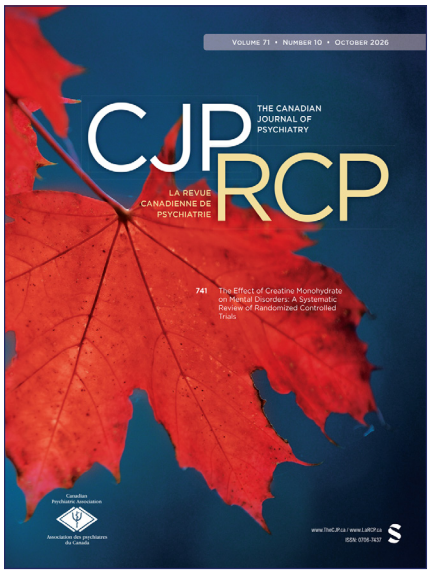
ADVERTISING RATES & SPECIFICATIONS - 2027



EDITOR: Lakshmi N. Yatham, MBBS, FRCPC, MRCPsych, MBA (Exec) The University of British Columbia, Canada

DESCRIPTION: Established in 1956, The Canadian Journal of Psychiatry (CJP) is the flagship publication of the CPA. The CJP provides a forum for psychiatry and mental health professionals to share their findings with more than 3,000 researchers and clinicians. CJP includes peer-reviewed scientific articles on ongoing developments in Canadian and international psychiatry. Regular features include the In Review series, written by world leaders in psychiatric research; the latest original research, systematic review papers, book reviews, and letters to the editor, which are published in either English or French.

Founded in 1951, the Canadian Psychiatric Association (CPA) is the national voluntary professional association for Canada's 4,700 psychiatrists. As the national voice of Canadian psychiatrists, the CPA advocates for the professional needs of its members and promotes excellence in education, research, and clinical practice

AFFILIATIONS: Canadian Psychiatric Association (CPA)

READERSHIP PROFILE: CJP is primarily read by Canadian psychiatrists. 61% of the 4,668 psychiatrists in Canada report reading CJP.

IMPACT FACTOR:	RANKING:	FREQUENCY:	CIRCULATION:	AVERAGE MONTHLY IMPRESSIONS:	AVERAGE MONTHLY PAGEVIEWS:
4.4	Psychiatry 57 out of 293	12	2,000	76,582	19,885

This title is available online and as a digital edition.

DIGITAL EDITION ADVERTISING RATES

FREQUENCY	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS
• FULL PAGE	$6,215	$6,071	$5,457	$5,256	$4,868
• HALF PAGE	$5,240	$5,168	$4,675	$4,482	$4,194
• QUARTER PAGE	$3,695	$4,157	$3,354	$3,256	$3,068

CLASSIFIED ADVERTISING AND PROFESSIONAL OPPORTUNITIES

SIZE	COST
• FULL PAGE	$2,625
• HALF PAGE	$1,575

SPECIAL POSITION PREMIUMS

- Inside front cover Earned rate + 35%
- Inside back cover Earned rate + 25%
- Back cover Earned rate + 35%
- Facing table of contents Earned rate + 30%
- Facing first text page Earned rate + 25%
- Other specified positions Earned rate + 15%

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate. Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

Prices shown in Canadian dollars

SCHEDULE

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING
JANUARY	12 NOVEMBER 2026	16 NOVEMBER 2026
FEBRUARY	23 DECEMBER 2026	28 DECEMBER 2026
MARCH	19 JANUARY 2027	25 JANUARY 2027
APRIL	18 FEBRUARY 2027	22 FEBRUARY 2027
MAY	18 MARCH 2027	22 MARCH 2027
JUNE	22 APRIL 2027	26 APRIL 2027
JULY	20 MAY 2027	24 MAY 2027
AUGUST	24 JUNE 2027	28 JUNE 2027
SEPTEMBER	16 JULY 2027	21 JULY 2027
OCTOBER	24 AUGUST 2027	30 AUGUST 2027
NOVEMBER	17 SEPTEMBER 2027	22 SEPTEMBER 2027
DECEMBER	15 OCTOBER 2027	25 OCTOBER 2027

MECHANICAL REQUIREMENTS

SIZE	NON-BLEED (W x H)	BLEED (W x H)
• FULL PAGE	8.5" X 10.5"	8.75" X 11.25"
• HALF PAGE VERTICAL	4.25" X 11"	N/A
• HALF PAGE HORIZONTAL	8.5" X 5.5"	N/A

- **TRIM SIZE:** 8.5" X 11"
- All advertising is subject to CPA approval
- Ad dimensions are listed in inches
- All live copy should be no closer than 1/4" from trim

- **BANNER ADVERTISING REQUIREMENTS**
  - Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
  - Maximum size of banners: 100KB
  - Geo-targeting is available (higher CPMs apply).
  - Third party ad tags accepted.
  - Video is accepted (higher CPMs may apply).

- **ARTWORK DELIVERY**
  Email: advertising@sagepub.com

• A high-resolution press-ready PDF is required for all electronic ad submissions.

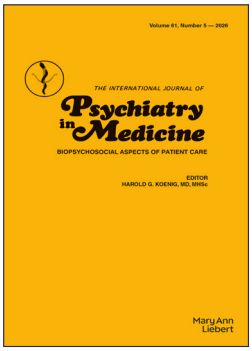
• All fonts must be embedded.

• Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images.

