

2024 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 AND ONLINE RATES UNCHANGED FROM 2023

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

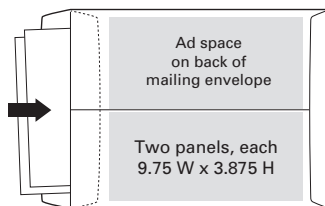
GUARANTEED POSITION: Space rate plus 20%.
All rates are net and in Canadian dollars, subject to applicable taxes.

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	\$825
Vertical Banner 1	\$605
Vertical Banner 2	\$495

PRICING

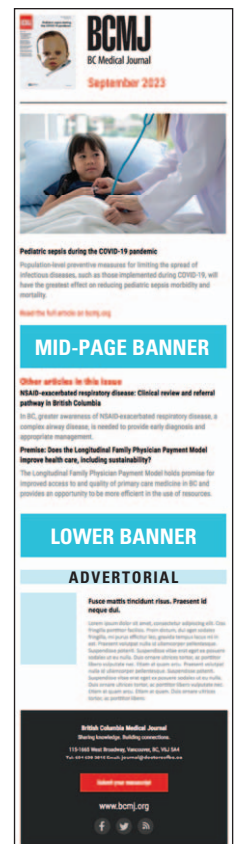
- Rates shown are for 1 calendar month
- Rates for a 2-week period are 25% off the monthly rate
- Periods run from either 1–15 or 15–31 of any month
- Three spots are available for each position
- Ads (either static or animated) rotate every 10 seconds (see Technical Specifications for details)

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 now have the option to purchase advertising space in *BCMJJ Headlines* in the mid-page banner and lower banner positions. You can also submit a paid advertorial to be included in the issue.

POSITION	RATE/MO
Mid-page banner	\$400
Lower banner	\$350
Advertorial (100 words + 1 image)	\$500



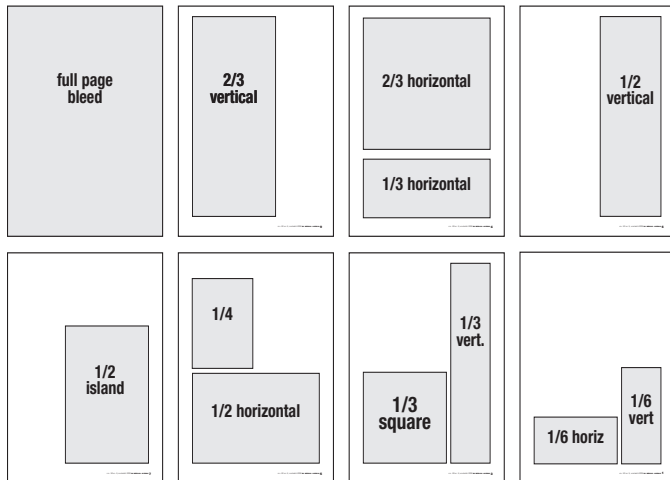
TECHNICAL SPECIFICATIONS

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.

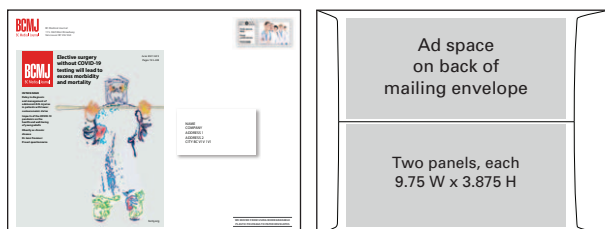
AD SIZE	WIDTH"	HEIGHT"
Full page bleed*	8.375	10.75
2/3 vertical	4.85	9.25
2/3 horizontal	7.375	6.11
1/2 vertical	3.58	9.25
1/2 horizontal	7.375	4.52
1/2 island	4.85	6.86
1/3 vertical	2.32	9.25
1/3 square	4.85	4.52
1/3 horizontal	7.375	2.94
1/4 page	3.58	4.52
1/6 vertical	2.32	4.52
1/6 horizontal	4.85	2.16

