



September 26, 2018

Dear Advertisers, Sponsors and valued *Pathways* Supporters,

The time has come again to consider your commitment to the *Pathways* annual advertising and sponsorship contract. The 2019 rate card is attached for your kind consideration and will cover the following issues: **Winter 2018/9, Spring 2019, Summer 2019 and Fall 2019.**

At the International Lymphoedema Conference in Rotterdam this past June, *Pathways* was flying off the exhibit table of the Canadian Lymphedema Framework (CLF). We added more American, European and International paid subscribers as well. A feat all made possible thanks to your support – THANK YOU!

Launched in 2012, we are proudly entering our 8th year of production. We have had only one advertising price increase (2015). However, several factors beyond our control have forced us to implement another increase: the cost of paper has significantly increased printing costs, Canada postage rates climb each year and our new contract with the publisher for graphic design and production has recently increased by 10 percent. But remember – our new rates INCLUDE all taxes and are in Canadian dollars (favourable to American supporters).

We are committed to the same quality of our magazine. All articles written by leading opinion experts are reviewed by a strong editorial board. Our commitment of copy to advertising ratio of 60/40 ensures our readers have access to lots of important articles and advertising copy is not so dense that your advertisement gets lost!

In order for us to ensure sustainability for this important Canadian publication, I trust you will understand the price increase and continue to support us with your sponsorship and advertising support at the same levels for the coming year. It will not only ensure *Pathways* stays alive but also supports other CLF important initiatives.

The key dates for the upcoming Winter 2018/9 issue are as follows:

October 26: Advertising contracts (annual and issue-to-issue) deadline so we can reserve your placement.

November 7: All advertisement copy must be received. Please be aware that all deadlines are *final* for the Winter issue as we must adhere to tight publishing and mailing deadlines surrounding the Holiday season.

Feel free to connect with me by email or telephone, so I can address any questions you might have.

Regards,

Anna Kennedy
CLF Executive Director and Editor, *Pathways* magazine

Canada's **Lymphedema** Magazine

Pathways

Empowering patients and professionals

A full-colour, professional magazine that provides education for and information to a niche market of Canadians living with lymphedema and the various professionals who support their care.



2019 National Advertising Rate Card

	Single Issue	Rates reflect 10% discount applicable for full year contracts	Mechanical Requirements Press ready pdf format Minimum resolution of 300 dpi*
Full Page	\$1800	\$1620	7.25" w x 9.75" h: Live area non-bleed 9" w x 11" h: Trim area plus .125" bleed on all sides
Premium Full Page – outside back cover	\$2250	\$2025	
Premium Page – inside front/back cover	\$2060	\$1850	
Half Page	\$1000	\$900	7.25" w x 4.75" h: Horizontal
Quarter Page	\$500	\$450	3.5" w x 4.75" h: Vertical 7.25" w x 2.25" h: Horizontal
Guaranteed positioning: add 15% surcharge Non-profit organization: 15% discount			All rates inclusive of applicable taxes

Non-standard advertising dimensions are available upon request and at the discretion of the CLF.

Sponsored Editorials and Polybag outserts are also available for purchase plus online banners effective Spring 2016.

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

- 2019 estimated readership of 15,000 – 18,000 per issue (based on a readership ratio of 4-5)
- 2019 estimated controlled circulation of 3,500 copies with growth expectations of 15-20% in subsequent years
- Geographical breakdown ♦Ontario 54% ♦Western Canada 25% ♦Eastern Canada 20% ♦International 1%
- 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

Distribution

Through eight provincial lymphedema associations, the CLF distribution list and individual paid subscriptions.

Copy to advertising ratio

Target is 60% copy - 40% advertising but not to exceed 50% copy - 50% advertising.

Deadlines for all advertising copy

Winter 2018/9 Issue December Distribution	Spring 2019 Issue March Distribution	Summer 2019 Issue June Distribution	Fall 2019 Issue September Distribution
November 7, 2018	January 11, 2019	April 12, 2019	July 12, 2019

2019 *Pathways* Magazine

Sponsorship Opportunities

Sponsorship Overview

Sponsors of *Pathways* will help advance topics that address the critical issue of promoting lymphedema education and awareness. A relationship with the Canadian Lymphedema Framework positions sponsoring organizations as champions of lymphedema educational practice among its targeted audience. Your support will help fund important initiatives of the Canadian Lymphedema Framework; an academic and patient stakeholder collaboration working to improve the management of lymphedema and related disorders in Canada.

