



# Media Kit

January 2024

Reach 80%\* of Canada's naturopathic doctors,  
allied health care professionals and the public

The **CAND Journal (CANDJ)** is the official peer reviewed publication of the Canadian Association of Naturopathic Doctors (CAND). Published online four times per year, in March, June, September and December, the CANDJ's mission is to connect the evidence-informed best practices of the naturopathic profession to members, naturopathic students, health care practitioners (integrative and conventional) health care stakeholders, government, and the general public.

The CANDJ provides advertisers with cost-effective marketing to 80%\* of Canada's NDs, students enrolled in the accredited naturopathic programs, in addition to the groups noted above putting your products front-and-centre with a broad range of potential clients. The CANDJ website and articles are searchable through Google and are currently indexed on Google Scholar, Crossref, EBSCOhost and EBSCO Discovery, increasing the number of website visitors both nationally and internationally. As an online journal, the CANDJ frees advertisers to choose when and how long to post an ad, with options for 3, 6 and 12 months as opposed to being restricted to a limited per issue print publication. We invite you to advertise and benefit from this broadened reach.

## **Circulation:**

- 3,500 registered readers and several institutional subscribers including naturopathic doctors and students, allied health care professionals and the public (growth with each issue published)
- Over 15,000 visitors to the CANDJ website in 2023 from 88 countries – largest readership in Canada, the United States, and Australia. 60 percent are direct visitors, followed by social and referral visitors
- Article abstracts have had over 10,000 views with 7,500 full text article reviews in 2023.
- Journal content is freely available 12 months after publication increasing ad reach well beyond subscribers



## Stay connected with NDs while showing your support

Invest as an advertising partner and enjoy unequalled exposure to NDs, naturopathic students and other allied health care professionals while demonstrating your support of the Canadian Association of Naturopathic Doctors and the naturopathic profession across Canada. Please see the following pages for rates and further details.

\*CAND professional membership consists of approximately 80% of all qualified NDs in Canada as verified by the national database

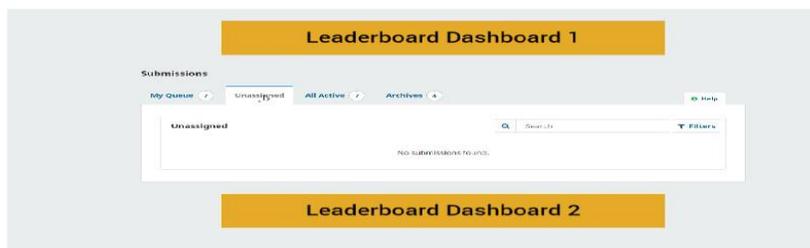
## Examples of Banner Types

### Leader Board – rotates at top of site above header

### Vertical 1, 2, 3



### Submission and Peer Review System (gated access)





## 2024 Advertising Options and Rates

All positions are sold on a share-of-voice (SOV) model, split into a minimum of 25% shares. Placements will be invoiced on the first of the month the impressions begin being served.

BANNER LOCATION	DIMENSIONS	RATE 3 months	RATE 6 months	RATE 12 months (new ad quarterly)
Leader Board (rotates at top of site above header)	728 X 90 pixels	\$1,500.00	\$3,000.00	\$6,000.00
Vertical 1 (rotates right side all reader interface pages)	240 X 600 pixels	\$1250.00	\$2500.00	\$5,000.00
Vertical 2 (rotates right side of all reader interface pages)	240 X 450 pixels	\$1000.00	\$2000.00	\$4,000.00
Vertical 3 (rotates right side of all reader interface pages)	240 X 240 pixels	\$750	\$1,500.00	\$3,000.00
<b>Placement on Submission and Peer Review System – gated access *accessible to authors and Editors only.</b>				
Dashboard Option 1 (rotates at top of user dashboard)	728 X 90 pixels	\$450	\$900.00	\$1,800.00
Dashboard Option 2 (rotates at bottom of user dashboard)	728 X 90 pixels	\$450	\$900.00	\$1,800.00

\*Prices do not include Corporate Partner discounts or taxes and are subject to change.

### Ad Posting Information

Advertisers have the option to select the month and duration for ads based on the above rates and the advertising options outlined in the Insertion Order Agreement. Ads will start on the first day of the month they are to begin and will run for the time selected. Ad graphics are to be submitted 14 days in advance.

**NOTE:** The CANDJ will no longer have themed issues.

### Banner Ad Requirements

- Ads must be submitted in GIF, PNG or JPG
- 72 dpi resolution
- No Flash
- File size not to exceed 100 KB
- Click-through URL must be provided
- **Materials are due 14 days in advance of the date the ad will be posted**
- **Email materials to: [info@cand.ca](mailto:info@cand.ca)**



## 2024 Advertising Insertion Order Agreement

Complete and submit this agreement to [accounting@cand.ca](mailto:accounting@cand.ca) or fax 416.496.8634. For artwork dimensions, specs and file delivery info please see our rate card. Questions? Please contact the CAND at above e-mail address or 416.496.8633.

Please reserve the space indicated on behalf of the advertiser listed below. This will constitute a binding contract. The CAND reserves the right to reject any advertising that does not meet its standards. The undersigned agrees to the terms and conditions as outlined herein.

### Client information

Company name:	
Full Address:	
Contact person:	
Contact Email & Tel:	
Website:	

### Advertising Options

**NOTE: Ads start on the first of the month. Materials are due 14 days prior to the start date.**

<b>Select Ad Placement Option:</b>			
<input type="checkbox"/> Leader Board	<input type="checkbox"/> Vertical 1	<input type="checkbox"/> Vertical 2	<input type="checkbox"/> Vertical 3
<input type="checkbox"/> Dashboard Option 1		<input type="checkbox"/> Dashboard Option 2	
<b>Select Ad Duration Option:</b>			
<input type="checkbox"/> 3 Months	<input type="checkbox"/> 6 Months	<input type="checkbox"/> 12 Months	
<b>Select Ad Start Date: M/D/Y</b> _____/_____/_____			

Note: The 12 month option allows advertisers to choose one ad for the entire time or, to place a new ad quarterly.

### Payment options

Note: First-time advertisers must provide payment in advance of closing date

Bill my Visa or M/C #: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_ 3-digit Ver. Code\* \_\_\_\_\_

\*Your card's 3-digit verification code is located on the back signature panel following your card number

**RETURNING ADVERTISERS ONLY – Net 30 Invoice for each ad separately upon publication**

Signature

Name (print)

Date