

Pathways Magazine Advertising Rates and Specifications 2023

Pathways is an official publication of the Canadian Lymphedema Framework (CLF), distributed internationally and across Canada in collaboration with the CLF's provincial partners. It is a full-colour, professional magazine, and Canada's only lymphedema magazine. *Pathways* addresses the need for lymphedema awareness and education among patients, those at risk, and the various professionals who support their care.

Content

Canadian and International experts contribute evidence-based material for regular columns including Clinical Perspectives, Research Advances, Medical Updates, Case Studies, Patient Perspectives and Ask the Expert.



Circulation

- 2023-24 estimated print and digital readership 10,000 (based on print copy readership ratio of 4:1).
- Geographical breakdown: Western Canada 27%, Ontario and East 71%, USA and International 2%.
- Markets served: lymphedema treatment centres, therapists, physicians, lymphedema educators, hospitals, universities, cancer centres, health policy makers, support groups, industry, national and international conferences, community organizations, community care workers, retail distributors, patients, and those at risk.

Rates and Specifications

Pathways is published 4 times per year in a Winter, Spring, Summer and Fall issue. Advertising space can be purchased on an issue-to-issue basis, or for a 4-issue commitment with 10% discount when fully prepaid. New, four-issue contracts are offered each year beginning April 1 with the Summer issue. **ADVERTISING DEADLINES:** www.canadalymph.ca/deadlines

Ad Space	Single Issue Price (CAD)	Specifications Supply press ready .pdf with min. resolution 300 dpi
Full Page, Outside Back Cover*	\$2500	9.00" w x 10.875" h (trim area, plus .125" bleed on all sides) 7.75" w x 9.75" h (live area, no bleeds)
Full Page, Inside Cover*	\$2250	
Full Page, Inside	\$2000	
Half Page	\$1100	7.75" w x 4.75" h (horizontal half page)
Quarter Page	\$ 550	3.50" w x 4.75" h (vertical quarter page) 7.75" w x 2.25" h (horizontal quarter page)
Four-Issue Contract	10% discount and added marketing benefits** when fully prepaid.	
Guaranteed Positioning**	15% surcharge. Some positioning included in partnership packages.	
Non-Profit Organizations	20% discount. Contact us to explore reciprocal advertising opportunities.	

Supply press ready .pdf with min. resolution 300 dpi. Optional bleeds: add .125" all sides.
All pricing shown includes print and digital edition. Digital ads include hyperlink to one URL (submit with ad copy).

* Subject to availability.

** 4-Issue Contracts receive recognition on website marketplace and carousel. Provide logo and URL for inclusion. Contact us for a copy of and/or refer to **2023-2024 Partnership Prospectus** for more details.

All prices shown are Canadian Dollars. No tax applies. Full prepayment required prior to publication.
Payment options: cheque in CAD drawn on a Canadian bank, eTransfer: accounting@canadalymph.ca
Payment by Credit Card or PayPal is available subject to a 2% admin fee.

*Non-standard advertising dimensions may be available upon request and at the discretion of the CLF.
Sponsored Editorials, polybag outserts and online banners are also available for purchase upon request.*

Pathways Advertising Contract 2023-2024

Return by email (see below), or, complete online at: tinyURL.com/Pathways-2023



Company/Organization Name	
Contact Name and Title	
Full Mailing Address	
Email Address	
Telephone Number(s)	
Issue(s) Selection	<input type="checkbox"/> Spring '23 Full Year: <input type="checkbox"/> Summer '23 <input type="checkbox"/> Fall '23 <input type="checkbox"/> Winter '23/24 <input type="checkbox"/> Spring '24
Ad Space Selection	<input type="checkbox"/> Full Page, Outside, Back Cover (\$2,500 CAD, subject to availability) <input type="checkbox"/> Full Page, Inside, Front / Back Cover (\$2,250 CAD, subject to availability) <input type="checkbox"/> Full Page, Inside (\$2,000 CAD) <input type="checkbox"/> Half Page (\$1,100 CAD) <input type="checkbox"/> Quarter Page Vertical (\$550 CAD) <input type="checkbox"/> Quarter Page Horizontal (\$550 CAD) <input type="checkbox"/> Non-Standard Dimensions Requested (provide phone number, we will call)
Pricing Adjustments	<input type="checkbox"/> 10% Discount for 4-Issue Contract, when Fully Prepaid <input type="checkbox"/> 20% Discount for Non-Profit Organization <input type="checkbox"/> 2% Payment Processing Surcharge (on Credit Card payments) <input type="checkbox"/> 15% Preferential Placement Surcharge (we will call to discuss)
Preferred Payment Method Please wait for our invoice	<input type="checkbox"/> eTransfer to accounting@canadalymph.ca (Canada) <input type="checkbox"/> Cheque in CAD drawn on a Canadian Bank <input type="checkbox"/> Credit Card (we will issue a PayPal invoice) NOTE: 2% processing surcharge <input type="checkbox"/> Wire Transfer (we will contact you with the wire details)

Terms and Conditions for Pathways Advertisers:

- Full prepayment is required in advance of publication deadlines.
- Contracts are non-cancellable and non-refundable once processed.
- All advertising copy is subject to review and approval by the *Pathways* Editorial Board.
- It is the responsibility of the advertiser to supply advertising copy according to the rate card specifications.
- Any alternations or changes to supplied ad material will incur additional charges. You will be notified in advance if alterations are required. It is the advertiser's responsibility to meet the advertising copy deadlines for publication.

Contract

By checking this box, I verify that I have the authority to bind the above noted company in contract and have read, understood, and agree to the Terms and Conditions for Pathways Advertisers, above.

Date	
Name (please print)	
Signature	

Scan or photograph and email to:
Mail cheques to:

pathways@canadalymph.ca
Canadian Lymphedema Framework
204-4800 Dundas St W, Toronto, ON M9A 1B1 Canada

