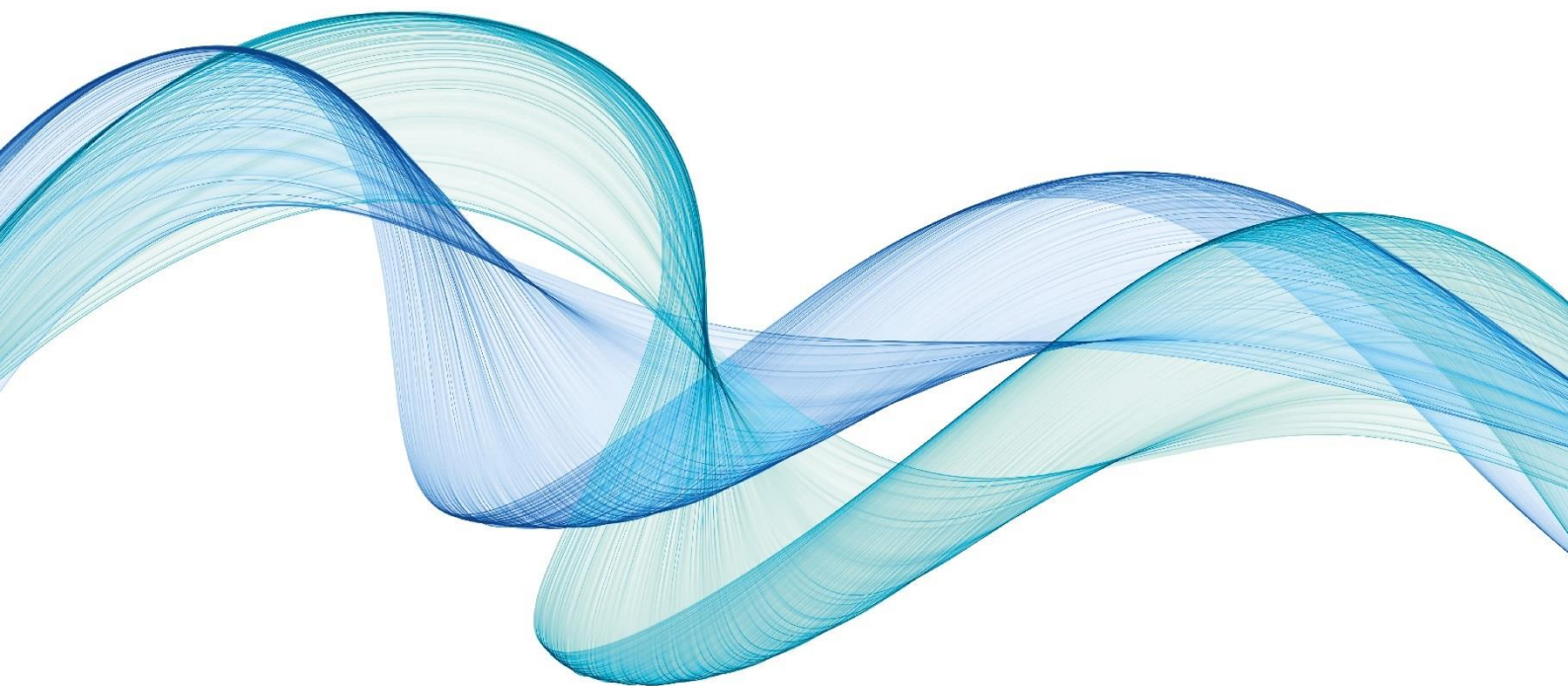


BMUS 

Media Pack

Advertising and Promotional
Opportunities



The British Medical Ultrasound Society is a multi-disciplinary charitable body whose objectives are:

- The advancement of the science and technology of ultrasonics as applied to medicine,
- The maintenance of the highest standards in these fields,
- The advancement of education and research in these areas, and dissemination of the results,
- The provision of advice and information regarding ultrasound to the public at large,

The success of the Society stems to a great extent from its multi-disciplinary nature, the regular special topic meetings and Annual Scientific Meeting, and its quarterly journal, 'Ultrasound'.

Membership of the society is drawn from a wide range of disciplines including medical and allied health professionals, physicists, engineers, nurses, midwives, technicians, general practitioners, vets and others with an interest in medical ultrasound both in the United Kingdom and overseas.

Current membership totals over 1,500 (May 2020) from both the UK and overseas consisting of the following specialist groups :

- Sonographers
- Radiologists
- Obstetricians
- Physicists/Scientists

Others including cardiologists, paediatricians, midwives, MTOs, Vets, GPs and equipment manufacturers.

BMUS is therefore able to provide a range of opportunities to promote your organisation, products, services or courses to some of the leading professionals in ultrasound. These include:

- Scientific Journal, **Ultrasound**
- Quarterly Print Newsletter, **BMUS News**
- Weekly E-Newsletter, **Ultrapost**
- **BMUS Website** and **Social Media** for courses
- Sponsorship and Exhibitor opportunities at **Courses / Study Days** and the **Annual Scientific Meeting**

To discuss advertising and promotional opportunities please contact, the BMUS Development Manager, Emma Tucker (emma@bmus.org) or call 0207 636 3714 (Option 2).

The 'Ultrasound' Journal

Published quarterly, 'Ultrasound' is posted to approximately 1,600 members and subscribers from both the UK and overseas. Publishing original, peer reviewed research, the journal reaches core professionals who make and influence purchasing decisions.

