

# 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	\$1650	<b>\$1485</b>	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	\$2070	<b>\$1860</b>	
Premium Page – inside front/back cover	\$1890	<b>\$1700</b>	
Half Page	\$920	<b>\$828</b>	7.25" w x 4.75" h: Horizontal
Quarter Page	\$475	<b>\$425</b>	3.5" w x 4.75" h: Vertical 7.25" w x 2.25" h: Horizontal
<b>Guaranteed positioning: add 15% surcharge</b>		<b>All rates inclusive of applicable taxes</b>	
<b>Non-profit organization: 15% discount</b>			

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

*Sponsored Editorials and Polybag outserts are also now available for purchase upon enquiry.*

### 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

- 2018 estimated readership of 14,000 to 17,000 per issue (based on a readership ratio of 4-5)
- 2018 estimated controlled circulation of 3,500 copies with growth expectations of 15-20% in subsequent years
- Geographical breakdown ♦Ontario 42% ♦Western Canada 39% ♦Eastern Canada 18% ♦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 seven 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 2019 Issue Dec 2018 Distribution	Spring 2019 Issue March 2018 Distribution	Summer 2019 Issue June 2018 Distribution	Fall 2019 Issue Sept 2018 Distribution
October 4, 2018	January 7, 2019	April 5, 2019	July 5, 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
<b>Platinum Sponsor</b>	Includes full year advertising: 1 issue – full premium page outside back cover and three issues – full page (upgrades available) Priority placement - 1 <sup>st</sup> 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	<b>11,500</b>
<b>Gold Sponsor</b>	Includes full year advertising: 1 issue – full premium page front or back inside cover and three issues – full page (upgrades available) Priority placement - 1 <sup>st</sup> 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	<b>9,325</b>
<b>Silver Sponsor</b>	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	<b>7,015</b>

**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 - Editorial Policy on Paid Content

The Canadian Lymphedema Framework believes in protecting the credibility and integrity of contributors to our magazine. We will continue to maintain a strict standard of publishing and journalistic ethics by adopting a **total transparency model** when it comes to editorial content. We will continue to take every effort to make it abundantly clear what content in our magazine is advertising and what content is selected by the Editor and Editorial Committee members.

The ads will look like ads and the editorial content will look like an article or column. If we receive an ad that looks too much like editorial content, we will require the advertiser to redesign it or we will add the word “Advertisement” at the top of the page.

When we offer advertisers the option of **paid content**, we will always identify such content and disclose the nature of the sponsorship. All content is subject to the approval of the Editorial Board and CLF Executive.

We will also make it clear to readers that the magazine and Editor/Editorial Committee does not endorse any user submission or any content expressed by a user.

## Specific guidelines about our disclosures

- We will disclose if any of the writers or contributors were sponsored by a particular advertiser or company
- If the editor or writer obtained free products or service samples to write a review, we will disclose to the reader of such
- Contributors that provide endorsements or testimonials must have actually used the product or service and base their comments on personal experience. They may not provide endorsement or testimonial based on a script provided by an advertiser.
- We will not allow any content from a contributor that has invested in a product or service.

# Pathways 2019 Advertising Contract

<b>Office Use Only:</b>	
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 \$11,500 <input type="checkbox"/> Gold \$9,325 <input type="checkbox"/> Silver \$7,015
Advertising Selection	Rates
Full Page	<input type="checkbox"/> \$1650 Winter <input type="checkbox"/> \$1650 Spring <input type="checkbox"/> \$1650 Summer <input type="checkbox"/> \$1650 Fall <input type="checkbox"/> <b>\$5940 Full year</b> (reflects 10% discount for committing to all 4 issues)
Premium Full Page – inside front/back cover	<input type="checkbox"/> \$1890 Winter <input type="checkbox"/> \$1890 Spring <input type="checkbox"/> \$1890 Summer <input type="checkbox"/> \$1890 Fall <input type="checkbox"/> <b>\$6805 Full year</b> (reflects 10% discount for committing to all 4 issues)
Premium Full Page – outside back cover	<input type="checkbox"/> \$2070 Winter <input type="checkbox"/> \$2070 Spring <input type="checkbox"/> \$2070 Summer <input type="checkbox"/> \$2070 Fall <input type="checkbox"/> <b>\$7450 Full year</b> (reflects 10% discount for committing to all 4 issues)
Half Page	<input type="checkbox"/> \$920 Winter <input type="checkbox"/> \$920 Spring <input type="checkbox"/> \$920 Summer <input type="checkbox"/> \$920 Fall <input type="checkbox"/> <b>\$3310 Full year</b> (reflects 10% discount for committing to all 4 issues)
Quarter Page	<input type="checkbox"/> \$475 Winter <input type="checkbox"/> \$475 Spring <input type="checkbox"/> \$475 Summer <input type="checkbox"/> \$475 Fall <input type="checkbox"/> <b>\$1710 Full year</b> (reflects 10% discount for committing to all 4 issues)
Add 15% if guaranteed positioning RQ Deduct 15% for non-profit organizations	
<b>TOTAL OWING</b>	<i>All pricing is inclusive of any applicable taxes</i>

- Cheque payable to the Canadian Lymphedema Framework (*must be in Canadian Funds only*)
- Credit card \_\_\_\_\_ Name on card \_\_\_\_\_
- CCV \_\_\_\_ Exp date \_\_\_\_/\_\_\_\_ Billing Postal Code \_\_\_\_\_
- Card holder's signature \_\_\_\_\_ Date \_\_\_\_\_ - \_\_\_\_\_

**Payment terms**

Payments must be received in **Canadian funds** by cheque, money order, credit card or bank transfer and in advance of publication deadlines. No credit cards for sponsorships. Contracts nonrefundable after money 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.