



Canadian Society for Medical Laboratory Science  
Société canadienne de science de laboratoire médical

# Advertising Package 2012

[www.csmls.org](http://www.csmls.org)

## Why Advertise With Us?

The Canadian Society for Medical Laboratory Science (CSMLS) is committed to providing you with the widest exposure for your product or service to our highly targeted health care audience at an affordable price. We will learn your business and work with you to deliver optimal results for your advertising dollars.

Our publications have a direct reach to **over 14,500 members**; 58% are bench technologists and 14% are Laboratory Managers and Directors. No other publication guarantees you a medical laboratory technology distribution so finely targeted.

## How to Advertise with Us

We offer several advertising opportunities to meet your specific needs including:

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Our publications reach key decision-makers in the Canadian medical laboratory industry.

# CjMLS - Canadian Journal of Medical Laboratory Science

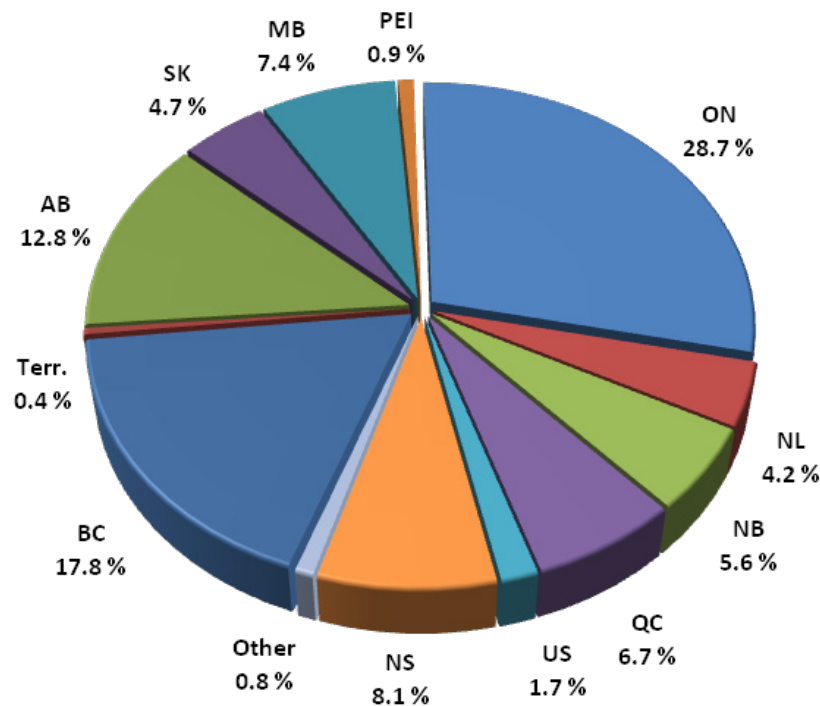
## Description

CjMLS is the official publication of the Canadian Society for Medical Laboratory Science (CSMLS), which represents more than **14,500 medical laboratory professionals** across Canada. Published every quarter, the CjMLS speaks to medical laboratory professionals across Canada with featured columns including society news, scientific articles, spotlight on safety and profession-specific articles from around the country. Its popularity and success is largely because of our knowledge and understanding of the medical laboratory profession and the needs and wants of our membership.

CjMLS Issues	Deadline for Ads
Winter (December)	November 1
Spring (March/April)	February 1
Summer (May/June)	April 1
Fall (September/October)	August 1

Circulation: 15,182

Largest Canadian journal circulation distributed to  
Medical Laboratory Professionals!



## Agency Discount - 10%

Advertise with the only national publication that speaks directly to Canada's largest community of medical laboratory professionals. The Canadian Journal of Medical Laboratory Science reaches key decision makers in the Canadian laboratory market. No other publication guarantees you a medical laboratory technology readership so finely targeted.

