



**Journal of Obstetrics and Gynaecology Canada**

“The mission of the SOGC is to promote women’s health through leadership, collaboration, education, research and advocacy in obstetrics and gynaecology.”

The *JOGC* is the official peer-reviewed publication of the Society of Obstetricians and Gynaecologists of Canada. The *JOGC* is also the official publication of the following associations: The Association of Professors of OBGYN Canada; Canadian Investigators in Reproduction; Gynaecologic Oncologists of Canada; The Society of Canadian Colposcopists; The Atlantic, Ontario, Manitoba, Saskatchewan, Alberta, and British Columbia Societies of Obstetricians and Gynaecologists.

The *JOGC* is indexed by the National Library of Medicine in *Index Medicus* and its online counterpart MEDLINE and is included in NLM’s PubMed system.

**CIRCULATION**

Ob/Gyn . . . . .	1433	Life Members . . . . .	212
Residents . . . . .	560	Honorary Members . . . . .	39
GP/FP members . . . . .	601	International Members . . . . .	66
Midwives . . . . .	217	Other . . . . .	753
RN/NP . . . . .	257	<b>Total SOGC . . . . .</b>	<b>4590</b>
Students in Healthcare .	394		
PHD’s . . . . .	37		
Allied/Health . . . . .	21		

All physicians linked to STD clinics, HIV/AIDS clinics, STD/HIV clinics, family planning/fertility clinics are contacted monthly.

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Size	1 x	6 x	12 x	24 x	36 x	48 x	72 x
1 page	\$3130	2840	2706	2618	2562	2483	2405
2/3 page	2696	2417	2306	2250	2205	2161	2084
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1/2 page	2028	1816	1715	1715	1692	1649	1593
1/3 page	1504	1347	1281	1281	1259	1248	1226
1/4 page	992	914	886	846			

**Colours**

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**PI/RX Information:** B/W rate, less 10%.

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**ISSUE AND CLOSING DATES 2011**

Issue	Ad/material closing
<b>January /11</b>	<b>December 1/10</b>
<b>February</b>	<b>January 4</b>
<b>March</b>	<b>February 1</b>
<b>April</b>	<b>March 1</b>
<b>May</b>	<b>April 1</b>
<b>June</b>	<b>May 2</b>
<b>July</b>	<b>June 1</b>
<b>August</b>	<b>July 4</b>
<b>September</b>	<b>August 3</b>
<b>October</b>	<b>September 1</b>
<b>November</b>	<b>October 3</b>
<b>December</b>	<b>November 1</b>

## DIGITAL SPECIFICATIONS FOR DISPLAY ADVERTISING

Digital data is required and must meet the following specifications. All material is held for one year after publication.

**Binding:** Perfect

**Trimmed size of publication:** 8 1/8" x 10 7/8"

**Bleed page:** 8 3/8" x 11 1/8"

**File format:** *Adobe Acrobat PDF*, high resolution (press-quality).

**Proofs**

A proof that matches the digital ad must be supplied. Acceptable colour proofs are Kodak Approval, Fuji Pictro and Dupont Waterproof. Proofs should include a colour bar, which has been digitally generated and meets SWOP specifications.

**TYPE 1 fonts must be included:** embedded, or postscript screen and printer fonts, or converted to out-lines. Source file must be included for all images.

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Advertisement	Width	Depth
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1/2 page vertical	3 3/8	9 1/2
1/2 page horizontal	7	4 5/8
1/3 page vertical	2 1/4	9 1/2
1/4 page	3 3/8	4 5/8

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2-, 4- or 8 page journal inserts. Contact Coordinator, Display Advertising for quantity. In lieu of insertion charges, earned b&w page rates apply. Geographical split runs on request.

**Requirements:** Full page only. Single-leaf inserts maximum 80 lb. Multiple-page inserts, maximum 70 lb., to be supplied folded. All inserts to be supplied untrimmed. Untrimmed size 8 3/8" x 11 1/8" (provides 1/8" head trim), trimmed size 8 1/8" x 10 7/8". Other types of insert stock subject to publisher's approval. Perforating, embossing and die-cutting permitted, provided they do not alter outside dimensions of insert.

### REPRINTS, SPECIAL ORDERS AND PERMISSIONS

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**Marg Churchill**  
*Keith Communications Inc.*  
104-1599 Hurontario St. Mississauga ON L5G 4S1  
tel: 905 278-6700 or 800 661-5004, ext: 23  
fax: 905 278-4850 [mchurchill@keithhealthcare.com](mailto:mchurchill@keithhealthcare.com)

### CLASSIFIED/CAREER ADVERTISING SALES

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1/8 page .....	300

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