

The British Institute of Radiology (BIR) is a multi-disciplinary membership organisation for everyone interested in radiology and radiation oncology. Members include radiologists, physicists and radiographers.

The BIR website achieves over 17,500 page views per month and offers opportunities for advertising on prominent pages.

Home page advert

High impact promotion on our homepage. Only two of these premium advertising spots available.

Image size: 460 (w) x 170 (h) pixels
File format: jpeg or gif
Colour: RGB

£400 + VAT per advert per month
(25% discount for corporate members)

The screenshot shows the BIR homepage layout with several advertising spots:

- MEMBERSHIP:** Promoting individual and company membership.
- PUBLICATIONS:** Promoting BIR journals and books.
- PROFESSIONAL RESOURCES:** Promoting special interest groups, committees, and resources.
- EDUCATION AND EVENTS:** Promoting educational events and programmes.
- SPECIAL INTEREST GROUPS:** Promoting groups for different professional backgrounds.
- ANNUAL AWARDS AND PRIZES:** Promoting prizes and awards.
- BOOKSHOP:** Promoting the latest publications.
- SOCIAL LINKS:** Promoting social media channels like Facebook, YouTube, LinkedIn, and BJR.
- BEST OF BJR:** A featured advert for a journal excerpt, highlighted by a green arrow.
- BIR Logo:** The British Institute of Radiology logo.
- RSNA 2013:** Promoting the presence at the RSNA 2013 conference.
- NEWS, BLOG, TWITTER:** Sections for the latest news, blog posts, and social media updates.

Feature block advert

Available on selected pages only. No more than two adverts permitted per page. Maximum of three adverts per month per company.

Image size: 300 (w) x 200 (h) pixels
File format: jpeg or gif
Colour: RGB

£200 + VAT per advert per month
£500 + VAT per advert per quarter
(25% discount for corporate members)

The screenshot shows the 'Individual membership' page on the BIR website. It includes a navigation menu, a search bar, and a list of membership options:

- Membership benefits
- Full membership
- Student membership
- Retired membership
- IPAc
- Direct debit
- Join online
- Renewal
- Corporate subscription
- Company affiliate membership

The page also features a 'How to join' section and a Toshiba corporate subscriber logo at the bottom.

Jobs board

Advertise your professional vacancies.

Premium posting

Members £298 + VAT

Non-members £523 + VAT

Enhanced posting

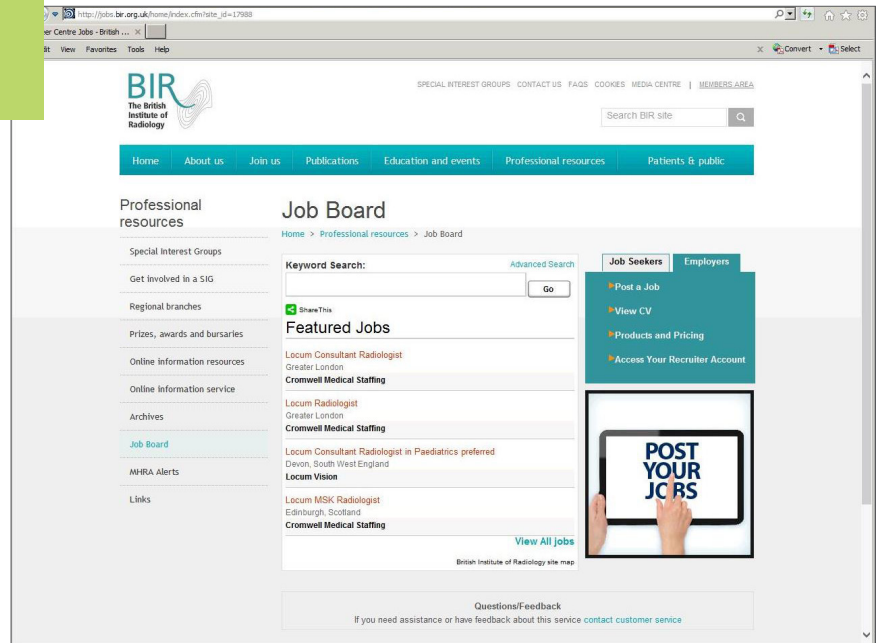
Members £233 + VAT

Non-members £433 + VAT

Basic posting (30 days)

Members £199 + VAT

Non-members £299 + VAT



eNewsletter banner

Sent every month to over 7000 recipients including BIR members. Maximum of two adverts per newsletter.

Image size: 600 (w) x 90 (h) pixels

File format: jpeg or gif

Colour: RGB

£500 + VAT per advert per month
(25% discount for corporate members)



Other advertising opportunities are available in the online and print versions of:

BJR (British Journal of Radiology) birpublications.org/bjr

DMFR (Dentomaxillofacial Radiology) birpublications.org/dmfr

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