'Ultrasound' is indexed on Pubmed Central, one of the world's leading digital repositories which archives published scholarly articles across a range of scientific disciplines. Indexation of 'Ultrasound' is indicative of the high scientific quality of research published in the journal and its growing reputation within the global scientific community.

Advertising in 'Ultrasound'

The 'Ultrasound' journal is published quarterly in the months of February, May, August and November. Page positions are available throughout and inserts can be included

The print schedule is as follows;

Publication Month	Artwork deadline	Contact Development Manager
Feb	15 th December	1 st December
May	15 th March	1 st March
August	15 th June	1 st June
November	15 th September	1 st August

Production Specifications / Type area

Advertisements should be provided in electronic format. PDF files require all fonts to be 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, 500dpi for halftones containing text/fine lines and 1270dpi for line work, 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.

Composite files must be supplied and full colour advertisements must be CMYK (no RGB colours or unwanted spot colours).

All files to be supplied with crop / bleed marks where appropriate.

DPS Bleed	286mm x 426mm
DPS Trim	280mm x 420 mm
Full page bleed	286mm x 216mm
Full page trim	280mm x 210mm
Full Page type area	250mm x 180mm
Half page - Vertical	230mm x 98mm
Half page - Horizontal	126mm x 185mm
Quarter page – Vertical	126mm x 98mm

'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 starting at £500	

Discounts are available for multiple bookings. Contact emma@bmus.org for more information.

All prices exclude VAT.

BMUS News

BMUS News is the society's membership newsletter, it provides general information on the world of ultrasound, items of interest to our members, society news and event updates. It is published during the months of February, May, August and November. Hardcopies of the newsletter are sent, normally with the 'Ultrasound' journal, to all BMUS members. An electronic version is freely available to view on the society's website.

Advertising in BMUS News

The BMUS newsletter is published in an A4 format and consists of 8 or 12 pages. Please see the publication schedule below:

Publication Month	Artwork deadline	Contact Development Manager
Feb	5 th January	1 st December
May	30 th April	1 st April
August	31 st July	1 st July
November	31 st August	1 st August

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
Full page	£850/£750
Outside back cover	£1000/£900
Half page	£450/£400
Quarter page	£280/£250

All prices exclude VAT.

Discounts are available for multiple bookings.

Please contact the BMUS Development Manager, Emma Tucker (emma@bmus.org) for further information or to discuss placing advertising in BMUS News.

Digital BMUS

The BMUS Website, Social Media platforms and the e-newsletter 'Ultrapost', offer a number of promotional or advertising options with short turnaround times providing flexible opportunities.

BMUS Website

The BMUS website attracts approximately 10,000 active users a month (01.04.2019 – 31.03.2020). Since the introduction of the new website in August 2015, BMUS have seen a year on year increase in traffic. Third party course advertising are accepted on the BMUS website.

'Ultrapost' Weekly E-Newsletter

'Ultrapost', the BMUS weekly e-newsletter, is sent to over 2,200 professionals on a Friday each week. The newsletter features ultrasound news, research, events, conferences and provides a flexible, instant platform to promote your event or product.

Social Media

BMUS has an extensive network on Social Media including over 2,200 twitter followers and over 3,000 followers on the company Facebook page. All advertising placed on the BMUS website feature on both of these platforms on at least one occasion.

Digital BMUS Advertising Rates

Course and Study Days	£100* / £125 **
Ultrasound based research/student surveys #	Free
Call for papers, webinars and announcements #	£100
Manufacturer events, training or product launches*	£100
Commercial Advert in Ultrapost	Individual quotes given based on length of time and position in Ultrapost

* Non-commercial Course / ** Commercial Course or Study Day

Advertising placed on the BMUS website is also included in 'Ultrapost' and on the BMUS social media platforms.

All prices exclude VAT.

For [course](#) advertising please download the relevant form and contact tracey@bmus.org, for all other advertising opportunities please contact emma@bmus.org.

BMUS Study Day Sponsorship or Exhibition opportunities

BMUS holds a number of study days / weekends throughout the year. A current list of study days and courses can be found at <https://www.bmus.org/mediacentre/events/>

Each study day or course is held in a different location and often the venue type used will determine whether it is possible to host companies to exhibit.

Where it is possible to have exhibitors attend, the packages will include;

- A table top stand
- Company logo on the published programme and on the BMUS website
- Advertising material in the delegate bags or pack,
- One customer delegate
- The opportunity to meet delegates at coffee, lunch breaks.

Each package is costed taking into account the venue / location and delegate numbers.

Should you be interested in your company taking part in a specific study day or course please contact emma@bmus.org. Please state which study day / course you are interested in.

BMUS Annual Scientific Meeting

The society's Annual Scientific Meeting held in December, is established as one of the UK's longest running medical imaging conferences, and marks the highlight of the society's year.

The three-day meeting is attended by delegates from all over the world along with national and international speakers. The Technical Exhibition, often regarded as the Hub of Ultrasound, is the pre-eminent showcase for new and established ultrasound manufacturers and suppliers to display their equipment and services across wide range of specialties.

- Attendees: Over 500 delegates and over 80 speakers
- 25 plus exhibitors
- High calibre list of expert and renowned speakers
- Post conference drinks in the exhibition hall on Day 1 of the meeting
- Opportunities for sponsor's name and logo to be included on all pre-conference marketing
- Sponsor profile included in final programme for conference
- Opportunities to participate in practical training sessions giving delegates hands-on access to your company's products.

The media pack for the event is published in July each year. To make an enquiry or to receive an Exhibition & Sponsorship pack please contact joy@bmus.org

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