x 90 px

### Email alert specifications

72 DPI  
.jpg, .gif or .png file format  
600 x 90 px

### E-blast specifications

72 DPI graphic for top of email +  
any supplementary images  
.jpg, .gif or .png file format  
Maximum 600 px width for images  
Social media links + body text

### For further information:

If you have questions, or to book an ad, contact Heather Coughlin, Pappin Communications  
Email: [heather@pappin.com](mailto:heather@pappin.com) or call 613-633-1938

*The ORNAC Journal is published for ORNAC by Pappin Communications, Cobden, ON*