RELATED TITLES







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STANDARD Minimum of 10,000 impressions per month	**CPM/Cost Per Thousand**
STANDARD BANNERS	**$131**
GEOTARGETED BANNERS	**$137**
EXPANDABLE	**$163**
STICKY BANNERS	**$168**
PERSISTENT FOOTER	**$168**

BANNER ADVERTISING REQUIREMENTS

- Standard banner positions include:
  728 x 90 px; 160 x 600 px; 300 x 250 px; 300 x 600 px
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).
- **ARTWORK DELIVERY**
  Email: advertising@sagepub.com

All prices are gross CPM unless otherwise noted. Minimums may apply.
Monthly Sponsorships Available. Contact Your Sales Representative For Pricing.
All prices are shown in Canadian dollars.

HIGH IMPACT ADVERTISING

INTERSTITIAL BANNERS	300 X 250 px - 700 X 700 px	**MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
eARTICLE ADVERTISING		
DYNAMIC SUPER LEADERBOARD	Recommended size is 1237 x 250. Smaller banner sizes can be accepted but will not display optimally.	**MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
FULL PAGE PDF	1237 X 1631 px	**MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**

eBLASTS

Email Alerts	728 X 90 px	**CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
Sponsored Emails	Custom HTML	**CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**

CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the **Psychiatry channel,** maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

CONTEXTUAL ADVERTISING

Deliver ads to the most relevant audience using advanced AI and keyword targeting, ensuring seamless placement on pages that match your chosen keywords. Contact your sales representative for pricing.

WEBINARS

Engage and convert qualified audiences through custom educational webinars, delivering expert-led content and interactive experiences that inspire action and generate valuable leads.

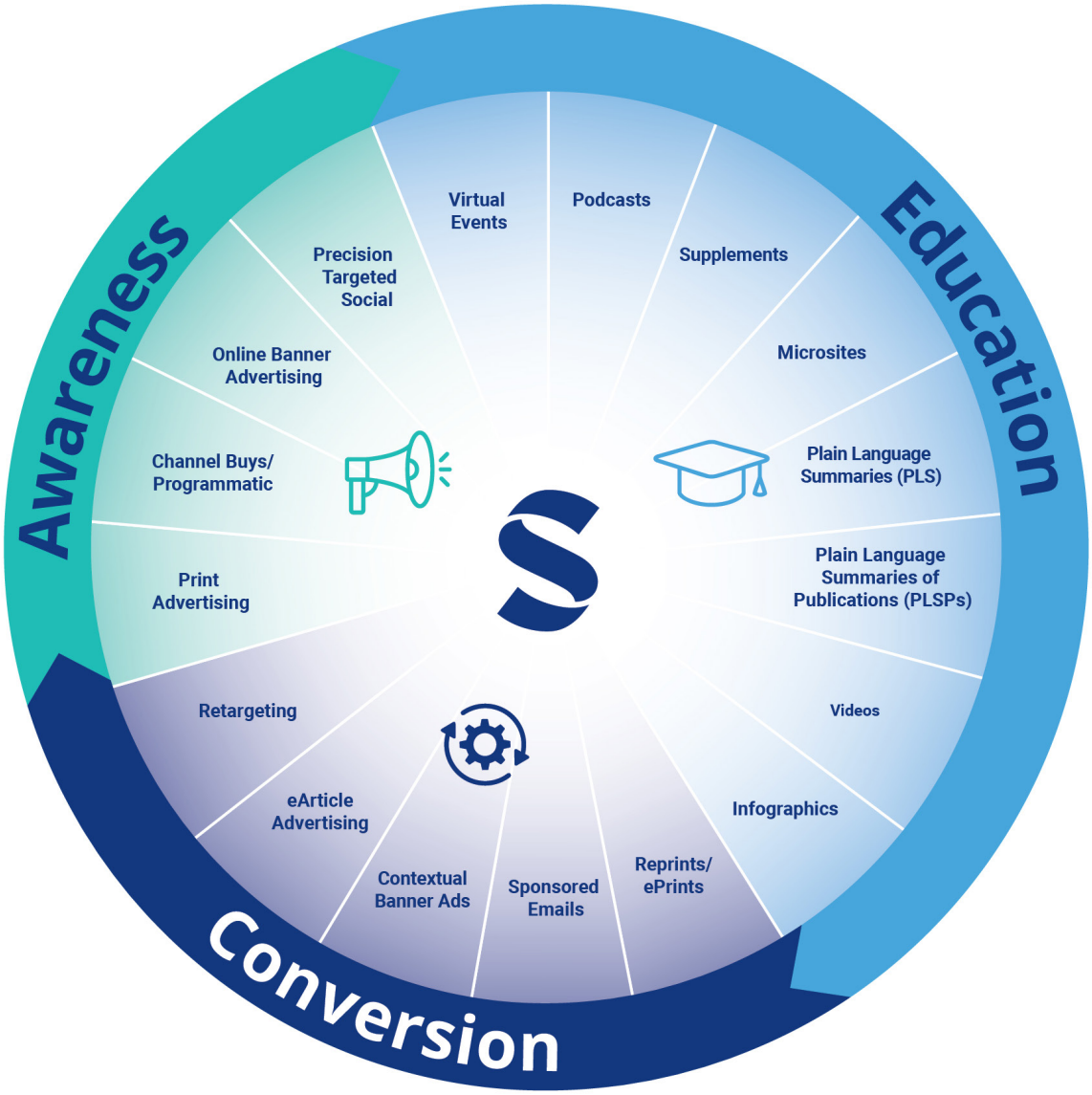
EBOOKS

Reach and educate your target audience with custom eBooks, delivering insightful content that highlights your expertise, strengthens brand awareness, and drives lead generation.

RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



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