

## Outsert / Polybag Distribution Rates & Information

CFP can very economically distribute educational and suitable\* promotional and advertising materials with the monthly mailing of the journal to all family physicians and general practitioners across Canada. Specific regions, provinces and some other demographics can also be targeted.

**All costs below are net.**

### Full, national distribution

34 500 copies      \$4 825 plus mailing cost

### Several provinces

#### Totaling less than

25 000 pieces    \$3 860 plus mailing cost

#### One or more provinces totaling

less than 17 500 pieces    \$2 895 plus mailing cost

#### One or more provinces totaling

less than 4 000 pieces    \$1 450 plus mailing cost

### Mailing cost:

\$4.15 per kg total weight

### Example:

One sheet of ordinary, 8.5 X 11 bond paper used in most laser printers weighs about 5 grams, so 34 500 sheets would weigh 172.5 kg. Total mailing charge would be 172.5 X \$4.15 = \$715.88

### Sample

\* A sample must be submitted for approval prior to acceptance. Pharmaceutical advertising material must be PAAB approved. All materials are subject to approval by *Canadian Family Physician*. We reserve the right to refuse or withdraw any outsert material at our sole discretion.

### Sizes:

Please call for details.

### Quantity required:

36 000 (for full distribution)

### Deadline dates:

#### Ad close:

10th of month preceding publication

#### Material:

Shipped pre-paid to printer by 21th of month preceding publication

### Ship outsert materials prepaid to:

*Canadian Family Physician*,  
c/o Transcontinental LGM Graphics Inc.  
737 Moray Street,  
Winnipeg MB R3J 3S9  
Telephone (204) 889-9050  
Fax (204) 889-9897

For technical specifications, dates and further information, please contact

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