



## Rates 2016

### Print

#### Edition & price

Packages	Clinical Research	GP	Both
<b>1/2 page</b> <i>Includes online Brand package</i>	£4,516	£4,100	£5,452
<b>1/4 page</b> <i>Includes online Reach package</i>	£2,573	£2,365	£3,041
<b>10cm x 2 col</b> <i>Includes online Impact package</i>	£1,889	£1,729	£2,249

All packages include print and digital exposure

**Display** *Single column centimetre\**

*\*Minimum size 6cm x 2 col*

Display	£58	£50	£76
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#### Extras

Cross reference £177 | Full colour +20% | Spot colour +10%

### Online

#### Price Duration

Job listing with logo	£850	4 weeks
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(£500 discount when print and online booked together)

### Digital enhancements

#### Price Duration

#### Packages

<b>Impact</b> <i>Premium job and promoted job</i>	£379	4 weeks
<b>Reach</b> <i>Promoted job, homepage featured job and premium job</i>	£715	4 weeks
<b>Brand</b> <i>Promoted job, homepage featured job, 5 CV credits and 50,000 button ad impressions</i>	£1,150	4 weeks

**CV credits** *Must be used within duration period*

1 CV credit	£250	1 month
5 CV credits	£750	12 months
10 CV credits	£1,250	12 months

**Enhancements** *Purchased in addition to single job listing*

Premium job	£180	4 weeks
Promoted job	£360	4 weeks
Top job	£360	4 weeks
Sponsored key word job	£360	4 weeks
Custom HTML job	£360	4 weeks
Featured job homepage	£450	4 weeks
Video job	£975	4 weeks
Featured recruiter	£460	4 weeks
Job target email campaign	£1,540	–
Recruiter minisite	£2,460	12 months
Job alert banner	£790	1 week
Job alert button	£350	1 week
Leaderboard	£27	CPM
Button	£16	CPM
Targeted button/banner	£63	CPM
bmj.com button	£27	CPM
MPU homepage	£52	CPM
Skyscraper	£37	CPM
Creative charge – static button or banner	£100	–

## Technical specifications

### 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](mailto: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 180
Job alert banner	936 x 120
Leaderboard	1456 x 180
Button	320 x 320
bmj.com button	600 x 500
MPU homepage	600 x 500
Skyscraper	320 x 1200

**Preferred format:** Online ad sizes are requested at 2x for Hi-DPI/'Retina' screens.

For ads served via 3rd party tags, continue to use 1x assets.

Use of Flash is discouraged. Please supply HTML5 or gif for animations.

#### Terms and conditions for advertising

Standard terms and conditions for advertising can be found online at [careers.bmj.com](http://careers.bmj.com)