

Print

Packages	Clinical Research or GP	Clinical Research & GP
10cm x 2 col <i>Includes Impact package + single course post</i>	£1,410	£1,810
1/4 page <i>Includes Reach package + single course post</i>	£1,878	£2,398
1/2 page <i>Includes Brand package + single course post</i>	£3,656	£4,696
SCCM*		<i>*Minimum size 6cm x 2 col</i>
Full colour +20% Spot colour +10%	£53	£73

Online

	Price	Duration
Course listing with logo	£200	4 weeks
5 course listings with logo <i>To be used within 12 months</i>	£950	4 weeks
10 course listings with logo <i>To be used within 12 months</i>	£1,800	4 weeks
20 course listings with logo <i>To be used within 12 months</i>	£3,400	4 weeks
Unlimited course listings	£4,000	Monthly

Digital enhancements

	Price	Duration
Packages <i>£200 package discount when print and online booked together</i>		
Impact <i>Premium course + sponsored course</i>	£350	4 weeks
Reach <i>Sponsored course + homepage featured course + premium course</i>	£500	4 weeks
Brand <i>Sponsored course + homepage featured course + 50k button impressions</i>	£900	4 weeks
Enhancements <i>Purchased in addition to single course posting</i>		
Premium course	£180	4 weeks
Sponsored course	£250	4 weeks
Featured course	£300	4 weeks
Custom HTML course	£300	4 weeks
Featured course provider	£550	4 weeks
Sponsored course provider	£300	4 weeks
Target email	£1,540	–
Course alert banner	£790	1 week
Leaderboard	£27	CPM
Button	£16	CPM
Targeted button/banner	£63	CPM
bmj.com MPU	£27	CPM
MPU homepage	£52	CPM
Skyscraper	£37	CPM

Print

Copy and deadlines

Deadlines

Monday 10am (5 days prior to publication)

Deadlines change when the issue is affected by a Bank Holiday

Supply of digital material

- We require the advertisement to be saved as a high resolution, CMYK PDF. All fonts must be embedded.
- Ensure all pictures/logos are high resolution and CMYK format
- Send to careers@bmj.com

Dimensions

1 column width	45mm
2 column width	95mm
4 column width	194mm
Page depth	260mm
Full page	260mm x 194mm
½ page vertical	260mm x 95mm
½ page horizontal	130mm x 194mm
Quarter page	130mm x 95mm

Online

Advertisement	Size (width x height pixels)
Logo on listing	360 x 203
Course alert banner	936 x 120
Leaderboard	1456 x 180
Button	320 x 320
bmj.com MPU	600 x 500
MPU homepage	600 x 500
Skyscraper	320 x 1200

Preferred format: .jpeg or .gif file. If you are providing a Flash file for desktop please provide an HTML5 or non-animated version for mobile devices

Terms and conditions for advertising

Standard terms and conditions for advertising can be found online at careers.bmj.com