

Digital web media

| Online advertising (£ per number of days/rotating tenancy) | | | | | | Dimensions |
|--|-------------------------|---|------------------|---------|--|----------------|
| Website | Tenancy period/location | 30 day | 60 day | 180 day | | |
| Leaderboard | Home page only (shared) | £350 | £650 | £1,850 | | 728x90 pixels |
| Leaderboard | Exclusive sponsor | 14 days only – add £200 to regular space rate | | | | 728x90 pixels |
| Skyscraper 1 | Run-of site (shared) | £450 | £850 | £2,350 | | 160x600 pixels |
| Skyscraper 2 | Run-of site (shared) | £300 | £550 | £1,550 | | 160x300 pixels |
| Digital sponsorship (email newsletter) | | | | | | |
| BJC issue e-alert skyscraper | | £950 each | 160 x 600 pixels | | | |
| BJC e-update skyscraper (topic specific) | | £1500 each | 160 x 600 pixels | | | |
| BJC e-update skyscraper (sponsored topic) | | £2500 each | 160 x 600 pixels | | | |
| Custom digital sponsorship – please ask for a quote | | | | | | |
| Podcast / webinar | | Have a digital idea not listed? Contact Nik Screen (nscreen@bjcardio.co.uk) for a confidential discussion around your needs | | | | |
| BJC e-issue / tablet version | | | | | | |
| BJC e-learning CPD module sponsorship | | | | | | |

WEBSITE LEADERBOARD

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Supplement
Lipids and CVD: improving practice and clinical outcomes

Supplement
The management of stable angina – a perspective on recent guidance

Supplement
HANSRONGCHITRA 10 steps before you refer for atrial fibrillation

ANGINA
Understanding options for

News:
Position statement on anti-arrhythmic drugs May 25, 2012

Website leaderboard 728 x 90 pixels (Flash, JPG or animated gif only). File size below 60k. Please provide with linking urls/documents (one preferred).

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Current prescribing of statins and persistence to statins following ACS in the UK: a MINAP/GPRD study

March 2012 Br J Cardiol 2012;19:24 doi: 10.5837/bjc.2012.003

Authors: Rachael Boggan, Susan Eaton, Adam Timmins, Harry Hemingway, Zahava Gabriel, Iqbal Minhas, Tjeerd P van Staa

Key words:
acute coronary syndrome
GPRD
MINAP
statins

Supplement
The management of stable angina – a perspective on recent guidance

COMING SOON
Learning

Website skyscraper (1) 160 x 600 pixels (Flash, JPG or animated gif only). File size below 60k. Please provide with linking urls/documents (one preferred).

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Statin use suboptimal in ACS patients

LIPIDS
Statin prescribing in acute coronary syndrome

Rachael Boggan, Susan Eaton, Adam Timmins, Harry Hemingway, Zahava Gabriel, Iqbal Minhas, Tjeerd P van Staa

EMAIL NEWSLETTER SKYSCRAPER

E-alerts and e-updates skyscraper 160 x 600 pixels (JPG or GIF. Animated gifs* are only accepted if the first frame can act as the whole advert). File size below 60k. Please provide with linking urls/documents (one preferred).

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Website skyscraper (2) 160 x 300 pixels (Flash, JPG or animated gif only). File size below 60k. Please provide with linking urls/documents (one preferred).

*WARNING: Microsoft Office Outlook 2007 does not display animated GIF files in the body of e-mail messages. Only the first frame of the animation appears. Recipients using Outlook 2007 will see ONLY THE FIRST FRAME of your animated ad for emails, or make sure all pertinent information is displayed in the first frame.