

BACCH Newsletter Advertising Ratecard

Rates

Item	Commercial	Not-for-profit/ NHS Job adverts
Back page	£585	£290
Full page	£440	£220
Half page	£240	£120
Quarter page	£125	£65
Insertions (supplied to us)	£470	£235
Insertions (printed by us)	From £515	From £260

Deadlines

Enquiry	Artwork	Publication
15 February	20 February	15 March
15 May	20 May	15 June
15 August	20 August	15 September
15 November	20 November	15 December
Contact office for insertion deadlines		

Format

- Press-ready JPG or TIFF with artwork at actual size, where possible. PDF also accepted.
- Dimensions for adverts are:
 - 115 x 95 mm – Quarter Page
 - 160 x 195 mm – Half Page
 - 270 x 195 mm – Full Page
- Please ensure that the resolution is at least 300 dpi
- Newsletter is printed in A4 portrait format. See examples at: www.bacch.org.uk/publications/newsletters/

Circulation

- Approx. 1,250 per issue (mainly UK-based Community Paediatricians)
- Hard copy mailed to members and PDF available in members-only section of BACCH website
- Printed four times a year

Advertising Policy

- BACCH reserves the right to refuse any advertising deemed inappropriate, or which might damage the reputation of the organisation.
- Advertising which contravenes current legislation, particularly Equality and Diversity, will not be accepted.
- The claims made in an advertisement are not endorsed by BACCH.

All enquires to Isabelle Robinson, BACCH Executive Officer: Email: bacch@rcpch.ac.uk, tel. 020 7092 6082

Last updated Jan 2018

Meeting & Event notices

- *Links to details of meetings and events of interest to BACCH members can be placed on the BACCH website at no cost*
- *Updates to the page are notified to members in the monthly email update*
- *Please send event title, date/s and weblink to Isabelle Robinson (details as above)*