

### EDITORIAL FEATURES

<b>News You Can Use</b>	A variety of articles on initiatives and programs to support nurses as regulated health professionals.
<b>You Asked Us</b>	Q&A on actual practice issues that nurses face.
<b>Quiz</b>	A quiz on practice standards.
<b>Council Notes</b>	A review of important decisions at the Council meetings.
<b>Discipline Decisions</b>	Summarized decisions of the Discipline Committee.
<b>In Praise of Nurses</b>	Letters from patients and their families praising nursing care.
<b>The Standard of Care</b>	A one-page, inspirational photo feature on the back page, focusing on a nurse's high standard of care.

*The Standard* is published by the College of Nurses of Ontario and is the largest nursing regulation journal in Canada. It is sent to every nurse in the province representing a total circulation of 155,924.\*

#### Issue and Closing Dates

Issue	Space Closing	Material Closing	Mail Date
Spring	January 6	January 13	March 21
Summer	April 5	April 13	June 20
Fall	July 13	July 20	September 26
Winter	October 12	October 19	December 19

*Dates are subject to change*

#### Advertising Rates (Gross Rates)

4C	1X	2X	3X	4X
Full Page	\$7,495	\$7,120	\$6,765	\$6,425
2/3 Page	6,745	6,410	6,090	5,785
1/2 Page Island	6,370	6,050	5,750	5,465
1/2 Page	5,620	5,340	5,075	4,820
1/3 Page	4,870	4,625	4,395	4,175
1/4 Page	4,120	3,915	3,720	3,535
DPS	12,740	12,105	11,500	10,925

B&W	1X	2X	3X	4X
Full Page	\$5,740	\$5,455	\$5,180	\$4,920
2/3 Page	5,165	4,905	4,660	4,425
1/2 Page Island	4,305	4,090	3,885	3,690
1/2 Page	3,730	3,545	3,370	3,200
1/3 Page	2,870	2,725	2,590	2,460
1/4 Page	2,295	2,180	2,070	1,965
DPS	10,330	9,815	9,325	8,860

Covers				
OBC	\$9,370	\$8,900	\$8,455	\$8,030
IFC/IBC	8,995	8,545	8,120	7,715

Dimensions	width	x	depth (inches)
Trim page	8.125	x	10.75
Bleed page	8.375	x	11.0
Live area	7.125	x	9.75
2/3 page	4.6875	x	9.75
1/2 page horz.	7.125	x	4.75
1/2 page isl.	4.6875	x	7.25
1/3 page	4.6875	x	4.75
1/4 page	3.4375	x	4.75
DPS	16.25	x	10.75

Please include crop marks for all ads and if bleed is supplied, supply the bleed at 1/8 inch beyond the trim.

#### Career & Classified Ads

**Careers:** 1/4 and 1/2 page sizes only. See above for rates and dimensions.

**Classified:** Call for more information.

#### Mechanical Requirements

**Printing Method:** Heat-Set Web offset.

**Binding:** Saddle-stitched.

**Screen:** 150 (lpi) line screen.

**Electronic Material:** Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 7, InDesign CS4, Illustrator CS4, Photoshop CS4 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). **To ensure the accuracy of all advertisements, a full-size colour proof must be provided. The publisher shall not be liable for any advertisements received without a colour proof.**

**File transfer media:** DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to design@dvtail.com and jforbes@dvtail.com.

**FTP Site:** ftp.dvtail.com. Please send an e-mail to ftp@dvtail.com for password information for the *The Standard* FTP site.

**Design Services:** Complete design services are available at an additional charge. For details, please contact: Roberta Dick, robertad@dvtail.com or Joanna Forbes, jforbes@dvtail.com. Ph: 905.886.6640.

#### Terms and Conditions

**Agency Commission:** Fifteen per cent (15%) of gross to recognized agencies.

**Terms:** Net 30 days. Two per cent (2%) per month interest on overdue accounts.

**Taxes:** Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

#### Publisher Conditions

Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

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