

# 2023 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%.

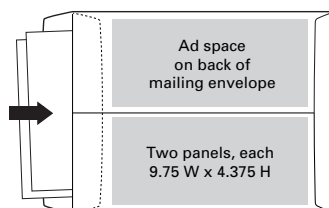
All rates are net and in Canadian dollars, subject to applicable taxes.

## 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

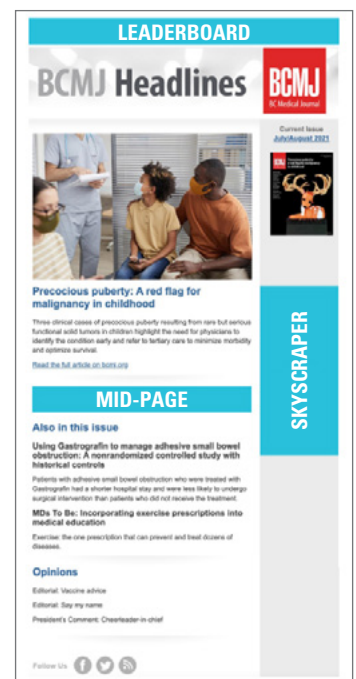
- Rates shown are for 1 calendar month
- Rates for a 2-week period are 25% off the monthly rate
- Periods run from either 1–15 or 15–31 of any month
- Three spots are available for each position
- Ads (either static or animated) rotate every 10 seconds (see Technical Specifications for details)

## 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 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 2023

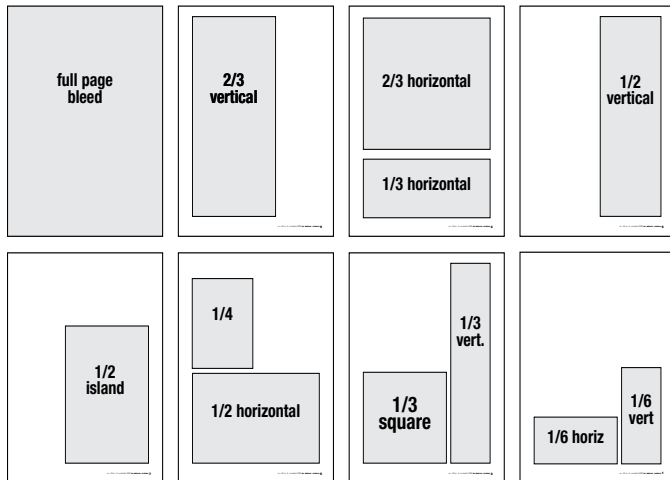
# TECHNICAL SPECIFICATIONS

## 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.

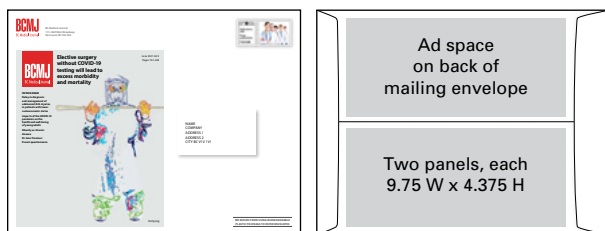
AD SIZE	WIDTH"	HEIGHT"
Full page bleed*	8.375	10.75
2/3 vertical	4.85	9.25
2/3 horizontal	7.375	6.11
1/2 vertical	3.58	9.25
1/2 horizontal	7.375	4.52
1/2 island	4.85	6.86
1/3 vertical	2.32	9.25
1/3 square	4.85	4.52
1/3 horizontal	7.375	2.94
1/4 page	3.58	4.52
1/6 vertical	2.32	4.52
1/6 horizontal	4.85	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	4.375



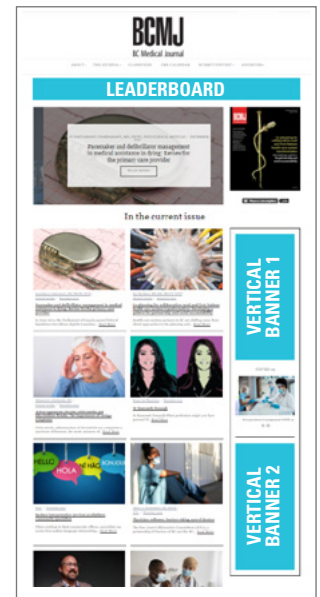
## Online

**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

### BCMJB 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.)



### BCMJE 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).



# 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 13	January 17	January 23
March	February 10	February 13	February 16	February 22
April	March 10	March 13	March 16	March 23
May	April 12	April 17	April 17	April 24
June	May 10	May 12	May 16	May 25
July	June 9	June 14	June 15	June 22
September	August 10	August 11	August 15	August 23
October	September 11	September 15	September 15	September 22
November	October 10	October 13	October 17	October 23
December	November 10	November 15	November 16	November 24

## FAST FACTS

**Established:** 1959

**Print Frequency:** 10 times/year

**Web:** [bcmj.org](http://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**  
Editorial & Production Coordinator

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[www.bcmj.org](http://www.bcmj.org)

Reach BC doctors where they live and work.

doctors  
of **bc**

**BCMJ**  
BC Medical Journal