

## 2011 Sponsorship and advertising rates

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### Print sponsorship and advertising rates

The international edition (English) of the *Community Eye Health Journal* goes out four times a year to 20,000 readers in developing countries worldwide. The journal website is also visited by approximately 440,000 people, mainly from high and middle income countries, every year.

### Adverts and advertorials

#### Adverts

The Journal accepts advertising for organisations, companies, courses, publications and job vacancies that match the interests of our readers. Adverts supplied should comply with standards set by the following organisations: the Advertising Standards Authority, the Prescriptions Medicines Code of Practice Authority, the Proprietary Authority of Great Britain, the Equal Opportunities Commission (EOC), and the Commission for Racial Equality (CRE).

#### Advertorials

We will publish paid-for articles (advertorials), identified as such, that describe the activities of commercial or charitable organisations in the field of blindness prevention and community eye health. Editorial approval of these articles rests with the *Community Eye Health Journal*.

### Rates

1 page	½ page	1/3 page	¼ page
£4,000	£3,000	£2,400	£2,000

### Specifications

Ideally supply as high-res PDF file with all fonts embedded OR as high-res image file (tiff or .psd) at 300dpi. Please also supply hard copy proof to check against. Full colour is available.

### Sizes

- Full page, 181 mm wide x 148 mm high
- Half page horizontal, 181 mm wide x 124 mm high
- Third page vertical (1 column): 60 mm wide x 148 mm high
- Quarter page vertical, 90 mm wide x 124mm high
- Quarter page horizontal, 181mm wide x 62 mm high OR 124 mm wide and 90 mm high

### Sponsorship

Sponsorship is welcome from a broad range of companies and will be acknowledged in the Journal. Sponsorship can only be acknowledged by the name of a company or organisation, not that of a product. A number of different sponsorship packages are available.

#### Full sponsorship: £40,000

- A banner on the front page with the wording: 'This issue is sponsored by [name]' (or similar)
- The company logo on the front page
- A one-page advert

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- A half-page advertorial

#### Part sponsorship A: £20,000

- A one-page advert or advertorial
- The company name and logo on the front or back page

#### Sponsored page: £10,000 per page

- A banner across the bottom of a 1-page article or double page spread with the wording: 'This page/These pages sponsored by [name]' (or similar)
- The company/organisation name and logo acknowledged on the back page

## Online advertising rates and technical specifications

### Rates

£50 per month per banner advert for a guaranteed minimum of 1,000 impressions per month across the web site. A minimum booking of six months per advert is required.

### Web site visits: February 5th - March 7th 2011

Total	Europe	Americas	Asia	Africa	Oceania	(not set)
10,207	3,642	2,918	2,224	1,051	260	112

### Technical specifications

Size: 728 x 90 pixels

File type: Gif or Flash

Max file size: 16Kb

Deadline for receipt of advert: 5 working days before publication

### Flash specifications

- Max animation length is 15 seconds with up to 3 loops
- Alt text must be 'Brought to you by [Company Name]'
- Files to be supplied as Flash 5, 6 or 7
- Audio is only permitted if initiated and controlled by user via obvious buttons
- Backup gifs must be submitted together with original FLA files and fonts (if non-standard)

### Notes

- Adverts are accepted subject to the following conditions: testing; availability; editorial policy
- Adverts are positioned on web pages independently of editorial decisions on the contents of a journal issue
- Readers must immediately be able to tell what is advertising and what is editorial content
- Adverts cannot be inserted as text links

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