

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 Newsletter/Sponsorship			
Advertising rates 2020			
(August and February editions – Digital only and will include link to your website)			
Standard Pages	¼ page	½ page	full page
Colour	£273	£468	£839
Mono	£137	£213	£341
Special positions			
Inside front cover (4 colour)	£966		
Outside back cover (4 colour)	£1,000		
Inside back cover	£966		
Double Page Spread (4 colour)	£1,500		
Product News	£131	<i>(125 words + 1 image)</i>	
Study Day or Course advertising on “other events” page of BAUN website	£100 per month	<i>(FOC if free for BAUN Members to attend)</i>	
Recruitment advertising (including website) 20% discount for website only	£169 per month	£265 per month	£425 per month
Website Banner advertising	£203 per month	£191 per month(3+months)	£184 per month(6+months)
Inserts*			
Loose inserts (10g)	£259		
Loose insert (20g+)	£341		
Direct Mailout UK BAUN members	£550	Plus postage, materials.	
Email to BAUN members	£550	Plus 9p per email & £50 administration fee.	
Discounts:			
Agency commission	10%		
Discount 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)		
Educational Material Endorsement	£1,000 (free to corporate members)		
Event/course on BAUN educational calendar	£145 (max. of 2 per year)		

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 www.fitwise.co.uk

2020 Production and Deadline Dates

Publication dates		Copy to be received	Dates for receipt of inserts
May 2020	Newsletter	6 th March 2020	17 th April 2020
August 2020	Digital Newsletter	5 th June 2020	17 th July 2020
November 2020	Newsletter	4 th Sep 2020	11 th Oct 2020
February 2021	Digital Newsletter	18 th Dec 2020	8 th Jan 2021

Mechanical data BAUN 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

Bleed sizes

Full Page: 303 x 216

Trim size: 297 x 210

Materials required

For colour and mono:

High Resolution PDFs are the preferable option but other file formats are acceptable.

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

The publisher will supply proofs prior to printing which will require acceptance within 48 hours or less. If no reply is received from the advertiser it will be assumed that the proof is accepted and that printing is to proceed

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

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