

# Bulletin

The magazine for members of the Royal College of Anaesthetists

**RCOA**  
Royal College of Anaesthetists

## RATE CARD 2023

### COSTS - MAGAZINE ADVERTISING

#### DISPLAY COST PER AD FOR ONE INSERTION

	STANDARD	COMMERCIAL
DPS	£2,585	£4,700
Full Page	£1,390	£2,500
Half Page Landscape	£870	£1,500
Half Page Portrait	£870	£1,500
Quarter Page	£440	£800

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

	STANDARD	COMMERCIAL
Inside Front Cover	£1,600	£2,900
Inside Back Cover	£1,600	£2,900
Outside Back Cover	£1,740	£3,100

### COSTS - DIGITAL ADVERTISING

#### DIGITAL BULLETIN

##### COST PER INSERTION WITH A PRINT BULLETIN BOOKING

	STANDARD	COMMERCIAL
Large Rectangle	£750	£1,500
Leaderboard	£600	£1,200

##### COST PER INSERTION WITHOUT PRINT BULLETIN BOOKING

	STANDARD	COMMERCIAL
Large Rectangle	£1,250	£2,500
Leaderboard	£1,000	£2,000

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.

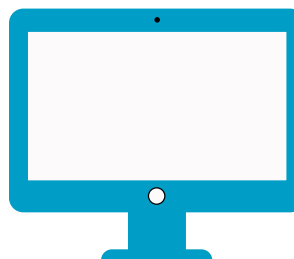
#### OTHER DIGITAL OPTIONS

##### Podcast

30 second advert per podcast	£300
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##### E-Newsletter

Full Width	£1,000
Half Width	£750



#### BULLETIN DIGITAL

**AVERAGE TOTAL USERS**  
85,362

**AVERAGE TOTAL PAGE VIEWS**  
228,424

### DATES

ISSUE	BOOKING DEADLINE	ARTWORK DEADLINE	PUBLISHING DATE
January	01 November 2022	03 November 2022	04 January 2023
April	31 January 2023	02 February 2023	03 April 2023
July	02 May 2023	04 May 2023	03 July 2023
October	01 August 2023	03 August 2023	02 October 2023



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.

# 25k 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 20,000 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

Rory Fear  
rory@centuryone.uk  
01727 739 181

#### Artwork Studio

Caitlyn Hobbs  
copy@centuryone.uk  
01727 739 189

# Artwork

## ARTWORK SPECIFICATIONS

### PRINT

<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.

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@centuryonep.uk](mailto:copy@centuryonep.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.

## ARTWORK DESIGN RATES

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

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.

## RATE CARD 2023

### DIGITAL

<b>WEBSITE</b>	width and height (px)
Leaderboard (desktop)	728 x 90
Leaderboard (mobile)	320 x 100
Large rectangle (desktop and mobile)	336 x 280
<small>All ads are 110 KB limit. Allowed types: png gif jpg jpeg</small>	

<b>E-NEWSLETTER</b>	width and height (px)
Full Width Banner	600 x 200
Half Width Banner	300 x 350

**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.

## Contact us

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