



NHS Rates 2011

Print

	Clinical Research	General Practice	Combined
Double Column Centimetre Semi Display	£59.50	£56.66	£78.30
Single Column Centimetre Rates	£42.75	£39.65	£57.70
A print MINIMUM charge of £460.00 applies inclusive of online listing and logo*			
EXCEPT on X- reference advertisements			
* online listing and logo £125			
Full colour + 20% on value of ad			
Spot colour + 10% on value of ad			
Full page – full colour	£5,335.20	£4,948.32	£7,200.96
Full page – spot	£4,890.60	£4,535.96	£6,600.88
Full page – mono	£4,446.00	£4,123.60	£6,000.80
Half page – full colour	£2,667.60	£2,474.16	£3,600.48
Half page – spot	£2,445.30	£2,267.98	£3,300.44
Half page – mono	£2,223.00	£2,061.80	£3,000.40
Quarter page – full colour	£1,333.80	£1,237.08	£1,800.24
Quarter page – spot	£1,222.65	£1,133.99	£1,650.22
Quarter page – mono	£1,111.50	£1,030.90	£1,500.20
Cross reference charge print & web (full text)	£130.00 per insertion		

Online

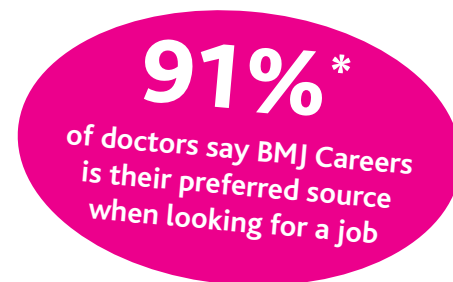
Online job listings	Featured job	£250.00 per week
	Prime position	£250.00 per week
	Additional grade, work pattern or region	£75.00 per week
	Extend closing date	£100.00 charge per week
Banner and buttons	Top banner	£20.00 cpm
	Leaderboard	£25.00 cpm
	Button	£15.00 cpm
	Targeted banner	£50.00 cpm
	Targeted button	£50.00 cpm
	bmj.com button	£25.00 cpm
	Central home page MPU slot	£35.00 cpm
Bmjmobile	£150.00 per week	
Job alert emails	Job alert button	£385.00 per week
	Job alert banner	£750.00 per week
iPhone app	iPhone app banner	£175.00 per week
Employer profile	Profiles pages	£500.00 per month
Additional charges	Body graphic	£60.00
	Prime position for specialty site	£300.00 weekly charge, inclusive of prime position
	Production charge	£60.00
	Cancellation/amendment charge	£60.00

For further information contact

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careers.bmj.com

* Source: Independent market research carried out by Think Media Consultancy, 2010



Non-NHS Rates 2011

Print

Single Column Centimetre Rates	Clinical Research	General Practice	Combined
A print MINIMUM charge of £510.00 applies inclusive of online listing and logo* EXCEPT on X-reference advertisements * online listing & logo £150.00 Full colour + 20% on value of ad Spot colour + 10% on value of ad	£46.00	£44.00	£63.50
Full page – full colour	£5,740.80	£5,491.20	£7,924.80
Full page – spot	£5,262.40	£5,033.60	£7,264.40
Full page – mono	£4,784.00	£4,576.00	£6,604.00
Half page – full colour	£2,870.40	£2,745.60	£3,962.40
Half page – spot	£2,631.20	£2,516.80	£3,632.20
Half page – mono	£2,392.00	£2,288.00	£3,302.00
Quarter page – full colour	£1,435.20	£1,372.80	£1,981.20
Quarter page – spot	£1,315.60	£1,258.40	£1,816.10
Quarter page – mono	£1,196.00	£1,144.00	£1,651.00
Cross reference charge print and web (full text) Service Directory – per scc	£130.00 per insertion		£32.00

Online

Online job listings	Featured job Prime position Additional grade, work pattern or region Extend closing date International clients only – job listing + logo + link	£385.00 per week £250.00 per week £75.00 per week £100.00 charge per week Minimum £420 up to 100 words (£3.70 per word thereafter)
Banner and buttons	Top banner Leaderboard Button Targeted banner Targeted button bmj.com button Central home page MPU slot Bmjmobile	£20.00 cpm £25.00 cpm £15.00 cpm £50.00 cpm £50.00 cpm £25.00 cpm £35.00 cpm £150.00 per week
Job alert emails	Job alert button Job alert banner	£385.00 per week £750.00 per week
iPhone app	iPhone app banner	£175.00 per week, discounts for series
Employer profile	Profiles pages	£500.00 per month
Additional charges	Body graphic Prime position for specialty site Production charge Cancellation/amendment charge	£60.00 £300.00 weekly charge, inclusive of prime position £60.00 £60.00

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