



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

1618 Station St, Vancouver, BC V6A1B6
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 six times per year. 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.

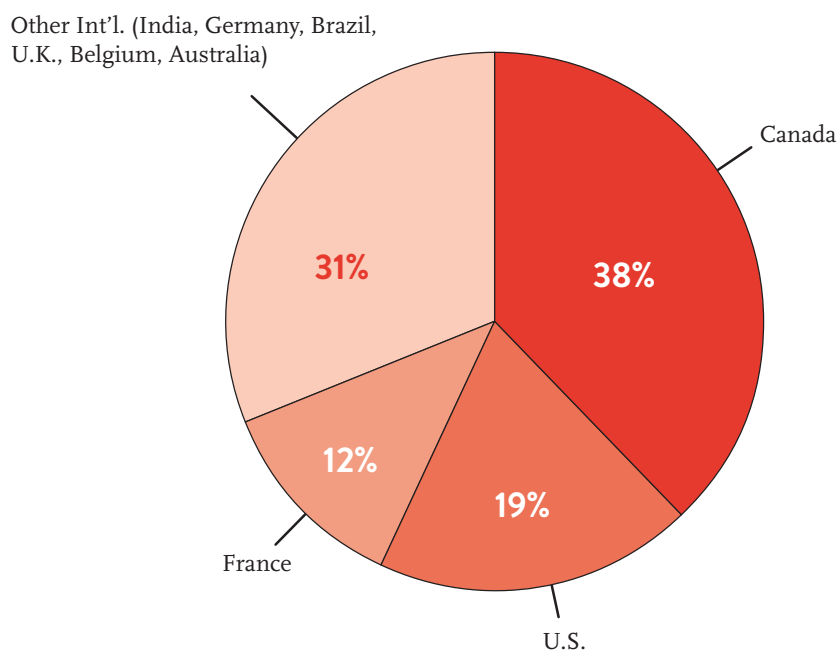
Approximately 1,400 subscribers receive email notification when each issue is published online, including members of the Canadian Association of Nurses in Oncology (CANO). Readership includes a growing international audience, ensuring that advertisements on the CONJ website provide a direct link to both 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 January to December 2024, showed 8,190 unique users and over 16,000 pageviews.

Unique users per month (avg. January–December 2024)	683
Page views per month (avg. January–December 2024)	3,400

READERSHIP BREAKDOWN JANUARY–DECEMBER 2024



OPPORTUNITIES

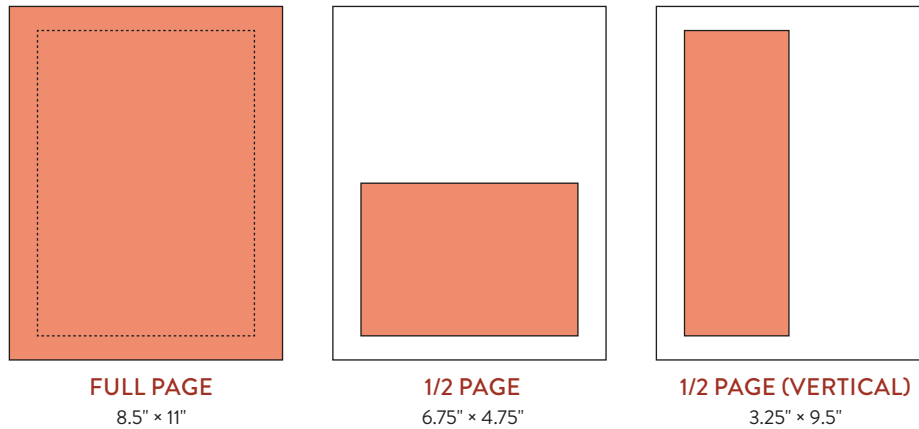
(Three-month post to coincide with journal publication)

Home Page Banner ad with hyperlink/click through to URL or PDF provided	\$1,500
Banner and journal ad combo (appears in full issue PDF)	\$2,000 full page
	\$1,500 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	\$1,000
Half page ad within journal only	\$650
1/2 page B&W fairbalance	\$500
1/3 page B&W fairbalance	\$350
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

PUBLICATION SCHEDULE & AD DEADLINES

January: confirmation Dec. 1, 2024, file submission Jan. 3, publication January

March: confirmation Feb. 3, file submission Feb. 14, publication March

May: confirmation April 1, file submission April 18, publication May

July: confirmation June 2, file submission June 20, publication July

September: confirmation Aug. 1, file submission Aug. 15, publication September

November: confirmation Oct. 1, file submission Oct. 17, publication November

- 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.