

# 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?				
BJC e-issue / tablet version		Contact Nik Screen (nscreen@bjcardio.co.uk)				
BJC e-learning CPD module sponsorship		for a confidential discussion around your needs				

**WEBSITE LEADERBOARD**

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

**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).

**WEBSITE SKYSCRAPER (1)**

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).

**WEBSITE SKYSCRAPER (2)**

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 GIF. It is suggested that you supply a non-animated ad for emails, or make sure all pertinent information is displayed in the first frame.