

# doctorsNS

The official magazine of Doctors Nova Scotia

## 2018 RATE CARD

### Ad sizes

PRINT ADS all print ads must be 300 dpi, press-ready PDF with fonts and graphics embedded

**Full Page trim 8.5" x 11"**

please include a .25" bleed text safe area 7.5" x 10"

**1/4 page 3.5" x 5"**

**1/8 page 3.5" x 2"**

**1/2 page 7.5" x 5"**

### Ad rates

#### COVERS

Inside Front Cover	\$2,000
Inside Back Cover	\$2,000
Outside Back Cover	\$2,200

#### DISPLAY ADS 1X 5X 10X

1 page	\$1,350	\$1,270	\$1,250
1/2 page	\$1,000	\$940	\$925
1/4 page	\$700	\$660	\$650
1/8 page	\$500	\$480	\$475

tax not included  
all ads are full colour

### Booking deadlines

#### ISSUE DATE CLOSING DATE

February	January 8
March	February 8
April	March 8
May	April 6
June	May 8
July/August	June 15
September	August 8
October	September 7
November	October 8
December/January	November 8

#### ABOUT DOCTORSNS THE MAGAZINE

doctorsNS reports on matters that affect physicians in Nova Scotia and contains information that is unique and of interest to Nova Scotian doctors in their daily work.

doctorsNS is distributed 10 times a year and reaches every practising physician in the province, as well as retired physicians, medical students and residents. Each issue contains articles on member services, health policy, business practices, technology and medicine, continuing medical education, as well as member profiles.

#### ABOUT DOCTORS NOVA SCOTIA

Doctors Nova Scotia is the professional association representing all physicians in the province. There are over 3,500 members in total. The organization's mission is to maintain the integrity and honour of the medical profession, to represent all members equitably, and to promote high quality health care and disease prevention in Nova Scotia.

#### ABOUT DOCTORSNS.COM

doctorsNS.com hosts practice opportunities for physicians, public health information and a resource centre stocked with referral forms, practice guidelines and patient education brochures.

#### Copy and contract regulations

» All ad copy is subject to the approval of Doctors Nova Scotia and, in certain instances, (i.e. pharmaceutical advertising) P.A.A.B. approval.

» Cancellations cannot be accepted after closing date.

**3**

### quick facts

- reaches all doctors in Nova Scotia
- 10 issues per year
- circulation of 3,600

Melissa Murray, Production Manager

Doctors Nova Scotia, 25 Spectacle Lake Drive, Dartmouth, NS B3B 1X7  
melissa.murray@doctorsns.com  
902-481-4923