

CANADIAN JOURNAL OF RESPIRATORY THERAPY

CJRT • JCTR

JOURNAL CANADIEN DE THÉRAPIE RESPIRATOIRE

Informing the Practice of Respiratory Therapists



Official Journal of / Journal officiel de la

CANADIAN SOCIETY OF RESPIRATORY THERAPISTS

SOCIÉTÉ CANADIENNE DES THÉRAPEUTES RESPIRATOIRES

About the Journal

The *Canadian Journal of Respiratory Therapy* (CJRT) is a quarterly, open access, peer-reviewed publication indexed in PubMed Central. We strive to publish manuscripts that describe effective interventions that increase access to and quality of clinical respiratory health interventions, including the organization and delivery of care in hospitals, the community, and throughout the continuum of care by health care providers. Our goal is to generate evidence and discussion to support more effective and equitable access to respiratory therapy and care for patients in Canada and around the world. While many of our contributors are respiratory therapists, we welcome submissions from all related health professionals and researchers.



Circulation and Online Statistics

CIRCULATION		ONLINE STATISTICS (cjrt.ca)	
	RECIPIENTS PER ISSUE		AVERAGE MONTHLY
DIGITAL EDITION	4000+	UNIQUE VISITORS	700*
		PAGE VIEWS	4,500*

Circulation numbers are the publisher's own data and may vary slightly from issue to issue. For exact circulation numbers for specific issues, please contact your Account Representative.

*Source: Google Analytics for cjrt.ca



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SOCIÉTÉ CANADIENNE DES THÉRAPEUTES RESPIRATOIRES

Direct enquiries and insertion orders to:

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Publication Model

The CJRT operates on a “rolling publication” model, or article-based publishing (as opposed to issue-based publishing). When an article is in its final form, it is published online immediately instead of waiting for a hard copy issue to be compiled. This modern model allows our titles to achieve an even faster 'Speed to Publication', benefiting our authors in disseminating their research as soon as possible, and driving traffic to the website.

Advertising Options

Digital Table of Contents (e-TOC)

Want to reach over 4,000 respiratory therapists across Canada? The journal's e-Table of Contents (e-TOC) is a great opportunity for advertisers to add a banner at the top and/or bottom of a personalized email that is sent to all of CSRT's 4,000+ members. This communication is very effective, with an impressive open rate of 40%. An additional benefit of this advertising opportunity is that it reaches a gated community, should you have mandated requirements for your posting.

Positions available	Two per issue (top and bottom banner within message)
Cost	Top banner: \$1500 ; Bottom banner: \$800
Dimensions (w x h)	728 x 90 pixels (static file not to exceed 40 KB); GIF or JPEG; can link to URL of choice
Material due	March 15; June 15; Sept 15; Dec 1
E-TOC mailed	March 30; June 30; Sept 30; Dec 15

Website Banners

Grab their attention with a sliding banner on the CJRT homepage! With over 700 views per month, you will be reaching engaged RTs every time they visit.

Positions available	First and/or second slider on the 4-banner rotation on homepage (cjrt.ca)
Cost	\$1000 per banner per month
Dimensions (w x h)	1900 x 900 pixels. GIF or JPEG; no Flash, but animated GIFs are permitted. Banner can link to URL of choice.
Material due	5 days prior to the start of each month.

Article Collections

Every alternating quarter between new issues, we announce a new article collection – a curated collection featuring all published articles from the CJRT archives related to a selected topic of interest to RTs. Your banner would remain on this page for one year. These collections receive approx. 40 views/month or 500 per year (Google analytics)

Positions available	Each collection has a banner at the top of the page: https://www.cjrt.ca/article-collections/
Cost	\$1000 per collection banner
Dimensions	728 x 90 pixels (static file not to exceed 40 KB); GIF or JPEG; can link to URL of choice
Material due	Please contact us to discuss which collection you would like to sponsor, or if you have a topic suggestion that might best fit your needs.

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