

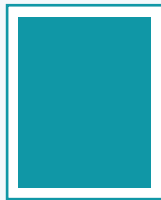
2020 PRINT SPECS & DATES



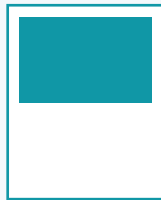
Print specifications



TRIM+BLEED
8.75" Wide
11.25" Deep



NO BLEED
8" Wide
10.5" Deep



1/2 PAGE
8" Wide
5.125" Deep



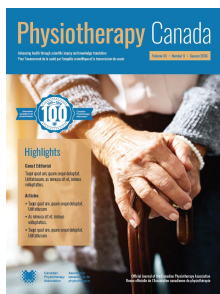
1/4 PAGE
3.875" Wide
5.175" Deep



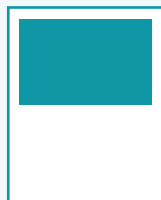
DOUBLE PAGE SPREAD
Trim - 17 x 11"
Bleed - 17.25 x 11.25"

Polybag inserts, fly sheet, mailing sheet and advertorials are available by request.

Issue	Closing date	Mailing date	Theme
Jan/Feb	November 18, 2019	January 17, 2019	Membership: Canada's Membership in its 100th Year
Mar/Apr	January 20, 2020	March 17, 2019	Capacity: Professional Development, Career Pathways & Ethics
May/June	March 18, 2020	May 17, 2019	Advocacy: Canada in its Role/Comparison in the World
Jul/Aug	May 20, 2020	July 15, 2020	Capacity: From 1920 to Now
Sept/Oct	July 20, 2020	September 15, 2020	Advocacy: Lobby day Results, Ongoing Conversations & Why the 100th Anniversary is Important
Nov/Dec	September 18, 2020	November 16, 2020	Membership: Recognizing 100 Physiotherapy Leaders in 100 Years



TRIM+BLEED
8.375" Wide
11.125" Deep



1/2 PAGE
7.625" Wide
4.9" Deep



1/4 PAGE
3.75" Wide
4.9" Deep

Issue	Closing date	Mailing date
Feb 72.1	October 22, 2019	February 20, 2020
May 72.2	January 23, 2020	May 25, 2020
August 72.3	April 30, 2020	August 27, 2020
November 72.4	July 21, 2020	November 23, 2020

All images must be in press-ready PDF format:

- ✓ Fonts embedded/converted to outlines
- ✓ Document colour mode: CMYK
- ✓ Photos: 300 DPI
- ✓ Safety margin of .375" on all 4 sides

Tip:

Advertisers are encouraged to provide their website URL or other relevant link to their product for inclusion in the online version of the magazine and journal.

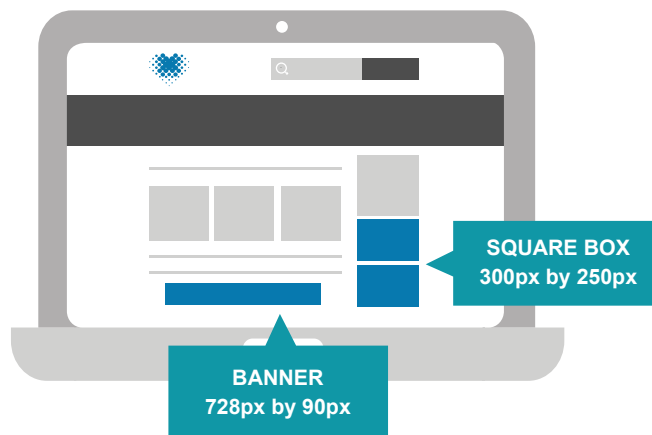
Note: The acceptance of an advertisement does not represent an endorsement by the CPA. The CPA reserves the right to refuse any advertisement that does not meet CPA policy or standards, or that is inconsistent with publication style and/or content.

2020 PRINT SPECS & DATES

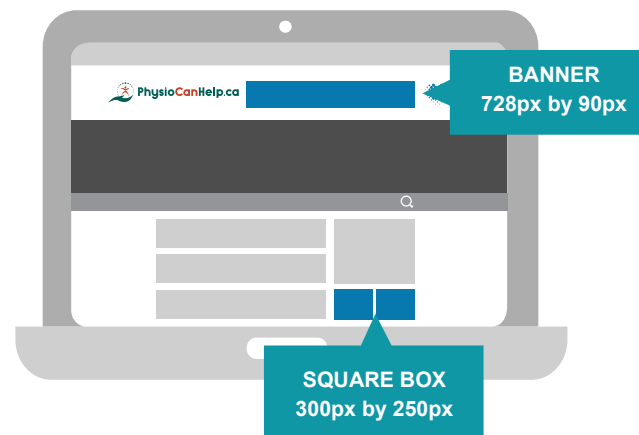


Digital Ads - Layout Options

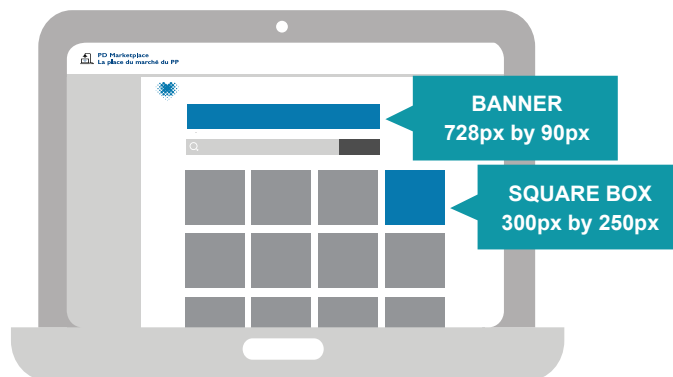
Physiotherapy.ca



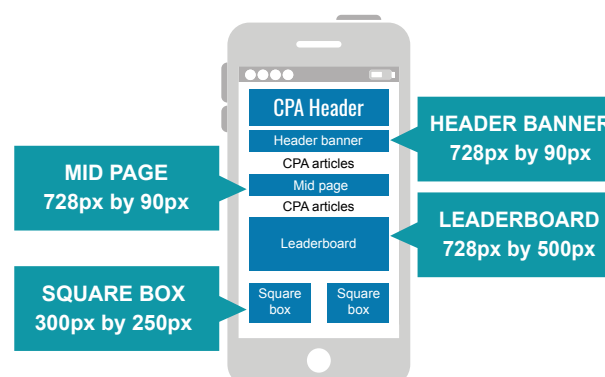
Physiocanhelp.ca



PD Marketplace



E-newsletters



Ad Submission Deadlines

E-newsletter Closing Dates

Classifieds
Second Tuesday of every month

What's Moving
Fourth Tuesday of every month

Email Distribution

Classifieds
Second Thursday of every month

What's Moving
Fourth Thursday of every month

Web Ad Closing Dates

The 26th of every month