***FULL PAGE BLEED SPECS:** Trim: 8.375"W x 10.75"H
Bleed: Require 1/8" extra on all 4 sides (total size: 8.625"W x 11"H)
Crop Mark Offset: Important: Crop marks to be offset 1/8" or 9 points (this is more than the default 6 points). Crop marks not to encroach into the bleed area.
Safe area: (for text and logos etc.): 8" wide x 10.375" high (use a 3/8" margin)



ENVELOPE ADVERTISING

AD SIZE	WIDTH"	HEIGHT"
Envelope back: 2 panels, each measuring	9.75	3.875



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

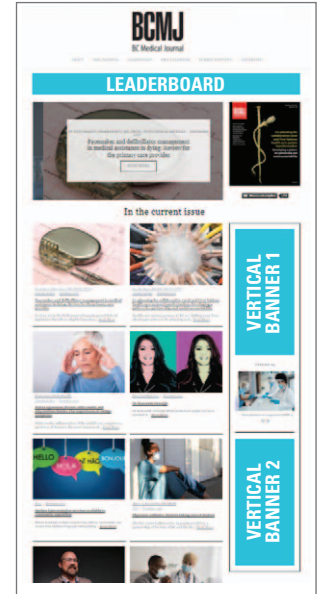
File size: Up to 200 K

Resolution: 72 dpi

BCMJ 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.)



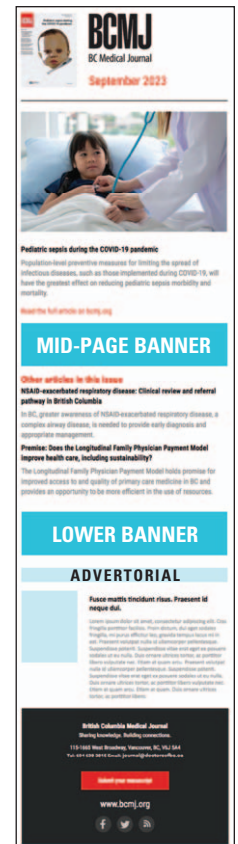
BCMJ E-NEWSLETTER

POSITION	WIDTH (PX)	HEIGHT
Banners	515	108
Advertorial image	140	180

Advertorial text: 100 words maximum; can link out to additional information.

DEADLINES:

- 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).
- Advertorial text and image should be sent via email 10 business days prior to the date that an e-newsletter is sent out.



Combine print and online advertising to maximize your ad dollars.

SPACE & MATERIAL DEADLINES—PRINT

ISSUE	SPACE CLOSING	ENVELOPE ADS DUE	PRINT ISSUE ADS DUE	ENCLOSURES DUE
February	January 10	January 12	January 15	January 23
March	February 9	February 13	February 14	February 22
April	March 11	March 13	March 13	March 22
May	April 10	April 17	April 15	April 22
June	May 10	May 13	May 14	May 22
July	June 10	June 14	June 14	June 21
September	August 9	August 12	August 13	August 22
October	September 10	September 16	September 13	September 20
November	October 10	October 15	October 15	October 22
December	November 8	November 15	November 13	November 22

FAST FACTS

Established: 1959

Print Frequency: 10 times/year

Web: bcmj.org

Circulation: 15500

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

The *BC Medical Journal* is physicians' trusted source for research and articles that impact patient care in BC.

Here's what our readers are saying

"It's so local and relevant. Nowhere else do you get this type of information."

"The *BCMJ* gives BC physicians a place to voice opinions and share research."

"Love this journal. Keep it coming!"

"When I want to know about a specific issue in BC, it's nice to have a publication I trust to read about it."

ADVERTISING REPRESENTATIVE

Tara Lyon
604 638-2815

journal@doctorsofbc.ca
www.bcmj.org

Reach BC doctors where they live and work.

doctors
of **bc**

BCMJ
BC Medical Journal