

CANADIAN NURSE™

canadian-nurse.com

2019 ADVERTISING RATE CARD



INTRODUCTORY
RATES

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)
- 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*

* Currently not available.

All desktop ads will be placed on mobile site at no additional charge if both formats are received.

AUDIENCE AND TRAFFIC¹

- Canadian Nurses Association members and website subscribers have full access
- 30,000 average monthly users
- 50,000 average monthly page views
- 63% of users access the site by desktop, 32% by mobile device, 5% by tablet
- 73% of users are female, 27% are male
- Third-party reporting by Google Analytics

STANDARD RATES²

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 Google Analytics. Monthly average based on visitors to canadian-nurse.com and infirmiere-canadienne.com from August 1, 2018, to February 28, 2019.

² All rates are subject to applicable taxes and are subject to change. Rates listed are gross.