



## RATE CARD 2024

### COSTS

#### WEBSITE OPTIONS

COST PER INSERTION

Advertorial	£2,500
Video	£1,500
Large Rectangle	£1,250
Leaderboard	£1,000

#### ENHANCED WEBSITE OPTIONS\*

COST PER INSERTION

\*Your advert appears exclusively against a specific article

Video	£2,000
Large Rectangle	£1,750
Leaderboard	£1,500

All prices are subject to VAT. Please refer to our terms and conditions.

#### ADDITIONAL DIGITAL OPTIONS

##### Monthly E-newsletter

COST PER INSERTION

Top Banner	£1250
Middle Banner	£995
Bottom Banner	£750

##### Anaesthesia on Air Podcast

Premium Podcast	£995
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ONE SLOT AVAILABLE PER EPISODE

Standard Podcast	£300
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TWO SLOTS AVAILABLE PER EPISODE

### ADVERT SPECS

ADVERT TYPE      SIZE      FORMAT

#### WEBSITE

Advertorial	-	500 words and one large image, one medium image or video. Max two advertorials per issue
Video	336 x 280 px	Embed code from YouTube or Vimeo. Max 15 secs
Large Rectangle	336 x 280 px	JPEG, PNG or GIF max 10 secs
Leaderboard	320 x 100 px	JPEG, PNG or GIF max 10 secs

#### MONTHLY E-NEWSLETTER

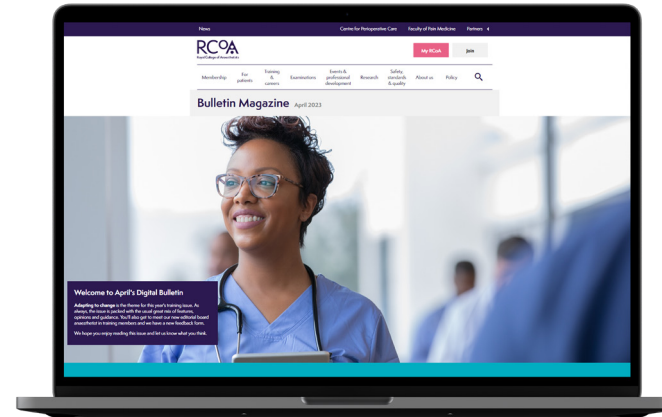
All banners	600 x 200 px	-
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#### PODCASTS

Premium	-	30 second advert plus sponsorship
Standard	-	30 second advert

### DATES

ISSUE	BOOKING DEADLINE	ARTWORK DEADLINE	PUBLISHING DATE
January	11 December 2023	18 December 2023	02 January 2024
April	18 March 2024	25 March 2024	02 April 2024
July	17 June 2024	24 June 2024	01 July 2024
October	16 September 2024	23 September 2024	01 October 2024



The Royal College of Anaesthetists (RCoA) is the professional body responsible for the specialty throughout the UK, which is the largest single hospital specialty in the NHS. It ensures the quality of patient care through the maintenance of standards in anaesthesia, critical care and pain medicine.

RCoA supports its members throughout their careers, and funds research to ensure that anaesthesia continues to advance. They promote the sharing of knowledge and best practice, and work with government and other stakeholders in the UK and overseas to make sure that anaesthesia and anaesthetists play a central role in shaping and delivering the healthcare agenda.

**26,000**  
members

**145,000**  
average page views

The Bulletin is the official magazine for RCoA members. It is published quarterly online to over 20,000 anaesthetists worldwide, with the vast majority based in the UK. It is seen by many other professionals who work alongside anaesthetists.

## CONTACT US

### ADVERTISING SALES

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### ARTWORK STUDIO

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