

# Rate card 2012

## Print

| NHS  | Clinical Research | General Practice | Combined |
|--|-------------------|------------------|----------|
| Semi display (double column centimetre)*               | £61.30            | £58.36           | £80.65   |
| Display (single column centimetre)*                    | £44.00            | £40.85           | £59.45   |
| Minimum charge (inclusive of online listing and logo)* | £482.00           | £482.00          | £482.00  |
| Cross reference  | £135.00           | £135.00          | £135.00  |
| Full colour  | 20%               | 20%              | 20%      |
| Spot colour  | 10%               | 10%              | 10%      |

| Members   | Clinical Research | General Practice | Combined |
|---|-------------------|------------------|----------|
| Display (single column centimetre)**                    | £33.20            | £31.75           | £45.00   |
| Minimum charge (inclusive of online and logo listing)** | £482.00           | £482.00          | £482.00  |
| Cross reference   | £135.00           | £135.00          | £135.00  |
| Full colour   | 20%               | 20%              | 20%      |
| Spot colour   | 10%               | 10%              | 10%      |

| Non-NHS  | Clinical Research | General Practice | Combined |
|--|-------------------|------------------|----------|
| Display (single column centimetre)   | £47.40            | £45.35           | £65.40   |
| Minimum charge (inclusive of online and logo listing)                      | £535.00           | £535.00          | £535.00  |
| Services directory (single column centimetre, inclusive of online listing) |                   |                  | £33.00   |
| Cross reference  | £135.00           | £135.00          |          |
| Full colour  | 20%               | 20%              | 20%      |
| Spot colour  | 10%               | 10%              | 10%      |

### International clients only

Job listing, logo and link (up to 100 words and thereafter £3.70 per word)  
Minimum charge £430.00

## Online

|                                      |         |             |
|--------------------------------------|---------|-------------|
| *NHS online logo and listing         | £130.00 | per booking |
| ** Non - NHS online logo and listing | £155.00 | per booking |

### Online enhancements (available in conjunction with print advertising)

|  |         |             |
|--|---------|-------------|
| Featured job                             | £385.00 | per week    |
| Prime position                           | £250.00 | per week    |
| Additional grade, work pattern or region | £50.00  | per booking |
| Extend closing date                      | £100.00 | per week    |
| Body graphic                             | £60.00  | per booking |
| Prime position for specialty site        | £300.00 | per week    |

### Banners 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 | £40.00 | cpm |
| Skyscraper                 | £30.00 | cpm |

### Job alerts

|                  |         |          |
|------------------|---------|----------|
| Job alert button | £385.00 | per week |
| Job alert banner | £750.00 | per week |

### Mobile web

|                   |         |          |
|-------------------|---------|----------|
| iPhone app banner | £175.00 | per week |
| BMJ mobile banner | £150.00 | per week |

### Employer profile

|                       |           |           |
|-----------------------|-----------|-----------|
| Employer profile page | £1,000.00 | per month |
|-----------------------|-----------|-----------|

### Additional charges

|                               |        |             |
|-------------------------------|--------|-------------|
| Production charge             | £60.00 | per booking |
| Cancellation/amendment charge | £60.00 | per booking |

# 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 and accompanied by a colour laser proof. All fonts must be embedded.
- Ensure all pictures/logos are high resolution and CMYK format
- The PDF can be supplied on a CD or sent via email to [sales@bmjcareers.com](mailto:sales@bmjcareers.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) | Format                    |
|------------------|------------------------------|---------------------------|
| MPU              | 264 x 220                    | Static jpeg or gif        |
| Button           | 162 x 100                    | jpeg, gif or flash format |
| Banner           | 468 x 60                     | jpeg, gif or flash format |
| Leader board     | 728 x 90                     | jpeg, gif or flash format |
| Job alert button | 160 x 135                    | jpeg or gif               |
| Job alert banner | 468 x 60                     | jpeg or gif               |
| Skyscraper       | 162 x 600                    | jpeg, gif or flash format |
| Logo on listing  | 150 wide                     | jpeg                      |
| Mobile banner    | 310 x 40                     | jpeg or gif               |
| App banner       | 640 x 82                     | jpeg or gif               |

### Terms and conditions for advertising

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

BMA House, Tavistock Square, London, WC1H 9JR, UK  
[careers.bmj.com](http://careers.bmj.com)