

2021 Media Rate Card

We've got you covered — in print and online

We provide access to the customers you want to reach in an environment they trust.

Print | 10 issues per year

RATES PER ISSUE

NUMBER OF INSERTIONS	1 X	5 X	10 X
FOUR-COLOR PROCESS			
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	1/4 page	950
1/2 page	1250	1/6 page	800
1/3 page	1050		

GUARANTEED POSITION: Space rate plus 20%.

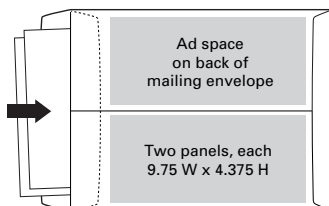
All rates are net and in Canadian dollars, subject to applicable taxes.

NEW ENVELOPE PRINT AD SPACE AND ENCLOSURES

Enclose your pamphlets or other promotional materials with a print issue of the *BCMJJ*, and advertise on the delivery envelope.

The *BCMJJ* uses recycled and recyclable paper envelopes, giving you the option to print an ad on the back of the envelope to accompany your enclosure.

Our rates are competitive with Canada Post and your mailing will be delivered along with the publication BC doctors trust, at the same cost as an independent mailing.



Enclosure: 8.5" x 11" 20 lb. sheet, folded or flat \$1.95/enclosure*

Mailing envelope (2 panels on back side) \$2000/issue

*Canada Post standard charges for additional weight will apply for heavier enclosures.

Online | bcmj.org

RATES PER MONTH

POSITION	RATE/MO
Leaderboard	\$750
Vertical Banner	\$550

PRICING

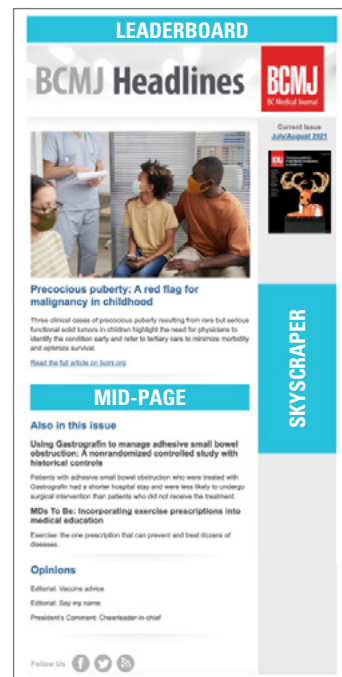
- Rates shown are for 1 calendar month
- Rates for a 2-week period are 25% off the monthly rate
- Periods run from either 1–15 or 15–31 of any month
- Three spots are available for each position
- Ads (either static or animated) rotate every 10 seconds (see Technical Specifications for details)

NEW BCMJJ E-NEWSLETTER AD SPACE

The *BCMJJ Headlines* e-newsletter is sent out 10 times per year, highlighting the content featured in our print issue.

You can now purchase advertising space in *BCMJJ Headlines*, in the leaderboard, skyscraper, and mid-page positions.

POSITION	RATE/MO
Leaderboard	\$375
Mid-page banner	\$325
Skyscraper	\$275



PRICES VALID TO 31 DECEMBER 2021

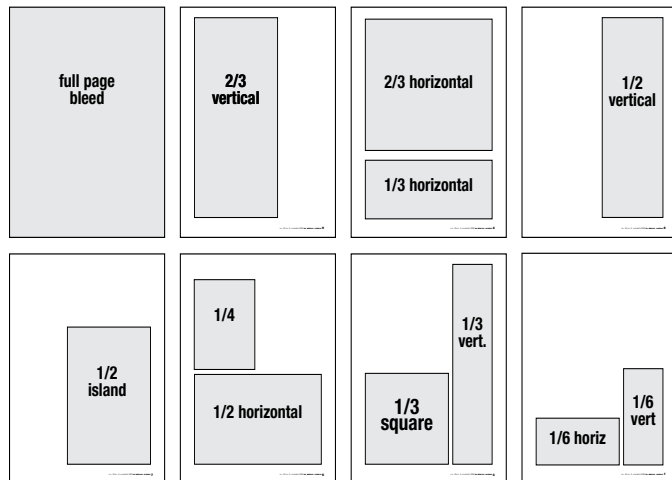
TECHNICAL SPECIFICATIONS

Print

FILE FORMAT: 300 dpi, high resolution PDF, fonts included, CMYK or greyscale color space (PDF/X-1a standard).
Go to mitchellpress.com for instructions on how to create color PDF files.

