



Journal of Psychiatry & Neuroscience

2024 Digital Media Kit

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Journal of Psychiatry & Neuroscience

The *Journal of Psychiatry & Neuroscience* publishes original research articles and review papers in psychiatry and in neuroscience that advance the understanding of the mechanisms involved in the etiology and treatment of psychiatric disorders.

This includes studies on patients with psychiatric disorders, healthy humans and experimental animals, as well as studies in vitro and clinical trials with a mechanistic component.

Features

Original research articles on factors contributing to illness, the mechanism of action of various drugs and treatment options for common psychiatric illnesses.

Reviews provide a broad understanding of relevant research on mental disorders and the science behind new medications and practice recommendations.

Editorial and commentaries provide a forum for editors and experts in their fields to comment on emerging issues.

Psychopharmacology for the Clinician offers suggested approaches for clinicians treating specific conditions.

Advertising Information **jpn.ca**

Web advertising rates are based on the actual number of ad impressions (as measured by Google ad monitoring software) on www.jpn.ca. This site is a full, free, open access journal.

Direct to consumer ad rules apply to journal site.

Banner ad opportunities and rates

All online banner advertising rates are based on a cost-per-thousand (CPM) against ad impressions

Acceptable IAB ad sizes in pixels

- Leaderboard on desktop = 728 x 90
- Leaderboard on mobile = 320 x 50
- Leaderboard on tablet = 468 x 60
- Big box on desktop, mobile and tablet = 300 x 250

*All **jpn.ca** ad placements will be placed on mobile site at no additional charge if creative is received in both formats.

Standard rates

- Leaderboard 728 x 90 = \$90 CPM (net)
- Big box 300 x 250 = \$90 CPM (net)

Digital ad specifications

- PNG, JPEG, GIF (animation accepted)
- Resolution 72 dpi
- Maximum file size 1 MB
- No Flash or HTML5 (not supported)
- No third-party ad serving (click tags or pixel tracking)
- Customized URLs accepted
- All pharmaceutical advertising must comply with Health Canada DTC guidelines and be PAAB approved
- All ad material due 4 business days prior to posting

Advertising Information *JPN* email alerts

JPN eTOC

Complete “electronic table of contents” delivered 6x per year to over 3,000 Psychiatrists, Neurologists and General Practice physicians with an interest in these specialities.

A gated service – PAAB guidelines for ads to physicians apply

Banner and text ad opportunities and rates

- Top leaderboard 728 x 90 = \$2,850 (net)
- Lower leaderboard 728 x 90 = \$2,250 (net)
- Big box 300 x 250 = \$2,500 (net)

Digital ad specifications

- PNG, JPEG, GIF
- Resolution 72 dpi
- Maximum file size 1 MB
- No flash
- No third-party ad serving (click tags or pixel tracking)
- Customized URLs accepted
- All pharmaceutical ads must comply with PAAB guidelines (www.paab.ca)



eTOC Issue and Closing Dates

JPN eTOC Schedule 2024 | 6x per year

eTOC Delivery Date/Issue	Ad/Material Closing Date
February 29	February 23
April 30	April 24
June 28	June 24
August 30	August 26
October 31	October 25
December 31	December 18



Payment information

- All pricing subject to sales tax where applicable.
- All invoices are payable in CDN funds.
- All invoices are payable to **CMA Impact Inc.**

Advertising Sales

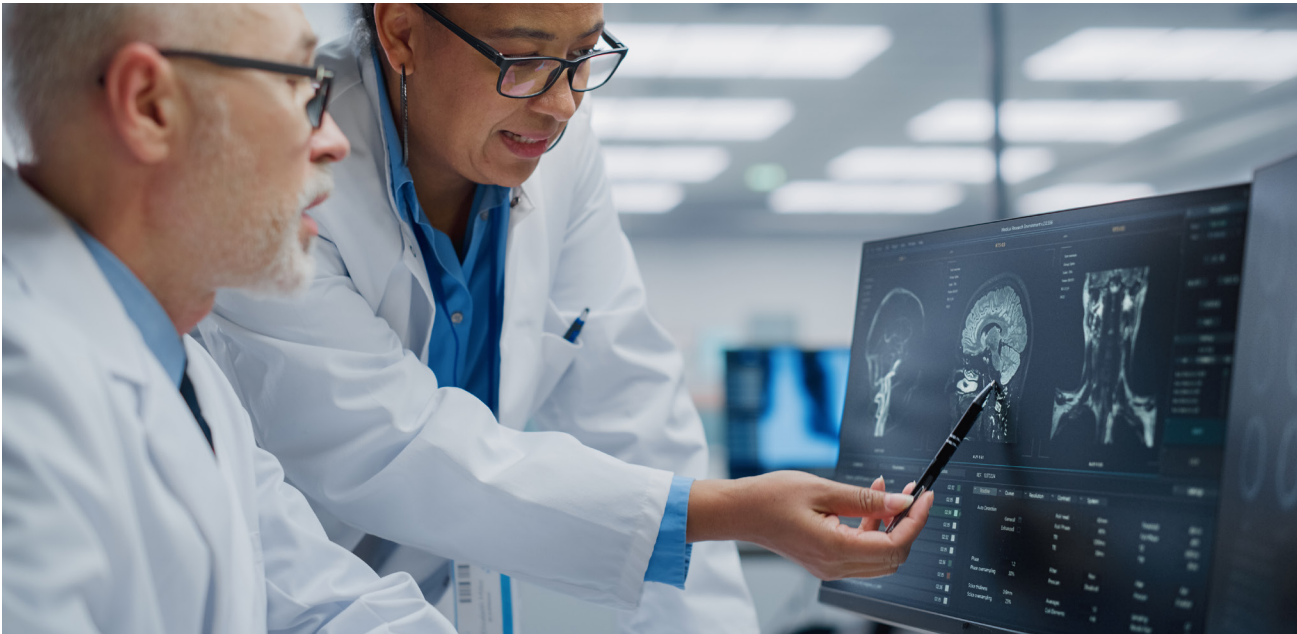
Trish Sullivan
Senior Advertising
Sales Representative
trish.sullivan@cmaj.ca
Cell: 905-330-8770

Publisher

Holly Bodger
holly.bodger@cmaj.ca

Sales Coordinator

Deb Woodman
deborah.woodman@cmaj.ca



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