

Advertising and sponsorship opportunities with Journal of Medical Secretaries



Journal of Medical Secretaries is:

- The only UK journal dedicated to medical secretaries, PAs and clinical team secretaries working in private practices, GP surgeries, and in the pharmaceutical industry.
- The official journal of the British Society of Medical Secretaries (BSMS).
- Circulated to over 700 medical secretaries, and widely read and referred to by their colleagues and employers.
- Full of articles on issues and technological developments affecting medical secretaries in their work, updates on the BSMS Medical Secretary of the Year Awards, details of educational courses, news from members, and quizzes.

Sponsorship opportunities

- **SPONSOR A JOURNAL ISSUE!** For only £2000 your company can become the sole sponsor for one issue of the Journal of Medical Secretaries, distributed to members and Trust subscribers across the country.
- **SPONSOR THE ANNUAL SYMPOSIUM PROGRAMME!** The BSMS Annual Symposium is an important meeting for medical secretaries and is attended by around 100 from all over the country. For only £500 you can become a key sponsor of the symposium programme and you will also receive a delegate bag insert free of charge. You can also **EXHIBIT** and book your **DELEGATE BAG INSERTS** for the meeting in October – contact us for further details.
- **SPONSOR THE BSMS WEBSITE!** You can become the sole sponsor the BSMS website for £5,000 for one year. Your company's logo is prominently featured on every page, as well as a brief description and links to your site.

Advertising opportunities

- **PRINT ADVERTISING** in our Journal - Place your advert on the Journal's inside front cover or on the inside back cover, or book an internal full or half page advert. Discounts are given for repeat bookings.
- **ONLINE BANNER ADVERTISING** - Place your banner advert on our home page website and reach over 800 unique visitors to the site every month. Bookings are taken on a monthly basis and large discounts are possible for multi-month bookings!

Rates

Advert	Price per issue or month online	1 x	2 x
Print	Half page black only	£150	£125
	Full page black only	£250	£225
	Full page 4 colour	£450	£425
	Inside front or back cover - black only	£350	£325
	Inside front or back cover - 4 colour	£550	£525
	A4 Pre-printed insert	£250	£225
	Online	Banner advert on home page	£350

Copy deadlines

Journal issue	Booking deadline	Copy deadline	Publication
Issue 1 Spring	23 February	3 March	31 March
Issue 2/3 Summer/Autumn	20 June	27 June	23 July
Issue 4 Winter	3 November	12 November	16 December

Any cancellations after the copy deadline date will be charged for in full. All dates to be confirmed on booking.

Mechanical data

Print

Trimmed size:	297 x 210mm
Full page ad w/ bleed:	303 x 213mm
Half page vertical:	260 x 80mm
Half page horizontal:	180 x 120mm

Online

Online adverts can be animated .gif images of resolution 468 x 60 pixels, sizes between 15 and 30KB. Please specify the URLs of the sites to which the images must be linked to.

Please provide all copy in PDF via email.

For further information and to make a booking please contact:

Janine Hunter, Advertising, e-MED Ltd., PO Box 61053, London SE16 7YZ, UK

Tel: 020 7231 7773, Fax: 05601 264446, Mobile: 0787 574 0572

E-mail: janine.hunter@e-med.org.uk

Web site: www.medicalsecretary.org