



2021 ADVERTISING RATE CARD

Welcome to Canadian Nurse, an online journal devoted to nursing. We publish practical information, insightful opinions and interesting stories to support all domains of practice. Canadian Nurse provides our diverse nursing community with a platform to share ideas as well as strategies and innovations that have been tried and tested in the field.

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)
- 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 RATES¹

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.

¹ All rates are subject to applicable taxes and are subject to change. Rates listed are gross.