



Canadian IONM News

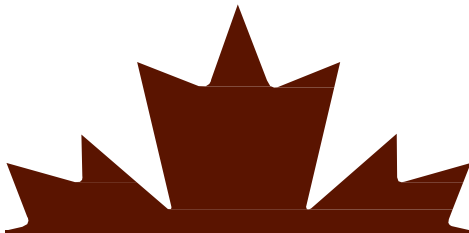
The Canadian Association of Neurophysiological Monitoring (CANM) is a national medical organization dedicated to providing education, training, and certification for those working in the field. CANM represents the united voice of neurophysiological monitoring professionals in Canada. In order to continue to enhance the growth and awareness of CANM and neurophysiological monitoring, the association is proud to present our official publication entitled *Canadian IONM News*. Publication of this important document is entrusted to a professional graphic design team retained by CANM.

Published 3 times per year, *Canadian IONM News* is sent to more than 1000 CANM members and professionals within the IONM field of health care here in Canada and around the world. Publishing material on such topics as advancements in technology, people within the profession, updates at CANM, current research, and presentations from the CANM annual meeting, this venture will help to increase the exposure of IONM and to continue the momentum and growth of the profession in this country. CANM is the uniting organization of IONM in Canada, and *Canadian IONM News* is our official voice.

Each issue is published in PDF format. Issues will be delivered as e-blasts and also housed on the CANM website for easy accessibility. Each advertisement within the issue will be linked back to the advertiser's website, thus ensuring more access to your company, products, and services.

We are excited to announce that advertisements in the 2017 issues of *Canadian IONM News* will be offered on a **COMPLIMENTARY** basis. Just send us your ad and get noticed by thousands! This is a no-charge marketing investment that will help provide greater exposure to your company, products, and services, and will facilitate the growth of the profession.

www.canm.ca



CANM

2017
ADVERTISING RATES

CANADIAN ASSOCIATION OF NEUROPHYSIOLOGICAL MONITORING

Contact Information

For Advertising Information:
Canadian Association of
Neurophysiological Monitoring
www.canm.ca
info@canm.ca

Send Ad Materials To:
Canadian IONM News
CANMnewsletter@gmail.com

Advertising Terms

CANM and its entrusted graphic design team agents are not responsible for any errors in electronic files supplied by the client. Similarly, CANM and its agents accept no responsibility for poor reproductions as a result of client-supplied materials. The advertiser and the advertising agency assume full liability for all advertising submitted, printed, or published. Ads not received on deadline may not be run. If not published, advertisers will be charged a 50% space-holding fee.



2017 Advertising Rates

NO CHARGE per issue (Full Page)
NO CHARGE per issue (Half Page)
NO CHARGE per issue (Quarter Page)

Complimentary advertising in our 2017 issues!

2017 Advertising Closing

	Advertising fee due	Advertising material due	Issue release
Issue 1	Complimentary	March 10, 2017	April 2017
Issue 2	Complimentary	July 15, 2017	August 2017
Issue 3	Complimentary	November 15, 2017	December 2017

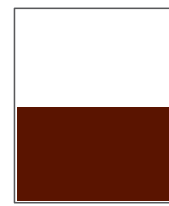
Ad Material Dimensions



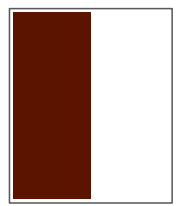
Full Page Bleed
83/8" x 11"



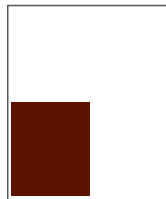
Full Page
8 1/8" x 103/4"



Half Page Horizontal
67/8" x 45/8"



Half Page Vertical
3 5/16" x 91/2"



Quarter Page
31/2" x 41/4"

Canadian IONM News Material Specifications:

Electronic files only. Laser proof must accompany files. Ads should be in Adobe Photoshop, Illustrator, QuarkXPress or InDesign. Provide all fonts and support files (e.g., scans) and a printed proof. Ads should be supplied to correct size (see above), include additional .125" bleed on full page ads. Use the PDF/X1 setting Adobe Acrobat 6.0 +up. Images in files should be CMYK, no compression applied and 300 dpi resolution in final size. Text only ads should be 900-1200 dpi. Email transfer of material is preferred. Cloud-based transfer available upon request. Ad production/design, if required, is available, and is billed in addition to advertising rates.



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