

Canadian Journal of Dietetic Practice and Research

A PUBLICATION OF DIETITIANS OF CANADA

Revue Canadienne de la pratique et de la recherche en diététique

UNE PUBLICATION DES DIÉTÉTISTES DU CANADA

Online Journal Rate Card

The *Canadian Journal of Dietetic Practice and Research* is the official quarterly peer-reviewed online publication of Dietitians of Canada (DC). Available exclusively online at www.dcjournall.ca, it contains reports of original research and other articles that contribute to best practice in dietetics. According to a 2012 Ipsos Reid poll conducted for DC, 90% of Canadians agree that dietitians are the leading authority for food and nutrition. The online Journal provides a unique opportunity to reach DC's almost 5,000 members and subscribers with the latest program and product information. Every quarterly issue is promoted to all members of DC in several ways including on the member home page.

Ad Specifications and Placement Rates

Ads appear on each page of the online *Journal*. Ad usage data available on request. Ads can be supplied in English and French. The *Journal* website is optimized for mobile devices.

File formats accepted*: GIF, JPG, PNG, AdobeFlash, SWF

Maximum file size: 75 KB

Maximum animation time*: 15 seconds

Audio: None

* For animated ads we recommend GIF file format. Flash files do not work on mobile devices.

| Placement | Size | 3 mos | 6 mos | 12 mos |
|---------------|------------------|---------|---------|---------|
| Leaderboard | 728 x 90 pixels | \$1,800 | \$3,300 | \$6,000 |
| Right big box | 300 x 250 pixels | \$1,800 | \$3,300 | \$6,000 |
| Skyscraper | 160 x 600 pixels | \$1,800 | \$3,300 | \$6,000 |

Rates include ad space and one electronic file upload to the website. Additional uploads and changes are billed at \$100 per hour, in ¼ hour increments.

All advertising must comply with DC's Advertising Terms and Conditions, and is subject to the approval of DC at its discretion. DC assumes no responsibility for any claims made in the contents of an advertisement.

Advertising Terms and Conditions

1. Dietitians of Canada ("DC") reserves the right to reject any advertising copy.
2. DC reserves the right to insert a disclaimer and/or the statement: This is a paid advertisement.
3. DC does not endorse any third-party products or services.
4. Advertisements must be provided in either/both French or English.
5. All advertisements must be approved by DC prior to publication and adhere to the following standards:
 - Advertising must not contradict the mission, policies or positions of DC.
 - Advertising must be accurate and in good taste.
 - Advertising must not contravene any federal food and drug acts, regulations, or standards including labeling, claims and advertising requirements.
 - Advertising must not be deceptive or misleading.
 - Advertising must clearly identify the advertiser.
 - The Advertiser must have the right to display the advertisements.
 - The name or logo of DC cannot appear on any advertisements.

Submit to:

Sponsorship & Advertising
Dietitians of Canada
99 Yorkville Ave., Second
Floor Toronto, ON M5R 1C1

Email: advertising@dietitians.ca
Fax: 416-596-0603

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Online Advertising Insertion Order and Agreement Card

Submit completed form with advertising materials to:

Sponsorship & Advertising

DIETITIANS OF CANADA

Email: advertising@dietitians.ca

99 Yorkville Ave., Second Floor

Toronto, Ontario M5R 1C1

Company: _____ Contact Person: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Signature: _____ Date: _____

Sales Representative (if applicable): _____

Advertising Period: _____ Advertising Placement: _____

Advertising Rate: _____

Rate includes ad space and one electronic file upload. Advertising package price is non-refundable. After initial upload, all changes are made based on resource availability. Time is billed at \$100 per hour in ¼ hour increments.

Terms and Conditions:

- Invoices are rendered following advertisement commitment.
- All cheques should be made payable to Dietitians of Canada ("DC").
- Payment is due in full within 30 days of invoice date.
- DC and its online production agency, Canadian Science Publishing (if applicable), shall not be held liable for failure, for any cause, to insert an advertisement.
- All advertising must comply with the attached Advertising Terms and Conditions, and is subject to the approval of DC at its discretion. Allow 3 business days for advertisement approval.
- DC assumes no responsibility for any claims made in the contents of an advertisement.
- Rates are subject to change at any time. Initial rates are based on original commitment. Applicable rates for advertising extensions are at the discretion of DC.
- DC has the right to void any contract if the advertisement is not placed within one month of date of contract.
- Verbal agreements are not recognized.
- If you need to cancel your paid ad, we require a minimum notice of 5 business days.

Payment Methods Accepted: EFT (details to be provided upon request), VISA, Mastercard and AMEX.

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