Level	Benefits	Pricing
Platinum Sponsor	Includes full year advertising: 1 issue – full premium page outside back cover and three issues – full page (upgrades available) Priority placement - 1 st right of refusal for one back cover advertising Acknowledgement with corporate logo in publication and on all marketing materials as Platinum Sponsor 15 complimentary magazines for distribution Discounted pricing to order additional magazines for distribution	12,500
Gold Sponsor	Includes full year advertising: 1 issue – full premium page front or back inside cover and three issues – full page (upgrades available) Priority placement - 1 st right of refusal for choice of one inside front or back cover Acknowledgement with corporate logo in publication and on all marketing materials as Gold Sponsor 10 complimentary magazines for distribution Discounted pricing to order additional magazines for distribution	10,000
Silver Sponsor	Includes full year advertising: Full page in four issues (upgrades available) Guaranteed positioning: 15% surcharge waived Acknowledgement in publication as Silver Sponsor 5 complimentary magazine subscriptions for distribution Discounted pricing to order additional magazines for distribution	7,500

Pathways is a publication of the Canadian Lymphedema Framework (CLF) and produced in collaboration with its provincial affiliates. It is published four times per year.

The CLF does not guarantee, warrant or endorse any product or service advertised in their publication. The views expressed do not necessarily represent the views of the CLF, its provincial affiliates, Editorial Board or CLF Directors. All advertising copy is subject to review by the Pathways Editorial Board.

Pathways 2019 Advertising Contract

Office Use Only:

Date received: _____

Date processed: _____

SA invoice #: _____

Date receipt emailed: _____

CONTACT INFORMATION		
Company Name		
Contact Name/Title		
Address		
City	Prov/State	Postal Code
Telephone	Email	Fax
Sponsorship Package	<input type="checkbox"/> Platinum \$12,500 <input type="checkbox"/> Gold \$10,000 <input type="checkbox"/> Silver \$7,500	
Advertising Selection	Rates	
Full Page	<input type="checkbox"/> \$1800 Winter <input type="checkbox"/> \$1800 Spring <input type="checkbox"/> \$1800 Summer <input type="checkbox"/> \$1800 Fall <input type="checkbox"/> \$6480 Full year (reflects 10% discount for committing to all 4 issues)	
Premium Full Page – inside front/back cover	<input type="checkbox"/> \$2060 Winter <input type="checkbox"/> \$2060 Spring <input type="checkbox"/> \$2060 Summer <input type="checkbox"/> \$2060 Fall <input type="checkbox"/> \$7400 Full year (reflects 10% discount for committing to all 4 issues)	
Premium Full Page – outside back cover	<input type="checkbox"/> \$2250 Winter <input type="checkbox"/> \$2250 Spring <input type="checkbox"/> \$2250 Summer <input type="checkbox"/> \$2250 Fall <input type="checkbox"/> \$8100 Full year (reflects 10% discount for committing to all 4 issues)	
Half Page	<input type="checkbox"/> \$1000 Winter <input type="checkbox"/> \$1000 Spring <input type="checkbox"/> \$1000 Summer <input type="checkbox"/> \$1000 Fall <input type="checkbox"/> \$3600 Full year (reflects 10% discount for committing to all 4 issues)	
Quarter Page	<input type="checkbox"/> \$500 Winter <input type="checkbox"/> \$500 Spring <input type="checkbox"/> \$500 Summer <input type="checkbox"/> \$500 Fall <input type="checkbox"/> \$1800 Full year (reflects 10% discount for committing to all 4 issues)	
Add 15% if guaranteed positioning RQ Deduct 15% for non-profit organizations		
TOTAL OWING	<i>All pricing is INCLUSIVE of any applicable taxes and in Canadian dollars.</i>	

☐ Cheque payable to the Canadian Lymphedema Framework (*must be in **Canadian Funds** only*)

☐ Credit card _____ Name on card _____

☐ CCV ____ Exp date ____/____

Card holder's signature _____ Date _____ - _____

Payment terms

All payments must be received in **Canadian funds** by cheque, money order, credit card or bank transfer and in advance of publication deadlines. Contract cannot be cancelled after money has been received.

Advertising material

All advertising copy is subject to Editorial Board approval. It is the responsibility of the advertiser to supply advertising 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.