

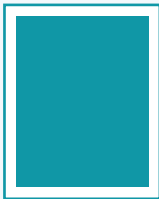
# 2021 PRINT SPECS & DATES



## Print specifications



**TRIM+BLEED**  
8.75" Wide  
11.25" Deep



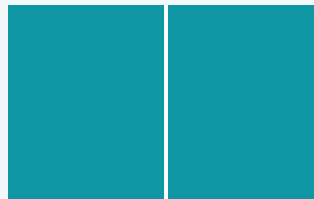
**NO BLEED**  
8" Wide  
10.5" Deep



**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"

Issue	Closing date	Six editions of the CPA magazine in 2021!
Jan/Feb	November 16, 2020	Jan/Feb: Shift to Digital Environments
Mar/Apr	January 18, 2021	Mar/Apr: Medals of Distinction
May/June	March 15, 2021	May/June: Strategic Research Committee - Spotlight on Knowledge Translation
Jul/Aug	May 17, 2021	Jul/Aug: Insurance
Sept/Oct	July 19, 2021	Sep/Oct: Strategic Research Committee - Spotlight on Outcome Measures
Nov/Dec	September 20, 2021	Nov/Dec: The Physiotherapy Market



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(s) to their product for inclusion in the digital magazine or online version of the 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 the CPA's policy or standards, or that is inconsistent with publication style and/or content.



**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	73.1: October 5, 2020	73.1: February 8, 2021
May	73.2: January 18, 2021	73.2: May 12, 2021
Aug	73.3: April 19, 2021	73.3: August 12, 2021
Nov	73.4: July 12, 2021	73.4: November 12, 2021

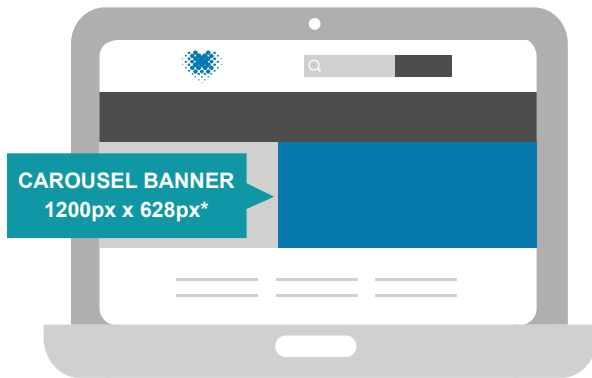
Polybag inserts, fly sheet, mailing sheet and advertorials are available by request.

# 2021 PRINT SPECS & DATES

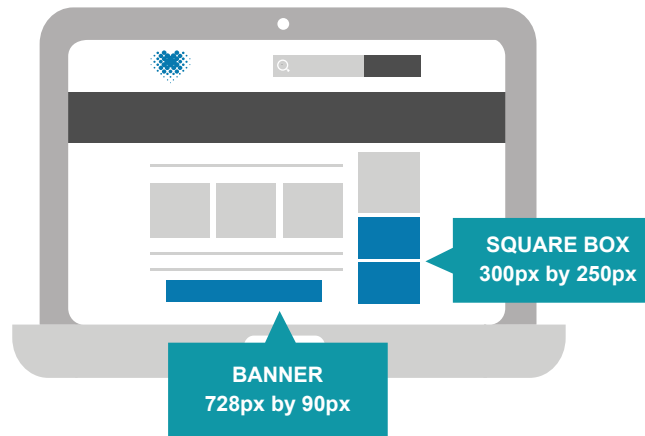
## Digital Ads - Layout Options



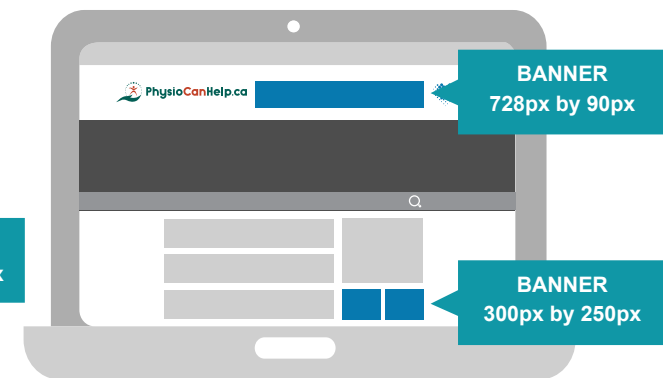
### Physiotherapy.ca



### Physiotherapy.ca

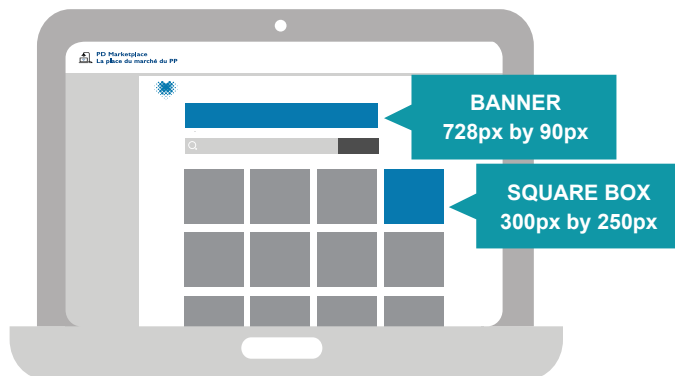


### Physiocanhelp.ca

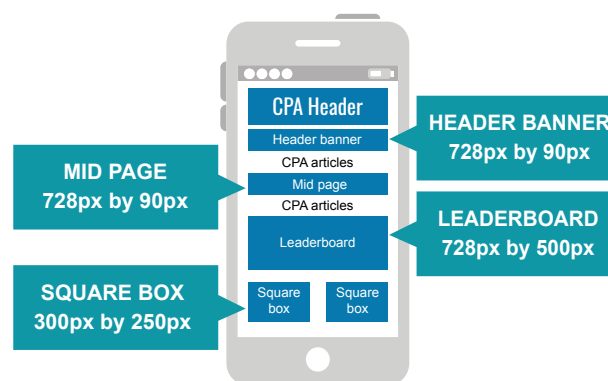


\*Please include less text on the banner, especially in the bottom 3rd of the banner.

### PD Marketplace



### E-newsletters



### Ad Submission Deadlines

#### 📅 E-newsletter Closing Dates

<b>Classifieds</b> Second Tuesday of every month	<b>What's Moving</b> Fourth Tuesday of every month
--	--

#### ✉️ Email Distribution

<b>Classifieds</b> Second Thursday of every month	<b>What's Moving</b> Fourth Thursday of every month
---	---

#### 📅 Web Ad Closing Dates

The 26th of every month for the following month.