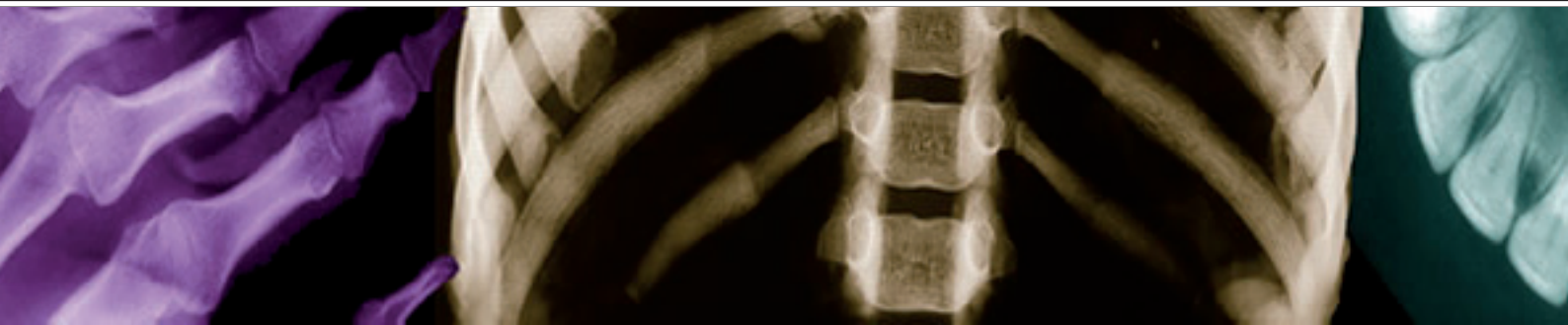




# The British Institute of Radiology

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## Advertising & Promotional Opportunities



There are a number of opportunities through BIR that provide you with unrivalled options to promote your organisation, your products, services, vacancies or courses to some of the leading professionals in radiology.

The British Journal of Radiology is the official peer-reviewed monthly research journal of the British Institute of Radiology.

BJR News is the brand new bi-monthly magazine offering the latest news in the radiological community.

## PUBLICATIONS:

### **BJR News:**

BJR News is the bi-monthly news magazine from The British Institute of Radiology (BIR) for its members and the entire radiological community. It contains a lively and insightful mix of news and opinions from leaders in the field, which address key concerns and developments across the radiological disciplines; abstracts and articles from recent issues of The British Journal of Radiology (BJR), as well as updates on the events and activities of the BIR and its scientific committees. Its editorial objective is to deliver a magazine that informs and engages the reader, and provide opportunities for them to support and interact with the BIR.

#### Availability:

- 1,000 individuals including BIR full members
- Bi-monthly, home mailed
- Free online version available on <http://www.bir.org.uk/bir-publications-home/bjr-news.aspx>

### **BJR:**

The printed and electronic version of the journal goes to institutions such as university libraries, research institutions and hospitals worldwide. An online version of BJR all full members of The British Institute of Radiology.

It is a multidisciplinary academic journal covering all clinical and technical aspects of:

- Diagnostic imaging
- Radiotherapy
- Oncology
- Medical physics
- Radiobiology

The multidisciplinary approach of the journal enables readers to keep up-to-date with developments in their own as well as related fields. It is a widely acknowledged and well respected informative journal.

The journal publishes original research papers from leading centres internationally. It also contains editorials, commentaries, review articles, case reports, short communications and pictorial reviews.

Our special issues – up to 2 p.a. – are available for sponsorship.

## ADVERTISING OPPORTUNITIES:

### Display Advertising Opportunities:

Display advertisers in BJR News and BJR are able to promote their equipment, products, services and courses to BIR members who specialise in the radiology, radiotherapy and oncology, medical physics, and the other radiological sciences.

Whether you are looking to launch a branding campaign over a series of issues or advertise specific products/services within the editorial features, BJR News & BJR offer a range of options to suit your needs and budget.

### Editorial Sponsorship Opportunities (BJR News):

BJR News is open to various editorial sponsorship opportunities combining Display Advertising and editorial coverage in one or more sections below:

- Community News
- Idea Watch
- Meeting Reports
- Person (or Institutional) Profiles
- Technology

Please refer to the Editorial Guidelines for more information on the sections available for sponsorship.

### News & Product Update (BJR News):

Each issue of BJR News will contain pages containing the latest news and product updates within the industry. This allows smaller sized promotional material to keep our readers updated with the industry's latest products and news. 200 – 300 words of promotional material, plus high-resolution image and company logo will be included in a Quarter Page space.

### Classified Advertising: Buyer's Guide (BJR News):

Advertisers with limited budgets who wish to have a continuous presence in BJR News can advertise in our classified Buyer's Guide section of the magazine. Discounts are applied for multiple insertions.