## Copy and Contract Regulations

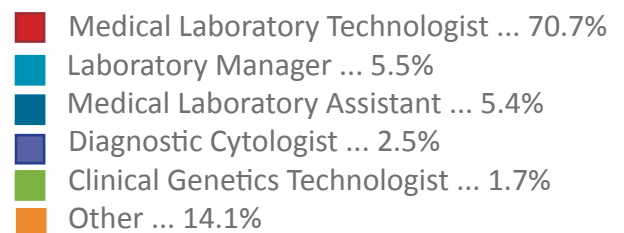
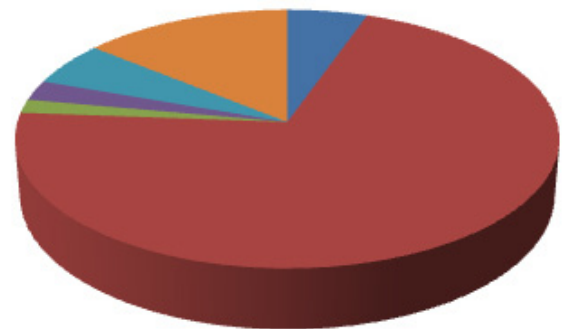
- a) Advertisers and advertising agencies assume liability for all content of advertising printed and also assume responsibility for any claims arising there from made against the publisher.
- b) Advertiser and advertising agency agree that the publisher shall be under no liability for failure for any cause to insert any advertisement.
- c) Advertiser and advertising agency are jointly responsible for payment of advertising published.
- d) All advertising material is subject to approval of the publisher.
- e) Cancellations cannot be accepted after closing date.
- f) The appearance of advertising in the Journal does not constitute a guarantee of endorsement of the quality or value of such product or of the claims made for it by its manufacturer.

**Advertising should be submitted in both English and French (no additional charge).** Advertising submitted in one language only will appear in both editions.

## Electronic Formatting

Electronic ads should be sized to mentioned standards in accordance with the size purchased. Files are to be presented as high resolution PDF. Embed all fonts or convert all fonts to outlines. Make sure all placed images use CMYK colour, and OPI is not selected in the advanced settings.

## Membership by Profession



Source: 2011 CSMLS Member Survey



## Member Diary

### Description

Every year, our members receive a **member diary pocket calendar** as a member benefit. This wildly popular calendar is filled with important dates and profession-specific information. The member diary is sent as **an insert in the Fall issue of *CjMLS***.

With a shelf life of one year, advertising in this popular member diary that speaks directly to Canada's medical laboratory professionals is a must!

**Ad Deadline Submission: August 1<sup>st</sup>**



## e-News

### Description

CSMLS e-News is sent to over 16,000 recipients at least once a month. This newsletter helps us communicate quickly and efficiently to our members to provide them with information that is targeted to medical laboratory professionals.

Banner ads can be placed in selected areas of our bi-monthly newsletter, together with links to your homepage, product page and more. Banner ads and online sponsorships provide you with vast exposure to your target audience with measured results.

### Banner Artwork Deadline Submission: 2 weeks prior to e-News launch date

The Voice of Medical Laboratory Science in Canada December 8, 2011



Canadian Society for Medical Laboratory Science  
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# e-NEWS

**24 days left to save on LABCON registration!**

Register for LABCON2012 in the next 24 days and take advantage of Early Bird Registration Rates!

Why register early?

- Pay early bird rates and save money!
- Be the first person to register from your province and carry your Provincial Flag at Opening Ceremonies!
- First 75 people to register for LABCON and book accommodations at the Hilton Lac-Leamy will receive a \$10 gift card for the hotel!

[Learn More](#)

**New Grad Survey**

If you completed a Canadian training program and were certified in the last five years, we are looking for YOU. Take the 15 minute survey to help CSMLS better understand the new graduate uptake. The survey will close December 14th.

[Take Survey](#)

**Start the New Year with Savings!**

Register before December 15th for any of the following courses starting in January and save 10%!

- Microbiology through the Microscope (4192-08)
- Anaerobic Bacteriology Part 1: An Introduction to Anaerobic Bacteriology (4878-09)
- Microbiology Refresher 1: Basic Principles of Microbiology (4920-09)



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\*ASK for our Special Promotion Pricing!

LABproBiomedical.com

 Proudly Canadian Owned since 1999

**Enjoy \$25 on us!**



Get the no fee

La voix de la science de laboratoire médical au Canada Le 8 décembre 2011



Canadian Society for Medical Laboratory Science  
Société canadienne de science de laboratoire médical

# e-NOUVELLES

**Vous n'avez plus que 24 jours pour économiser sur l'inscription à LABCON!**

Inscrivez-vous à LABCON2012 d'ici 24 jours et profitez des prix lève-tôt!

Pourquoi s'inscrire d'avance?

- Payez les prix lève-tôt et épargnez!
- Soyez la première personne à s'inscrire dans votre province et portez votre drapeau provincial lors des cérémonies d'ouverture!
- Les premières 75 personnes à s'inscrire à LABCON et à réserver une chambre au Hilton Lac-Leamy recevront une carte-cadeau pour l'hôtel de 10 \$!

[Apprenez-en davantage](#)

**Enquête à l'intention des nouveaux diplômés**

Si vous avez terminé un programme de formation canadien et avez reçu votre certification dans les cinq dernières années, nous VOUS cherchons. [Participez au sondage de 15 minutes](#) pour aider la CSMLS à mieux comprendre la perspective d'un nouveau diplômé. L'enquête prendra fin le 14 décembre.

