

# 2021 Media Rate Card

We've got you covered — in print and online

BCM J and bcmj.org provide access to the customers you want to reach in an environment they trust.

## Print | 10 issues per year

### RATES/ISSUE

NUMBER OF INSERTIONS	1 X	5 X	10 X
<b>FOUR-COLOR PROCESS</b>			
Outside back cover	\$3500	\$3300	\$2800
Inside front cover	3300	3000	2700
Inside back cover	3100	2900	2600
Full page	2800	2500	2300
2/3 page	2300	2100	1900
1/2 page	2000	1800	1600
1/3 page	1700	1500	1300
1/4 page	1400	1200	1000
1/6 page	1000	950	850

### RECRUITMENT ADS (PER INSERTION)

Full page	\$2000
1/2 page	1250
1/3 page	1050
1/4 page	950
1/6 page	800

### INSERTS

8.5" x 11" 20 lb. sheet, folded or flat	\$6000/issue
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**GUARANTEED POSITION:** Space rate plus 20%.

All rates are net and in Canadian dollars, subject to applicable taxes.

## Online | bcmj.org

### MONTHLY RATES

POSITION	WIDTH (PX)	HEIGHT	RATE/MO
Leaderboard	1250	100	\$750
Vertical Banner	280	600	\$550

### PRICING

- Rates shown are for 1 calendar month
- Rates for a 2-week period are 25% off the monthly rate
- Periods run from either 1–15 or 15–31 of any month
- Three spots are available for each position
- Ads (either static or animated) rotate every 10 seconds (see Technical Specifications for details)
- Prices valid to 31 December 2021

### TECHNICAL SPECIFICATIONS

**File types:** JPEG or GIF (static) or PNG

**Animation:** Animated GIF (up to 3 frames with a total time of exactly 10 seconds)

**Flash:** Not accepted

**File size:** Up to 200 K

**Resolution:** 72 dpi

**Deadline:** Files—sent as an attachment—must be received 7 days prior to live date. Ads embedded in emails are not acceptable.

### ADVERTISING REPRESENTATIVE

**Tara Lyon**  
Editorial & Production Coordinator

115–1665 West Broadway,  
Vancouver, BC V6J 5A4

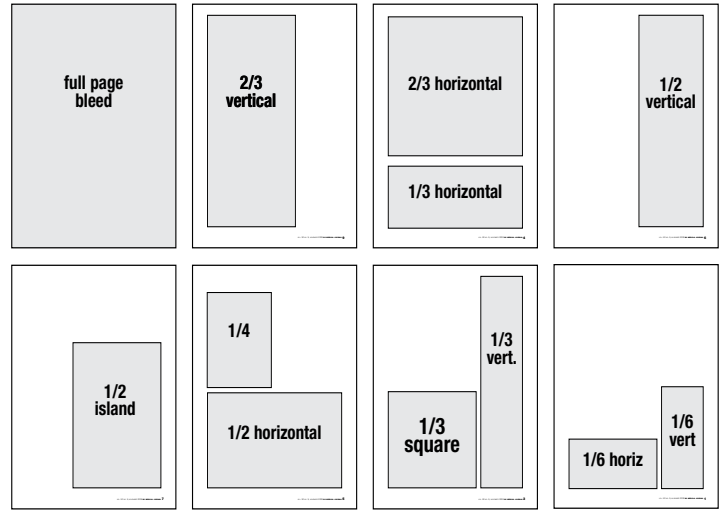
604 638-2815  
journal@doctorsofbc.ca | www.bcmj.org

# Print

**FILE FORMAT:** 300 dpi, high resolution PDF, fonts included, CMYK or grey-scale color space (PDF/X-1a standard).

Go to [mitchellpress.com](http://mitchellpress.com) for instructions on how to create color PDF files.

AD SIZE	WIDTH"	HEIGHT"
Full page bleed*	9	10.75
2/3 vertical	5.27	9.25
2/3 horizontal	8	6
1/2 vertical	3.9	9.25
1/2 horizontal	8	4.52
1/2 island	5.27	6
1/3 vertical	2.53	9.25
1/3 square	5.27	4.52
1/3 horizontal	8	3
1/4 page	3.9	4.52
1/6 vertical	2.53	4.52
1/6 horizontal	5.27	2.26



**\*FULL PAGE BLEED SPECS:** Trim: 9"W x 10.75"D | **Bleed:** Require 1/8" extra on all 4 sides (9.25"W x 11"D) | **Crop Mark Offset:** Offset crop marks by **9 POINTS** (1/8" or .125") **Note:** The default offset is only 6 points, so the offset specifically needs to be changed to 9 points | **Live Area:** Allow 1/2" margin on all 4 sides (8"W x 9.75"D)

## Space & Material Deadlines—Print

ISSUE	SPACE CLOSING	MATERIALS DUE	INSERTS DUE
February	January 11	January 15	January 22
March	February 8	February 16	February 22
April	March 9	March 16	March 23
May	April 9	April 15	April 23
June	May 11	May 17	May 25
July	June 10	June 15	June 22
September	August 12	August 17	August 23
October	September 10	September 17	September 23
November	October 11	October 15	October 25
December	November 9	November 16	November 25

Combine print and online advertising to maximize your ad dollars.

### FAST FACTS

**Established:** 1959  
**Print Frequency:** 10 times/year  
**Web:** [bcmj.org](http://bcmj.org)  
**Circulation:** 14,500  
**Ownership:** The official publication of Doctors of BC

**Audience:** Affluent, influential physicians across BC  
**Ranked:** #1 medical publication in BC  
**Penetration:** 92% of BC doctors read the *BCMJ* at least occasionally.  
**Interest:** 82% of doctors are interested in print and online ads

Reach BC doctors where they live and work: *BCMJ* and [bcmj.org](http://bcmj.org)

**BCMJ**  
BC Medical Journal

doctors  
of **bc**