



CANADIAN
NEUROLOGICAL
SCIENCES
FEDERATION
FÉDÉRATION
DES SCIENCES
NEUROLOGIQUES
DU CANADA



Canadian Journal of Neurological Sciences

Circulation: 8500

EDITOR: Robert Chen

AUDIENCE:

- Neurologists
- Neuroscientists
- Neurosurgeons
- Clinical Neurophysiologists
- Child Neurologists
- Neuroradiologists

2022 ADVERTISING RATE CARD

GENERAL INFORMATION

Publisher:
Cambridge University Press
One Liberty Plaza
Floor 20
New York, NY 10006, USA
cambridge.org/CJN

BACKGROUND

The CJNS is a widely circulated, internationally recognized medical journal that publishes peer-reviewed articles in neurology and neurosciences. Articles are published in English with abstracts in both English and French. The Journal is published in January, March, May, July, September, and November in an online format.

The CJNS is the official publication of the member societies of the Canadian Neurological Sciences Federation (CNSF); the Canadian Neurological Society (CNS), the Canadian Neurosurgical Society (CNSS), the Canadian Society of Clinical Neurophysiologists (CSCN), the Canadian Association of Child Neurology (CACN), the Canadian Society of Neuroradiology (CSNR) and the Canadian Stroke Consortium (CSC).

The first *Canadian Journal of Neurological Sciences* was published in 1974 in Winnipeg. In 1981, the Journal became the official publication of the member societies of the CNSF.

THE JOURNAL TODAY

Today, the CJNS continues to encourage the publication of papers from all branches of the neurosciences. Journal policy is based on the firm belief that specialists working on the nervous system share many common interests and have important ideas to communicate to each other.

The CJNS publishes original work in both the clinical and basic neurosciences. The circulation is currently 8,500 and consists of society members, non-members and institutions in Canada, the United States and abroad.

ONLINE ADVERTISING

Our partnership with Cambridge University Press has already provided unprecedented access to the Canadian Journal of Neurological Sciences (CJN). Now, with their proprietary online platform, Cambridge Core, relevant books and journals content are brought together on one site, offering visitors myriad opportunities to view your banner advertisement. Its responsive design automatically configures to handheld devices, making sure your message remains unchanged. Cambridge Core visitors include researchers at medical institutions via Cambridge's robust consortia program. Online advertising expands the reach of your message and is cost effective.

DYNAMIC EDITION

Canadian Journal of Neurological Sciences can optionally be viewed in a dynamic magazine format called Magazine View. Magazine View presents the Journal to the user as though they were reading the paper copy.

Additional benefits for Magazine View:

- Users can select to view the complete list of advertisers within the publication. They can click the advertiser's name on the page to go directly to the magazine ad. Advertisements in Magazine View support live links that click through to the advertiser's website.
- Users can easily view past issues by clicking on the desired cover thumbnail.
- Magazine View provides detailed viewing statistics that expand beyond click through rates.

For more information about the Journal's digital advertising opportunities, please contact:

M. J. Mrvica Associates • mjmrvica@mrvica.com

Canadian Journal of Neurological Sciences

ADVERTISING RATES

Online Ad Rate per Month \$380

DYNAMIC EDITION RATES

	1x	3x	6x
Full Page	\$800	\$720	\$680
Half Page	\$550	\$495	\$470

MECHANICAL SPECIFICATIONS

	Width x Depth
Full Page	7.5" x 10"
Half Page	7.5" x 5"
Trim Size	8.5" x 11"

CLOSINGS

Issue	Space	Art
January	11/25	12/02
March	1/27	2/03
May	3/23	3/30
July	5/25	6/01
September	7/20	7/27
November	9/21	9/28

PRODUCTION REQUIREMENTS

ONLINE AD REQUIREMENTS

CJN homepage on Cambridge Core: cambridge.org/CJN

- Online ad files should be sized at 300 x 250 pixels (w x h)
- Files accepted: .gif or .jpeg
- An URL must be provided with the file.
- Can accept files with multiple frames as long as the file size does not exceed 50 KB in hard drive space

DYNAMIC EDITION REQUIREMENTS

- *Canadian Journal of Neurological Sciences (CJN)* production is 100% digital
- High Resolution PDF files with images at 300 dpi are required
- All fonts must be embedded
- All black type must be 100% black
- Ads must be built out of rgb
- Only PDF and TIFF files can be received
- Microsoft Word or WordPerfect files are not acceptable

Please send electronic files to
mjmrvica@mrvica.com.

PAYMENT TERMS

All payments are to be made payable to M. J. Mrvica Associates, Inc., in U.S. funds drawn on either U.S. or Canadian bank, within 30 days of the invoice date. The Publisher reserves the right to hold the advertiser and/or its agency jointly liable for monies due and payable to the Publisher.

COMMISSION

Terms: 30 days. 15% of gross billing (excluding back-up charges) granted to recognized agencies, only if paid within 30 days of invoice date.

GENERAL POLICY

All advertising is subject to approval. The publisher reserves the right to reject any advertising, which is not in keeping with the publications' standards.

Advertisers and advertising agencies assume liability for all content (including text, representations, illustrations, sketches, maps, tables, trademarks or other copyrighted matter) of advertisements published, and also assume responsibility for any claims arising therefrom made against the publishers.

The publishers' liability for any error will not exceed the charge for the advertisement in question.

MAILING INSTRUCTIONS

All advertising contracts, orders, and artwork should be sent to:

M.J. Mrvica Associates, Inc.

2 West Taunton Avenue

Berlin, NJ 08009 USA

Tel: 856.768.9360

Fax: 856.753.0064

Email: mjmrvica@mrvica.com

Commercial Reprint / Eprint requests should be sent to:

Cambridge University Press

One Liberty Plaza

Floor 20

New York, NY 10006, USA

Tel: 212.337.5062

Email: USReprints@cambridge.org



CAMBRIDGE
UNIVERSITY PRESS
www.cambridge.org