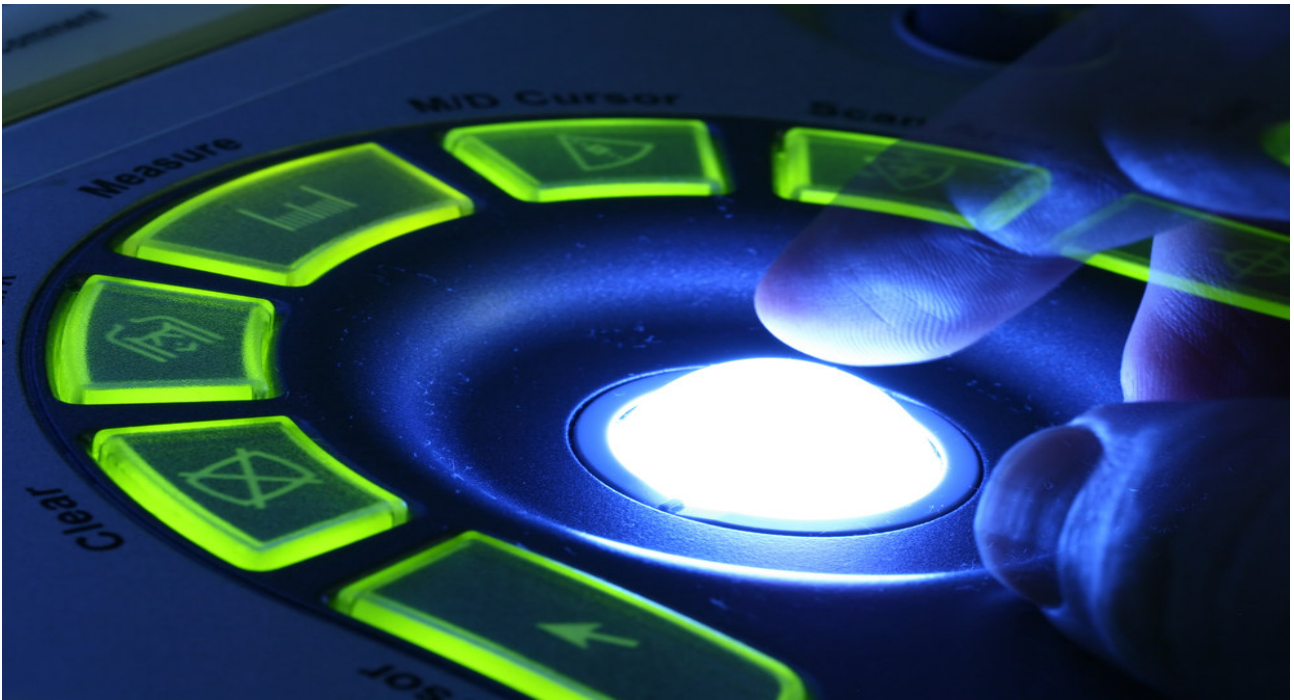


The British Medical Ultrasound Society



Advertising & Promotional Opportunities

The British Medical Ultrasound Society (BMUS), is a charitable multi-disciplinary organisation originally formed in 1969 as an informal ultrasound group, it took its present name in 1977 when it became affiliated to World and European Societies for Ultrasound in Medicine and Biology ("WFUMB"). It became an incorporated society and charity in 1984, and represents a wealth of healthcare professionals throughout the UK and overseas with an interest in Ultrasound.

There are a number of opportunities through BMUS that can provide you with unrivalled options to promote your organisation, products, services vacancies or courses to some of the leading professionals in Ultrasound.

Ultrasound

The official journal of the British Medical Ultrasound Society

Published quarterly, *Ultrasound* is home mailed to over 1,500 members and subscribers from both the UK and overseas. Publishing original, peer reviewed research the journal reaches core professionals who make and influence the purchasing decisions.

All members and subscribers pay to receive *Ultrasound*, which is widely acknowledged and well respected as an informative medical journal.

Who reads it ?

Ultrasound is read by the following specialist groups :

- 49% Sonographers
- 25% Radiologists
- 12% Obstetricians
- 6% Physicists / Scientists
- Other recipients include Cardiologists, Paediatricians, Midwives, Medical Technical Officers, Vets, General Practitioners and equipment manufacturers

We offer a variety of cost effective opportunities to help you reach your target audience, page positions are available throughout the journal, including the rear cover page. It is also possible to include inserts.

