

BRITISH SOCIETY OF ECHOCARDIOGRAPHY

2019-20 ADVERTISING RATES



British Society
of Echocardiography

BRITISH SOCIETY OF ECHOCARDIOGRAPHY

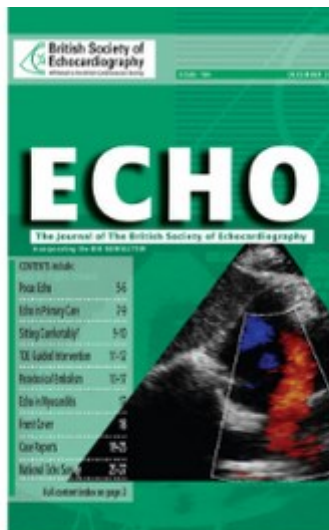
ABOUT THE SOCIETY

The British Society of Echocardiography (BSE) was formed in 1990 to promote the study and advancement of cardiac ultrasound imaging and Doppler techniques, through professional representation, education and quality benchmarking. Membership is made up of cardiac physiologists, clinicians and others involved in cardiac ultrasound. With almost 4000 members across the UK and further, attending a BSE meeting is a great opportunity for face to face contact with those working in echocardiography, from locums to heads of service.

We offer a range of advertising options to suit your needs across three key categories, more information on which can be found in the following pages:

- Events
- Recruitment
- Commercial products

To book advertising, discuss bespoke packages or if you have any other queries, please contact Hatty Grant, Marketing and Events Officer at events@bsecho.org.



ECHO JOURNAL

CIRCULATED TO 3,500 MEMBERS

	Standard promotional adverts, recruitment adverts or educational courses charging in excess of £60	Discounted charity adverts or educational courses charging a maximum delegate rate of £60	Free educational courses with no charge
Inside quarter page	£600 + VAT	£400 + VAT	£100 + VAT
Inside half page	£1000 + VAT*	£650 + VAT	No discount applied
Inside full page	£1600 + VAT*	£1050 + VAT	No discount applied
Inside front cover full page	£1950 + VAT*	£1250 + VAT	No discount applied
Outside rear cover full page	£2250 + VAT*	£1450 + VAT	No discount applied
Listing only	£200 + VAT	£100 + VAT	Free of charge
Mailing insert A4 double sided	£1000 + VAT°	No discount applied	No discount applied
Mailing insert A4 single sided	£950 + VAT°	No discount applied	No discount applied
Mailing insert A5 double sided	£900 + VAT°	No discount applied	No discount applied
Mailing insert A5 single sided	£850 + VAT°	No discount applied	No discount applied

Edition	Booking and content deadline
June 2019	Friday 3 May 2019
September 2019	Friday 2 August 2019
December 2019	Friday 1 November 2019
March 2020	Friday 31 January 2020

*Website listing included
°Includes printing

DIGITAL

- Website: 16000 visits per month
- Enews: 47% open rate
- Single-topic email (solus): up to 70% open rate
- Social media:
 - Facebook: 5000 followers
 - Twitter: 3500 followers
 - LinkedIn: 500 followers
 - Instagram: 100 followers

	Events	Recruitment	Commercial
Website listing	£300 + VAT	£600 + VAT [°]	POA
Enews[°] banner only	£200 + VAT per month	£400 + VAT per month	£600 + VAT per month
Enews[°] banner + 250 words	£300 + VAT per month	£500 + VAT per month	£700 + VAT per month
Enews[°] banner + 500 words	£400 + VAT per month	£600 + VAT per month	£800 + VAT per month
Solus	£1000 + VAT	£1500 + VAT	£2000 + VAT
Facebook/Twitter[°]	£100 + VAT	£150 + VAT	N/A
LinkedIn/Instagram[°]	£50 + VAT	£75 + VAT	N/A

	Booking deadline	Content deadline
Enews	2 weeks before send	1 week before send
Solus	1 month before desired send	2 weeks before desired send
Social media	2 weeks before desired send	1 week before desired send

Enews send dates: 02/04/2019, 07/05/2019, 04/05/2019, 02/07/2019, 06/09/2019, 03/09/2019, 01/10/2019, 05/11/2019, 03/12/2019, 07/01/2020, 04/02/2020, 03/02/2020

[°]Lasts for 6 weeks or until closing date, whichever comes first

[°]Block booking discounts available. 10% discount when booking 3 or 4 items, 15% discount when booking 5+ items

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ADVERTISING GUIDELINES

1. All advertisements and commercially sponsored publications are independent from editorial decisions. Editorial content is not compromised by commercial or financial interests, or by any specific arrangements with advertising clients or sponsors. Advertisers and sponsors have no control or influence over the results of searches a user may conduct on the website by keyword or search topic
2. The BSE reserves the right to decline any type of advertising that is damaging to the brand of BSE or is inappropriate to the content held on the BSE network
3. The BSE has a strict policy on the endorsement of courses and educational events. Only courses which have been submitted for consideration against our criteria and granted BSE endorsement can reference the BSE and then, only in the form of the approved statement. Otherwise, the BSE does not endorse any product or service marked as an advertisement or promotion and the BSE name must not be used
4. Advertisements may not be deceptive or misleading, and must be verifiable. Advertisements should clearly identify the advertiser and the product or service being offered.
5. In regards to online advertising, once an advertisement has been deployed online, it will be withdrawn from the site at any time if the BSE feels that removal is appropriate
6. Advertisements and editorial content must be clearly distinguishable. Advertorial content and sponsored supplements must be clearly indicated as such

Advertising complaints policy

Please send any complaints about advertising to events@bsecho.org.