



## 2021 ADVERTISING RATE CARD

Canadian Nurse is an innovative website for nurses. It provides practical information that supports nurses in their professional practice and it offers opportunities for nurses to engage with their colleagues. New content is published weekly and focuses on best practices, analysis, opinions, profiles, research summaries, advice from experts and insights into all aspects of the profession. The website includes our complete digital archive, dating back to 1905.

### SPECIFICATIONS

- PNG, JPEG, GIF (animated GIFs are accepted, Flash animations are not)
- Resolution: 72 dpi
- Maximum file size: 200 KB
- Third-party ad serving is not permitted
- All pharmaceutical ads must comply with PAAB guidelines ([www.paab.ca](http://www.paab.ca))
- All ad material is due 5 business days prior to posting

### AD UNITS

Dimensions in pixels (width x height)

- Leaderboard on desktop = 728 x 90
- Leaderboard on mobile = 320 x 50
- Half-page ad on desktop = 300 x 600
- Half-page ad on mobile = 300 x 250
- Medium rectangle on desktop = 300 x 250
- Medium rectangle on mobile = 300 x 250

**All desktop ads will deliver on mobile version at no additional charge if both formats are received.**

### AUDIENCE AND TRAFFIC

- Canadian Nurses Association members and website subscribers have full access
- 25,000 average monthly users
- 70,000 average monthly page views
- 57% of users access the site by desktop, 40% by mobile device, 3% by tablet
- 71% of users are female, 29% are male
- Third-party reporting by Google Analytics

### STANDARD RATES<sup>1</sup>

All web advertising rates are based on cost per thousand (CPM) ad impressions

- Leaderboard (ROS) = \$135 CPM
- Half page ad (ROS) = \$110 CPM
- Medium rectangle (ROS) = \$90 CPM

ROS: Run of site.

<sup>1</sup> All rates are subject to applicable taxes and are subject to change. Rates listed are gross.