

# Bulletin

The magazine for members of the Royal College of Anaesthetists

**RCOA** | **centuryone**  
Royal College of Anaesthetists | integrated publishing solutions

## RATE CARD 2021

### COSTS

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

	STANDARD	COMMERCIAL
DPS	£2,585	£5,170
Full Page	£1,390	£2,750
Half Page Landscape	£870	£1,650
Half Page Portrait	£870	£1,650
Quarter Page	£440	£880

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

	STANDARD	COMMERCIAL
Inside Front Cover	£1,590	£3,190
Inside Back Cover	£1,590	£3,190
Outside Back Cover	£1,740	£3,410

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

Month/Issue	BOOKING DEADLINE	ARTWORK DEADLINE	PUBLISHING DATE
January	19 October 2020	21 Oct 2020	11 January 2021
March	04 December 2020	07 December 2020	04 March 2021
May	10 February 2021	12 February 2021	03 May 2021
July	12 April 2021	14 April 2021	01 July 2021
September	14 June 2021	16 June 2021	01 September 2021
November	13 August 2021	13 August 2021	29 October 2021

### ARTWORK SPECIFICATIONS

<b>DPS</b>	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

<b>Full Page</b>	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.

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

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

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



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

Stewart Dymock  
[stewart@centuryonepublishing.uk](mailto:stewart@centuryonepublishing.uk)  
07939 723042

### Artwork Studio

Caitlyn Hobbs  
[copy@centuryonepublishing.uk](mailto:copy@centuryonepublishing.uk)  
01727 739189

# Artwork creation

## RATE CARD 2021



### 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
Small text amends	£30
Extra amends/proof (per round)	£20
Creating PDF from your files	£20

} Applies to both artwork created by us originally and artwork supplied by yourself

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

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.

### 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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