Ultrasound Advertising Rates :

	Colour	Mono
Outside back / inside front cover	£1450	£1450
Inside back cover	£1360	£1360
Full page	£1260	£ 950
Half Page	£ 788	£ 589
Quarter Page	£ 488	£ 365
Inserts	price available on request	

Discounts available for multiple bookings

Production Specifications :

	Type area
DPS Bleed	286mm x 426mm
DPS Trim	280mm x 420mm
Full Page Bleed	286mm x 216mm
Full Page Trim	280mm x 210mm
Full Page Type Area	258mm x 194mm
Half Page (Vertical)	258mm x 94mm
Half Page (Horizontal)	126mm x 194mm
Quarter Page (Vertical)	126mm x 94mm

- **Advertisements should be provided in electronic format. PDF files required with all fonts embedded. Where possible PDFs should be made to the PDF/X-1a standard. To ensure quality reproduction images should ideally have a minimum resolution of 300dpi for halftones, 500 dpi for halftones containing text / fine lines and 1270 dpi for linework, at their finished sizes. All files to be supplied at their finished size, with 3mm bleed if appropriate with crop (trim) marks.**
- **NB – Images produced for the web are not suitable and image files saved as JPEGs are not recommended.**
- **MONO, TWO and FOUR Colour**
- **Composite files must be supplied and full colour advertisements must be CMYK (no RGB colours or unwanted spot colours).**

www.bmus.org

The official British Medical Ultrasound Society website

The BMUS website attracts approximately 2,576 unique users per calendar month and generates around 263,339 page impressions. The website produces a fantastic opportunity for you to promote your UK and International vacancies through the BMUS vacancy pages.

Additionally, banner positions across the site can be used to raise the profile of your organisation or vacancy and drive visitors to your website.

Website Advertising Rates :

	First Month	Each consecutive month thereafter
Vacancy	£400	£125
Vacancy + Logo	£450	£125
Banner Advert	£500	£150

Text to be supplied in MS Word + logo max width 150px

Banners maximum size - 500px wide x 90px high

JPEG, Static / Dynamic gif file, max 25kb. No flash animated files.

British Medical Ultrasound Society News

The official membership newsletter of the Society

Published quarterly, the BMUS News is home mailed to over 1,500 members from both the UK and overseas. Published in A4 format, the newsletter normally consists of 8 or 12 pages, giving general information on the world of ultrasound and, in particular, items of interest to the membership.

All members are provided with the newsletter free of charge.

Production Specifications :

	Type area
DPS Bleed	302mm x 426mm
DPS Trim	296mm x 420mm
Full Page Bleed	302mm x 216mm
Full Page Trim	296mm x 210mm
Full Page Type Area	280mm x 194mm
Half Page (Vertical)	280mm x 94mm
Half Page (Horizontal)	126mm x 194mm
Quarter Page (Vertical)	126mm x 94mm

BMUS News Advertising Rates :

	Colour	Mono
Outside back cover	£1000	£ 900
Full page	£ 850	£ 750
Half Page	£ 450	£ 400
Quarter Page	£ 288	£ 250

- Advertisements should be provided in electronic format. PDF files required with all fonts embedded. Where possible PDFs should be made to the PDF/X-1a standard. To ensure quality reproduction images should ideally have a minimum resolution of 300dpi for halftones, 500 dpi for halftones containing text / fine lines and 1270 dpi for linework, at their finished sizes. All files to be supplied at their finished size, with 3mm bleed if appropriate with crop (trim) marks.
- NB – Images produced for the web are not suitable and image files saved as JPEGs are not recommended.
- MONO, TWO and FOUR Colour
- Composite files must be supplied and full colour advertisements must be CMYK (no RGB colours or unwanted spot colours).

Ultrasound 2015

The Annual Scientific Meeting and Technical Exhibition of the British Medical Ultrasound Society

The Society's Annual Scientific Meeting is established as one of the UK's longest running medical imaging conferences and marks the highlight of the Society's year. In 2015 the meeting is being held at City Hall, Cardiff.

The conference is accompanied by the highly regarded Technical Exhibition, the pre-eminent showcase for new and established ultrasound manufacturers and suppliers to show off their equipment and services across a wide range of specialties.

The scientific programme in 2015 will be led by Dr Nick Dudley, Principal Physicist at Lincoln Council Hospital.

A separate media pack for advertising / sponsorship opportunities is available at www.bmus2015.org



To discuss the advertising & promotional opportunities in any of the
aforementioned media, please contact the
BMUS office on 020 7636 3714

To place advertising in the *Ultrasound Journal*, please contact joy@bmus.org

To place job vacancies on the BMUS website, please contact heather@bmus.org

To place advertising in the *BMUS News*, please contact rachel@bmus.org