**Commencez le Nouvel An en économisant!**

Inscrivez-vous avant le 15 décembre à n'importe quel(s) des cours suivants débutant en janvier et bénéficiez d'un rabais de 10 %!

- Microbiology through the Microscope (4192-08)
- Anaerobic Bacteriology Part 1: An Introduction to Anaerobic Bacteriology (4878-09)
- Microbiology Refresher 1: Basic Principles of Microbiology (4920-09)



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LABproBiomedical.com

 Proudly Canadian Owned since 1999

**25 beaux dollars, de notre part.**



## Online Job Postings

### Description

The CSMLS employment opportunity listings offer a valuable resource for employment opportunities for medical laboratory professionals. You can quickly and easily **post your employment opportunities to the Job Bank section through our online form**. Join the hundreds of employers who have already posted their employment listings on our website!

### As compared with ....

**workopolis.com**

\$750  
(30 Days)

**monster.ca**

\$725  
(60 Days)

**careerbuilder.ca**

\$489  
(30 Days)

**working.com**

\$425  
(28 Days)

The screenshot shows the CSMLS Job Bank website interface. At the top, there is a navigation bar with links for 'About CSMLS', 'Members Area', 'Certification', 'Life Long Learning', 'Events', 'Job Bank', and 'Join Us'. The main content area is titled 'Post a Job' and includes a sub-header 'Recruitment made easy.' Below this, there is a paragraph describing the benefits of posting a job through CSMLS, mentioning a reach of over 14,500 members. A pricing section states that job postings are \$250 (plus applicable taxes) for a minimum two-month period, with an extension option for \$100. A 'submit' button is visible at the bottom of the form area. The form fields include: Title & Name, Organization/Company, Address, City, and Province. On the left side, there is a 'Job Bank' sidebar with links for 'Post a Job' and 'Browse Job Bank'. Below the sidebar, there is a 'News and updates' section with three articles: 'Renewing your Membership' (Dec 22, 2011), 'CSMLS Holiday Office Closure' (Dec 22, 2011), and 'We're looking for Feedback: Revised Competency Profile' (Dec 01, 2011). At the bottom left, there is a logo for 'LABCON 2012'.

## LABCON

Each year, CSMLS hosts LABCON - the National Congress of Medical Laboratory Science in a different province. The Congress gives members a chance to hear speakers of national and international renown. Members attend workshops and seminars, see the latest equipment and methods in commercial exhibits, and have a chance to meet colleagues from across Canada.

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## LABCON Final Program

### Description

The LABCON Final Program is a take away item **distributed on-site to over 300 CSMLS delegates at LABCON each year**. This is a much used and highly visible item on which to have your company name highlighted during the Congress.

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## Rates

### The Canadian Journal of Medical Laboratory Science (CjMLS)

Sizing Options	Dimensions	1x Rate	2x Rate	4x Rate
Full Page	8 1/8" x 10 7/8"	\$2,600	\$2,435	\$2,425
1/2 Page (Horz.)	7" x 4 7/8"	\$2,000	\$1,895	\$1,835
1/2 Page (Vert.)	3 3/4" x 8 5/8"	\$2,000	\$1,895	\$1,835
1/3 Page	2 2/8" x 8 5/8"	\$1,825	\$1,730	\$1,690
1/4 Page	3 3/4" x 4 7/8"	\$1,675	\$1,600	\$1,565
Inside Front Cover		\$2,750	\$2,425	\$2,338
Inside Back Cover		\$2,625	\$2,363	\$2,231

### e-News

### Member Diary

Sizing Options	Dimensions	Rate
Outside Back Cover (colour)	3.5" x 6" (bleed)	\$2,750
Inside Front Cover (colour)	3.5" x 6" (bleed)	\$2,450
Inside Back Cover (colour)	3.5" x 6" (bleed)	\$2,450
Interior Page (one colour)	5.5" x 3" (no bleed)	\$1,450

Description	Dimensions	Rate
Banner Ad	140px x 140px	\$150
Banner Ad	140px x 420px	\$250

Above rates are full page ads

### Online Job Postings

Description	Rate
Up to two months	\$250 + taxes
Additional one months	\$100 + taxes

### LABCON Final Program

Sizing Options	Rate
Full Page	\$895
1/2 Page	\$475
1/4 Page	\$295
Business Card Size	\$150
Inside Front Cover	\$1,050
Back Cover	\$1,250

## **Reserve Your Advertising Space Today!**

For more information on advertising opportunities  
with CSMLS, please contact:

**[advertising@csmls.org](mailto:advertising@csmls.org)**

**905.528.8642 ext. 8502**

**[www.csmls.org](http://www.csmls.org)**