

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.

The ORNAC Journal will be published twice annually as an online-only, open access journal at www.ornacjournal.ca

Publication Schedule

Issue 1 – Spring/Summer

Confirmation: March 1

Ad File Due: March 15

Publication: April 5

Issue 2 – Fall/Winter

Confirmation: October 1

Ad File Due: October 15

Publication: November 5

Advertising Rates

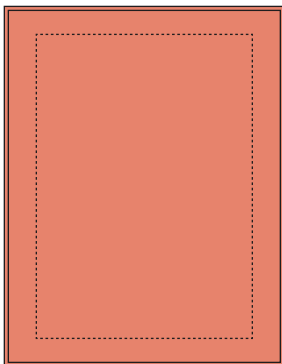
All ads full colour	1 insertion	2 insertions
Full Page	\$1,400	\$1,250 per insertion
Half Page	\$915	\$840 per insertion
Quarter Page	\$530	\$500 per insertion

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 on journal issue publication email to members with social media post: \$1,250 (10% discount if booking 2 issues)
- Social media posts (Facebook, Instagram, LinkedIn) in combination with journal ad (add 10% to journal ad rate)

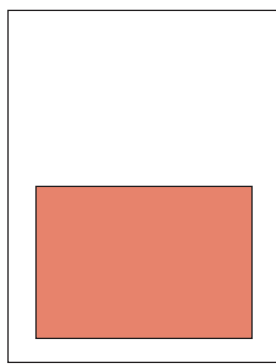
Ad Specifications

300 DPI .pdf file required



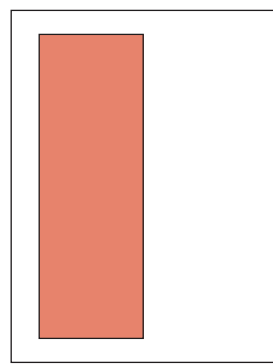
Full page

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



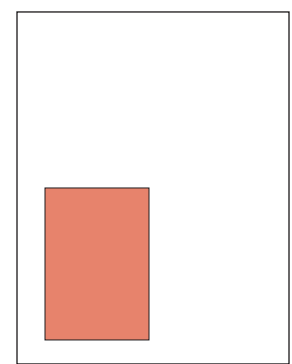
1/2 page

6.75" x 4.75"



**1/2 page
(vertical)**

3.25" x 9.5"



1/4 page

3.25" x 4.75"

Website banner specifications

72 DPI

.jpg, .gif or .png file format

728 x 90 px

For further information:

If you have questions, or to book an ad, contact Heather Coughlin, Pappin Communications

Email: heather@pappin.com or call 613-633-1938

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