Overview

*Journal of Obstetrics and Gynaecology Canada (JOGC)* is Canada’s peer-reviewed journal of obstetrics, gynaecology, and women’s health. Each monthly issue contains original research articles, reviews, case reports, commentaries, and editorials on all aspects of reproductive health. *JOGC* is the original publication source of evidence-based clinical guidelines, committee opinions, and policy statements that derive from standing or ad hoc committees of the Society of Obstetricians and Gynaecologists of Canada. *JOGC* is included in the National Library of Medicine’s MEDLINE database, and abstracts from *JOGC* are accessible on PubMed.

Display Advertising

Derek Zakaib  
**United States**  
514-730-8837  
derekjohnzakaib@gmail.com

Kate Lach  
**Europe**  
48 500 259 970  
k.lach.1@elsevier.com

Virginia Van Homrigh  
**APAC**  
61 448 008159  
v.vanhomrigh@elsevier.com

Derek Zakaib  
**Canada**  
514-730-8837  
derekjohnzakaib@gmail.com

Recruitment Advertising

Kenneth Naylor  
**Global**  
212-633-3735  
k.naylor@elsevier.com

Global Print Circulation  
**Online Only**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Avg. Global Monthly Visits</td>
<td>84,950</td>
</tr>
<tr>
<td>Avg. Global Monthly Unique Visitors</td>
<td>34,442</td>
</tr>
<tr>
<td>Avg. Global Monthly Page Views</td>
<td>44,079</td>
</tr>
<tr>
<td>Avg. Global eTOC Distribution</td>
<td>6,298</td>
</tr>
</tbody>
</table>

Affiliation

The Society of Obstetricians and Gynaecologists of Canada

Audience

Obstetricians, gynaecologists, midwives, registered nurses, residents, and other allied health care professionals
Digital Specs

Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 120 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

**FORMATS**

jpeg, png, gif, HTML5†, 3rd party tags

**TRACKING PIXELS**

Yes

**MAX FILE SIZE**

200 KB

**MAX ANIMATION (TIME/LOOPs)**

15 seconds/3 loops

**PRESTITIAL FREQUENCY**

1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).

**eTOC Email**

<table>
<thead>
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<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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</tbody>
</table>

**FORMATS**

jpeg, png, gif, (static image only)

**TRACKING PIXELS**

No

**MAX FILE SIZE**

200 KB

MPU banners, positions 1, 2, 3, are stacked vertically

Animation and expandable banners unavailable

**AIP Email**

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No

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Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.