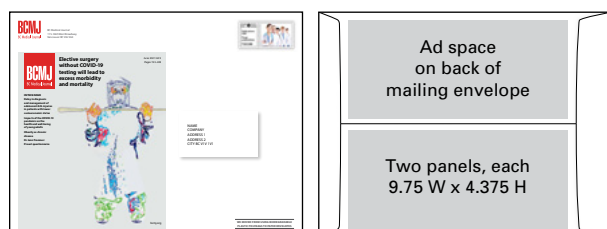
AD SIZE	WIDTH"	HEIGHT"
Full page bleed*	9	10.75
2/3 vertical	5.27	9.25
2/3 horizontal	8	6
1/2 vertical	3.9	9.25
1/2 horizontal	8	4.52
1/2 island	5.27	6
1/3 vertical	2.53	9.25
1/3 square	5.27	4.52
1/3 horizontal	8	3
1/4 page	3.9	4.52
1/6 vertical	2.53	4.52
1/6 horizontal	5.27	2.26

***FULL PAGE BLEED SPECS:** Trim: 9"W x 10.75"H
Bleed: Require 1/8" extra on all 4 sides (9.25"W x 11"H)
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"H)



ENVELOPE ADVERTISING

AD SIZE	WIDTH"	HEIGHT"
Envelope back: 2 panels, each measuring	9.75	4.375



Online

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

BCM JW E B SITE

POSITION	WIDTH (PX)	HEIGHT
Leaderboard	1250	100
Vertical Banner	280	600

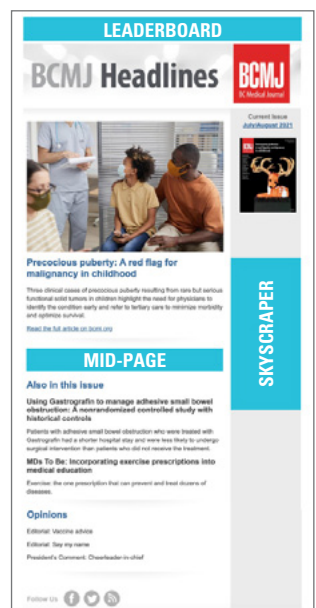
DEADLINE: Ad files—sent as attachments to email—must be received 7 days prior to live date. (Ads embedded in emails are not acceptable.)



BCM J E-NEWSLETTER

POSITION	WIDTH (PX)	HEIGHT
Leaderboard	600	50
Mid-page banner	420	35
Skyscraper	150	320

DEADLINE: Ad files—sent as attachments to email—must be received 7 days prior to the date that an e-newsletter is sent out (the first business day of each month a print issue is published).



Space & Material Deadlines–Print

ISSUE	SPACE CLOSING	ENVELOPE ADS DUE	PRINT ISSUE ADS DUE	ENCLOSURES DUE
February	January 11	n/a	January 15	January 22
March	February 8	n/a	February 16	February 22
April	March 9	n/a	March 16	March 23
May	April 9	n/a	April 15	April 23
June	May 11	n/a	May 17	May 25
July	June 10	n/a	June 15	June 22
September	August 12	n/a	August 17	August 23
October	September 10	September 13	September 17	September 23
November	October 11	October 15	October 15	October 25
December	November 9	November 15	November 16	November 25

FAST FACTS

Established: 1959

Print Frequency: 10 times/year

Web: bcmj.org

Circulation: 15 000

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

**Combine print and
online advertising
to maximize your
ad dollars.**

ADVERTISING REPRESENTATIVE

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Reach BC doctors where they live and work.

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**doctors
of bc**