

# MEDIA PACK

2024



Urology nurses are becoming increasingly involved in the treatment of patients with urinary problems. This professional association has over 800 members who receive their newsletter/update quarterly. This publication carries product news and advertising along with news of the association and is read by all members.

# BAUN Digital Newsletter/Sponsorship Advertising Rates 2024

Standard Pages	¼ page	½ page	full page
Colour	£320	£540	£975
Mono	£155	£250	£395

## Special Positions:

Inside Front Cover (4 colour)	£1,115
Double Page Spread (4 colour)	£1,770
Product News	£285 (125 words + 1 image)



## Inserts:

Loose inserts (provided as a link) £305



Study Day or Course advertising on "other events" page of BAUN website	£120 per month (FOC if free for BAUN members to attend)
Recruitment advertising (including website) 20% discount for website only	£200
Website Banner advertising	£290
Email to BAUN members who accept 3rd party emails	£865

## Discounts:

Agency Commission	10%
Discounts for 4 issues	10%

## Additional Opportunities

Study/Educational Day Endorsement	£1,750 (corporate members £1,000, charities £500) + travel and accommodation if BAUN representative presence requested *
Product Surgery	£1,750 (corporate members £1,250) *
Sponsorship of Trustee Meetings	£875 (corporate members £625) *
Educational Material Endorsement	£1,000 (free to corporate members)
Event/course on BAUN educational calendar	£145 (max. of 2 per year)

### **\*Terms and Conditions:**

*If you cancel your study/educational day or product surgery attendance, no refund will be provided however if BAUN retract their endorsement, a full refund will be provided. If meeting cancelled out with BAUNS control e.g. force majeure, no refund will be provided.*

## 2024 Production and Deadline Dates:

Publication dates	Copy to be received
Feb 2024	20 Dec 2023
May 2024	28 March 2024
August 2024	27 June 2024
November 2024	26 Sept 2024



# Mechanical data BAUN Digital Newsletter

Screen size: mono or spot colour 175, full colour 175

Advertisement size	depth x width (mm)
Full page	270 x 188
Half page - horizontal:	130 x 188
- vertical:	270 x 94
Quarter Page	130 x 94

**Materials required:** High Resolution PDFs are the preferable option but other file formats are acceptable.

**For colour and mono:** Apple Mac users – page files in QuarkXpress with fonts supplied. For further information please contact the publisher

*All material should be sent to **catriona.rice@fitwise.co.uk***

**Banner Advertising:** 468 pixels wide x 60 pixels high. Jpg,gif,animated gif or png. Max size 75Kb

**Cancellation notice:** 28 days prior to copy deadline

**Films and artwork:** The advertiser or its agent should supply the advertising material electronically. All process work or setting undertaken by the publishers will be charged to the advertiser. Material is held at the client's risk and the publisher accepts no responsibility for loss or damage.

**Proofs:** As this is a digital publication, the publisher will only supply proofs on request prior to publication.

**Acceptance of Material:** The publishers do not hold themselves responsible for film or artwork left unclaimed for more than 12 months. The publishers reserve the right to refuse, amend or withdraw advertisements submitted to them at their absolute discretion and without explanation. All advertisements must comply with the British Code of Advertising Practice. More detailed terms of acceptance are given in our booking acknowledgements.

For further information contact **Catriona Rice**  
Fitwise Management Ltd, Blackburn House, Redhouse Road, Seafield, EH47 7AQ  
Tel: 01506 811077, Fax: 01506 811477  
Email: [catriona.rice@fitwise.co.uk](mailto:catriona.rice@fitwise.co.uk) [www.fitwise.co.uk](http://www.fitwise.co.uk)