

CHIROPRACTIC JOURNAL OF AUSTRALIA

EDITOR: Dr Rolf E. Peters

ALL CORRESPONDENCE TO:

Post Office Box 748
Wagga Wagga 2650
AUSTRALIA
Phone +61 2 6922 4466
Facsimile +61 2 6926 2556
E-mail: journal@caa.asn.au

Information for Advertisers

Chiropractic Journal of Australia is a highly respected research and professional journal of record, indexed by several on-line medical databases, read by the majority of registered chiropractors in Australia and frequently cited in the world chiropractic literature.

Circulation of *CJA* is approximately 2700 in Australia and 150 overseas.

Publication Date	1 March	1 June	1 September	1 December
Reservation Deadline	15 January	15 April	15 July	15 October
Copy Deadline	1 February	1 May	1 August	1 November

Rates for 2010

Ad size and type	Per issue	GST	Total cost
Full page advertisement (Black & White)	\$700.00	\$70.00	\$770.00
Full page advertisement (4 colours)	\$850.00	\$85.00	\$935.00
Half page advertisement (horizontal only)(B&W)	\$400.00	\$40.00	\$440.00
Half page advertisement (4 colours)	\$550.00	\$55.00	\$605.00
Pre-printed insert up to A4 size*	\$700.00	\$70.00	\$770.00
Pre-printed insert up to A3 size (folded)*	\$950.00	\$95.00	\$1,045.00

* to Australian addresses only

(Rates subject to change)

Requirements and Conditions

1. Suitability of advertising for publication in *CJA* is determined by the editorial review panel subject to guidelines prescribed from time to time by the Chiropractic Research Journal Editors' Council and the Board of Directors of the Chiropractors' Association of Australia. **The panel reserves the right to reject any advertisement, including material previously published in *CJA*.**
2. Advertising orders must be submitted **in writing** prior to the deadlines listed above. Pre-prints for insertion (2,700 copies unless otherwise advised) must reach the Editorial Office no later than one week prior to publication date. Cancellations are not accepted after the copy deadline.
3. Rates quoted are net and apply only to camera-ready, original artwork, bromides or high quality electronic files prepared to exact scale.
4. Artwork, photos and bromides should never be pinned, stapled or paper-clipped, and must be packed between rigid cardboard sheets at least as large as the sheets they protect. The outside envelope should be prominently marked *do not bend or fold*.
5. Overall size of each page is 210 x 280 mm. Advertisements are printed 175 x 240 mm (full page) or 175 x 110 (half page) no-bleed. Vertical half pages and smaller page fractions are not normally available.
6. Insertion of pre-prints **must be paid for in advance** at time of lodgement. Terms of payment for other advertising are 30 days net. No further advertising will be considered until the client's account has been settled in full.