

CSHP Web Advertising Rate Card 2011/2012

Advertising on CSHP.CA

The Canadian Society of Hospital Pharmacists web advertising provides an opportunity for the advertising of products or services on the CSHP website (www.cshp.ca) by another party. All advertising must be consistent with the CSHP's mission, values and strategic goals.

ADVERTISEMENT PRINCIPLES

1. Advertisements are limited to products and services of educational value and of interest to hospital pharmacists.
Drug products, both prescription and non-prescription, are excluded.
2. No advertisements shall claim endorsement by the CSHP for their products or their organization.
3. **No advertising that competes with those offered by CSHP or CSHP subsidiaries will be accepted. Products and services offered by CSHP and its subsidiaries for which we will not accept competitive advertising include:**
 - Pharmacist employment opportunities
 - Pharmacy/scientific journals
 - Pharmacy/health related books (i.e. official publications, patient care, product preparation, etc.)
 - For-profit consumer health portals
 - Continuing education competing with hospital pharmacy conferences and seminars
 - Affinity partner services (e.g. malpractice insurance, home & automobile insurance, car rental, group RRSP)
4. Advertisements must present information of a non-political nature.
5. A distinction is maintained between advertising and all other content on the CSHP website. All advertising must be clearly identifiable as advertising and must not be confused with CSHP content in format or appearance. CSHP reserves the right to include the word "advertisement", as deemed appropriate.
6. The fact that an advertisement for a product, service, manufacturer, promoter or distributor has appeared on www.cshp.ca, it shall not be referred to as collateral advertising.
7. All advertising must comply with the laws and regulations of Canada and, where applicable, international standards.
8. CSHP reserves the right to refuse any advertisements at its sole discretion.

Specifications

1. All materials must be forwarded electronically.
2. All materials will be posted on the CSHP website for a length of 30 days.
3. All materials will be placed under the Products/Services section (public area) of the CSHP website at the discretion of CSHP.



Banner and Button Rates

Prices Effective July 1, 2011

Prices subject to tax where applicable.

Per Month (30 days)	Dimensions (pixels)	Max Weight	Industry Corporate Member†	Regular
Top Banner	468 x 60	24k	\$600	\$800
Bottom Banner	468 x 60	24k	\$400	\$600
Vertical Banner	120 x 240	24k	\$500	\$700
Square Button	250 x 250	16k	\$600	\$800
Button	120 x 90	10k	\$300	\$500
Button	120 x 60	6k	\$250	\$450

†Current CSHP Industry Corporate Members only. For details about this category, including a list of current members, please visit http://www.cshp.ca/membership/IndustryCorpMem_e.asp.

Technical Specifications

GIF, JPEG & Flash files are accepted.

1. If applicable, the URL of the manufacturer, promoter or distributor website should be forwarded along with the advertisement.

FOR FLASH BANNERS, THE FOLLOWING IS REQUIRED:

1. If Flash is used, the version must be indicated.
1. SWF file (with click TAG embedded for click-through but no URL embedded).
2. Only one 5 second loop animation is accepted.
3. GIF file static (non-animated) low-resolution.

Contact Information

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