

# Bulletin

## RATE CARD 2020

### Costs

#### DISPLAY & RECRUITMENT COST PER AD FOR ONE INSERTION

	STANDARD	COMMERCIAL
DPS	£2,350	£4,700
Full Page	£1,260	£2,500
Half Page Landscape	£785	£1,500
Half Page Portrait	£785	£1,500
Quarter Page	£395	£800

#### SPECIAL POSITIONS COST PER AD FOR ONE INSERTION

	STANDARD	COMMERCIAL
Inside Front Cover	£1,450	£2,900
Inside Back Cover	£1,450	£2,900
Outside Back Cover	£1,575	£3,100

All prices are subject to VAT.  
For bespoke advertising or sponsorship opportunities, please contact Century One Publishing for more details.  
Please refer to our terms and conditions.



### Dates for your diary

Month/Issue	BOOKING DEADLINE	ARTWORK DEADLINE	PUBLISHING DATE
January	14 October 2019	16 Oct 2019	09 January 2020
March	29 November 2019	02 December 2019	03 March 2020
May	05 February	07 February	01 May
July	08 April	10 April	01 July
September	09 June	11 June	01 September
November	06 August	10 August	29 October

### Technical specification - Display

DPS	width and height (mm)
Trim size	410 x 280
Type size	390 x 260
Bleed size*	416 x 286

Please don't place text in the 10mm either side of the vertical centre to allow for the gutter

Full Page	width and height (mm)
Trim size	205 x 280
Type size	175 x 246
Bleed size*	211 x 286

\*Please remember to request a 3mm bleed around the page when artwork is produced.

Half Page	width and height (mm)
Trim size	175 x 120
Landscape (no bleed required)	

Half Page	width and height (mm)
Trim size	85 x 246
Portrait (no bleed required)	

Quarter Page	width and height (mm)
Trim size	85 x 120
Portrait (no bleed required)	

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For all artwork with a white background and no bleed please add a keyline/frame around all edges of your advertisement.

For display, recruitment, and carrier sheet print ads, high res, press ready artwork should be supplied in digital format to [copy@centuryonepublishing.uk](mailto:copy@centuryonepublishing.uk). PDF, files preferred. JPG or TIFF are also accepted.

All artwork should be CMYK colour (not RGB), 300 dots per inch (dpi), ensuring all fonts and images are embedded. Please note that Microsoft Word and Publisher files are not accepted. We regret we are unable to accept responsibility for the outcome of digitally supplied material unless accompanied by an exact colour proof.

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.

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## circulation

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.

The Bulletin is the official magazine for RCOA members. It is published bi-monthly and distributed to over 17,000 anaesthetists worldwide, with the vast majority based in the UK. Being so widely distributed, it is seen by many other professionals who work alongside anaesthetists.

## Contact us

### Advertising Sales

Dominic Arnold  
[dominic@centuryonepublishing.uk](mailto:dominic@centuryonepublishing.uk)  
01727 739 184

### Artwork Studio

Caitlyn Hobbs  
[copy@centuryonepublishing.uk](mailto:copy@centuryonepublishing.uk)  
01727 739 189

# Artwork creation

**RATE CARD 2017**

## **NEW DESIGN** DESIGN COST INC I.P RIGHTS

DPS	£620	£720
Full Page	£375	£475
Half Page	£240	£310
Quarter Page	£145	£220

## **UPDATING EXISTING ARTWORK** COST PER AD

Amending artwork	£50	} Applies to both artwork created by us originally and artwork supplied by yourself
Small text amends	£30	
Extra amends/proof (per round)	£20	
Creating PDF from your files	£20	

Please note that if your ad is booked under an SCC rate and you require artwork creation we will ROUND UP to the nearest suitable size. If your artwork is larger than a standard eighth page you will be charged at the quarter page rate. A single round of amends is included in the artwork price.

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

**NEED  
ARTWORK?**  
Contact  
our inhouse  
artwork  
team

### STEP ONE

Decide your ad size and whether you need artwork produced. Tell your sales rep and complete the booking form.

### STEP TWO

Once all is booked in, our design studio will contact you to discuss the look of your ad and obtain your branding guidelines and your ideas for the design and what you want it to communicate.

### STEP THREE

Send the designer your copy and images, high res logos, colour references and branding guidelines if applicable, along with any other information that you would like on the ad.

### STEP FOUR

The designer will email over an artwork approval form (this is your proof). Mark up any amends or call to discuss. Or if it looks good sign and return the form.

### STEP FIVE

A second proof will be issued for sign off. Fill in the form at the bottom and return to the designer. Additional amends/proofs may incur additional charges. If you have purchased the intellectual property rights (where applicable) we will send you the press ready pdf and all design files.

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