## ONLINE OPPORTUNITIES:

[www.bir.org.uk](http://www.bir.org.uk) – The official website

The website attracts approximately 5,000 unique users per calendar month and generates around 25,000 page impressions.

The BIR website hosts web banners within the site. Online opportunities also include recruitment advertising on the dedicated job page of the website that are accessible to members and non-



## ADVERTISING RATES:

Display (BJR / BJR News):	Colour	Mono
Double Page Spread	£1,800	
Full Page	£1,200	£950
Half Page (Vertical/Horizontal)	£788	£589
Quarter Page Vertical	£488	£365

- Cover Positions: Additional £300
- Product & News Update (200 – 300 words + image & logo) - £200

Inserts: Available on request Special Issue Sponsorship Opportunities: Available on request

### Classified (BJR News):

Buyer's Guide: £1 per word (Min 50 words) includes company logo (Mono) and contact details  
Enhanced Box: £25 extra for highlighted box and colour logo/background

## ONLINE

### BIR Website

Online Advertising - <a href="http://www.bir.org.uk">www.bir.org.uk</a>	Per Month
Top banner/ Skyscraper	£575
Banner/ button	£375

Online Advert Types	Sizes
Leaderboard	min 650 px wide x 70 px high; max 728 px wide x 90 px high
Right hand	max 120 px wide x up to 600 px high
Left hand	max 300px wide x up to 300 px high

All rates are exclusive of VAT.

### BJR Journal Website

Online Advertising - <a href="http://bjr.birjournals.org">http://bjr.birjournals.org</a>	Per Month
Recruitment Listing	£275
Top Banner/ Skyscraper	£575
Banner	£375

Online Advert Types	Sizes
Leaderboard	min 650 px wide x 70 px high; max 728 px wide x 90 px high
Right hand	max 120 px wide x up to 600 px high
Left hand	max 300px wide x up to 300 px high

All rates are exclusive of VAT.

Discounts: We offer discounts for series bookings and advertising across the 2 magazines and on [www.bir.org.uk](http://www.bir.org.uk) – contact us to discuss these.

## MECHANICAL SPECIFICATION

Technical Data - BJR News	Sizes (w x h)
DPS	410mm x 267mm
Full Page	205mm x 267mm
Half Page Horizontal	205mm x 133mm
Half Page Vertical	102mm x 267mm
Quarter Page Vertical	90mm x 115mm

Technical Data - BJR	Sizes (w x h)
DPS	420mm x 297mm
Full Page	210mm x 297mm
Half Page Horizontal	180mm x 128mm
Half Page Vertical	85mm x 297mm
Quarter Page Vertical	85mm x 128mm

Please supply with 3mm bleeds on all sides for all sizes except Quarter Page.

Advertisements should be supplied digitally in the following formats:

- EPS files (with fonts and images fully embedded)
- PDF files (with fonts and images fully embedded at print-optimised resolution)
- CMYK colour, minimum 350 dpi resolution and all fonts embedded

BJR online – [www.bjr.birjournals.org](http://www.bjr.birjournals.org) – the academic journal

BIR Vacancy Text to be supplied in MS Word format + logo max width 150px

## PRODUCTION SCHEDULE:

BJR	Booking Deadline	Copy Deadline	On Sale
January	11-Nov	11-Nov	End Dec
February	09-Dec	09-Dec	End Jan
March	13-Jan	13-Jan	End Feb
April	15-Feb	15-Feb	End Mar
May	15-Mar	15-Mar	End Apr
June	07-Apr	07-Apr	End May
Special 1	26-Apr	26-Apr	
July	13-May	13-May	End Jun
August	10-Jun	10-Jun	End Jul
September	14-Jul	14-Jul	End Aug
October	11-Aug	11-Aug	End Sept
November	15-Sep	15-Sep	End Oct
Special 2	22-Sep	22-Sep	On Sale
December	13-Oct	13-Oct	End Nov

BJR News	Booking Deadline	Copy Deadline	On Sale
February	12-Nov	15-Nov	End Jan
April	13-Jan	17-Jan	End Mar
June	11-Mar	15-Mar	End May
August	12-May	16-May	End Jul
October	11-Jul	15-Jul	End Sep
December	11-Sep	15-Sep	End Nov

Artwork files should be sent by email to [craig.berg@tenalps.com](mailto:craig.berg@tenalps.com) clearly stating the advertiser name, publication and issue.

To discuss the advertising & promotional opportunities, please contact **Craig Berg** on : **+44 (0)20 7657 1805** or by email [craig.berg@tenalps.com](mailto:craig.berg@tenalps.com)

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