



The Canadian Journal of Hospital Pharmacy

Welcome!

The Canadian Society of Hospital Pharmacists (CSHP) is thrilled to announce the launch of the new electronic version of the Canadian Journal of Hospital Pharmacy (CJHP)!

You can find us at: <http://www.cjhp-online.ca>

CJHP Mission

The aim of the *Canadian Journal of Hospital Pharmacy (CJHP)* is to be a respected international publication while serving as the major venue for dissemination of information related to patient-centred pharmacy practice in hospitals and related health care settings in Canada.

CJHP Vision

The *CJHP* is an academic journal that focuses on how Canadian pharmacists optimize safe and effective drug use in patients.

Advertising on CJHP Online

Vertical banner and button ads can be placed on the right hand side of "Information Pages" (ie Home Page, Current Issue, Archives) but not on pages with editorial content (such as the table of contents).

Horizontal Banner ads can be placed at the top or bottom of the same pages.

Page Banners	Dimensions	Max Weight	Cost Per12 months
Vertical Banner	120 x 240	12k	\$3000.00
Horizontal Banner	468 x 60	12k	\$3000.00
Button	120 x 90	5k	\$1500.00

TECHNICAL SPECIFICATIONS

Banners and Buttons on [cjhp-online.ca](http://www.cjhp-online.ca)

Static ads must be submitted as: GIF, JPEG or PNG format. Ads can also be created using Shockwave or JAVA Applets.

Pharmaceutical campaigns must be PAAB approved.

Creative may be emailed to Sonya Long: slong@cshp.ca (call 613-736-9733 Ext228) with ad and URL attached to the email.

KEITH COMMUNICATIONS INC.

Wanda Finch Tel: (514) 428-0707 or 1-877-761-0447

Fax: 514-428-8072

Email: wfinch@keithhealthcare.com

CJHP-Online Statistics

CJHP online stats for Nov 2-20, 2009

- Nov. 2-20: 815 visits, 696 of whom have been unique visitors
- Most of the traffic is from Canada (59%) and the US (15%)
- Visitors spend an average of 2:18 on the site
- Nov 2-20: 3, 471 page views, with the top content being the home page, the archives, the search results, and the TOC of the current issue (Vol 61 No 5)
- 21.6% of traffic is direct (visitors go straight there), 26.26% of traffic is from referring sites (cshp.ca, etc) and 52.15% is from search engines (Google, etc).

CJHP online stats for Nov 2009 - Feb. 2010

- 1st four months since launching: 6,317 visits, 5,116 unique visitors (about 80%)
- Most of the traffic is from Canada (57%) and the US (15%). France (6%), UK (3%), India (2%)
- Visitors spend an average of 2:19 on the site
- 27,542 page views by end of Feb., with the top content being the home page, the archives, the login in page, and the search results.
- 17.7% of traffic is direct (visitors go straight there), 29.82% of traffic is from referring sites (cshp.ca, etc) and 52.5% is from search engines (Google, etc).

KEITH COMMUNICATIONS INC.

Wanda Finch Tel: (514) 428-0707 or 1-877-761-0447

Fax: 514-428-8072

Email: wfinch@keithhealthcare.com