

# 2022 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
<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	1/4 page	950
1/2 page	1250	1/6 page	800
1/3 page	1050		

**GUARANTEED POSITION:** Space rate plus 20%.

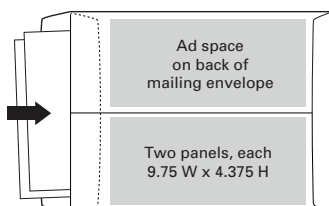
All rates are net and in Canadian dollars, subject to applicable taxes.

## NEW ENVELOPE PRINT AD SPACE AND ENCLOSURES

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

The *BCMj* 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	\$825
Vertical Banner 1	\$605
Vertical Banner 2	\$495

### 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 BCMj E-NEWSLETTER AD SPACE

The *BCMj 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 *BCMj Headlines*, in the leaderboard, skyscraper, and mid-page positions.

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

### LEADERBOARD

## BCMj Headlines

**Precocious puberty: A red flag for malignancy in childhood**

Three clinical cases of precocious puberty resulting from rare but serious functional solid tumors in children highlight the need for physicians to identify the condition early and refer to tertiary care to minimize morbidity and optimize survival.

[Read the full article on bcmj.org](#)

### MID-PAGE

**Also in this issue**

**Using Gastrografin to manage adhesive small bowel obstruction: A nonrandomized controlled study with historical controls**

Patients with adhesive small bowel obstruction who were treated with Gastrografin had a shorter hospital stay and were less likely to undergo surgical intervention than patients who did not receive the treatment.

**MDs To Be: Incorporating exercise prescriptions into medical education**

Exercise: the one prescription that can prevent and treat dozens of diseases.

**Opinions**

Editorial: Vaccine advice

Editorial: Stay my name

President's Comment: Cheerleader-in-chief

### SKYSCRAPER

PRICES VALID TO 31 DECEMBER 2022

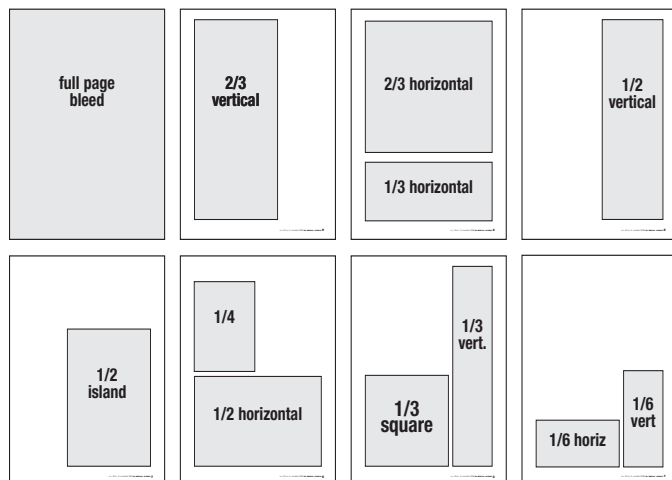
# TECHNICAL SPECIFICATIONS

## Print

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

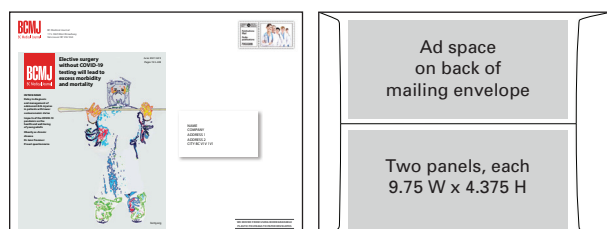
AD SIZE	WIDTH"	HEIGHT"
Full page bleed*	9	10.75
2/3 vertical	5.27	9.25
2/3 horizontal	8	6
1/2 vertical	3.9	9.25
1/2 horizontal	8	4.52
1/2 island	5.27	6
1/3 vertical	2.53	9.25
1/3 square	5.27	4.52
1/3 horizontal	8	3
1/4 page	3.9	4.52
1/6 vertical	2.53	4.52
1/6 horizontal	5.27	2.26

**\*FULL PAGE BLEED SPECS:** Trim: 9"W x 10.75"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

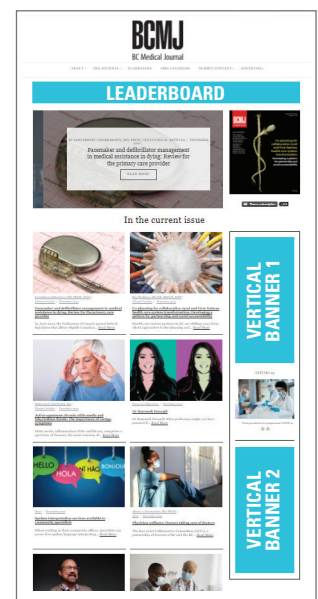
**File size:** Up to 200 K

**Resolution:** 72 dpi

### BCM J WEB SITE

POSITION	WIDTH (PX)	HEIGHT
Leaderboard	1250	100
Vertical Banner		
1 & 2	280	600

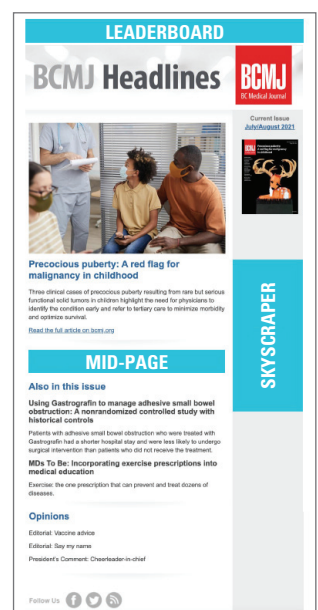
**DEADLINE:** Ad files—sent as attachments to email—must be received 7 days prior to live date. (Ads embedded in emails are not acceptable.)



### 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 10	January 14	January 17	January 21
March	February 10	February 11	February 16	February 22
April	March 10	March 11	March 16	March 23
May	April 11	April 14	April 15	April 22
June	May 10	May 13	May 16	May 25
July	June 10	June 14	June 15	June 22
September	August 10	August 12	August 15	August 23
October	September 9	September 15	September 16	September 23
November	October 10	October 14	October 17	October 21
December	November 10	November 15	November 16	November 25

## FAST FACTS

**Established:** 1959

**Print Frequency:** 10 times/year

**Web:** [bcmj.org](http://bcmj.org)

**Circulation:** 15 000

**Ownership:** The official  
publication of Doctors of BC

**Audience:** Affluent, influential physicians across BC

**Ranked:** #1 BC medical publication

**Reach:** 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

Tara Lyon  
Editorial & Production  
Coordinator

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

604 638-2815  
[journal@doctorsofbc.ca](mailto:journal@doctorsofbc.ca)  
[www.bcmj.org](http://www.bcmj.org)

Reach BC doctors where they live and work.

**BCMJ**  
BC Medical Journal

**doctors  
of bc**