

RATES FOR ADVERTISING

ADVERTISEMENT	STARTING 1x per year	STARTING 4x per year 10% discount	STARTING 8x per year 25% discount
Blog message	€ 3.750,00	€ 13.500,00	€ 22.500,00
Leaderboard	€ 3.500,00	€ 12.600,00	€ 21.000,00
Halfway banner	€ 3.200,00	€ 11.520,00	€ 19.200,00
Footer banner	€ 2.950,00	€ 10.620,00	€ 17.700,00

TECHNICAL DETAILS AND SPECIFICATIONS

SPONSORED CONTENT IN E-NEWSLETTER

Blog message (text and image)	Max. 55 words total (incl. short title) Text: Word file Image: 1x, JPG, ratio 4:3 (width x height), ca. 165x124px, max. 50kB
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REFERRAL TO BJH PORTAL*

Blog message (text and image)	Max. 350 words total (incl. short title, refs in Vancouver style and legends) Text: Word file Image: 1x, JPG, ratio 4:3 (width x height), max. 2400x1800px, max. 500kB Table/figure: max. 1, JPG, max. 300 kB
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Vlog message (text and video)	Minimum HighDefinition 1080p .mp4 film, (1080p: 1920 x 1080) Length: max. 3,5 minutes The video is streamed in the website itself
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BANNERS


Leaderboard	900x90px, (width x height), JPG, max. 75kB
Halfway banner	700x90px, (width x height), JPG, max. 75kB
Footer banner	700x90px, (width x height), JPG, max. 75kB

- NO GIF files: efficacy depends on individual settings and cannot therefore be guaranteed.
- Mention url landing and / or action page: to which webpage / website should the message or banner refer *
- For product advertisements, a pdf of the abbreviated package leaflet text (SMPC) is required at 72dpi, without crop marks.
- When your banner has 2 hyperlinks, € 65 technical costs will be charged.
- Delivery by e-mail (max. 4 Mb): bjh-webmaster@ariez.com

Note: In case materials aren't submitted in agreement of these requirements, we cannot handle your materials or only against extra costs.

**Note: If url refers to a message on the BJH portal, additional placement costs will be charged. See Tariffs BJH portal.*

LEADERBOARD 900x90px (one advertisement)



PRACTICE GUIDELINES
PRACTICAL MANAGEMENT OF MULTIPLE MYELOMA: UPDATE 2020
 With the introduction of immunomodulatory drugs, proteasome inhibitors and anti-CD38 monoclonal antibodies, major improvements have been achieved in the treatment and outcome of multiple myeloma (MM). Based on an extensive review of the recent literature, we propose recommendations on myeloma management, to be used by haematologists as a reference for daily practice... [Read more](#)



PRACTICE GUIDELINES
VACCINATION POLICY IN ADULT PATIENTS WITH HEMATOLOGICAL MALIGNANCIES OR ASPLENIA WITHOUT STEM CELL TRANSPLANTATION
 Patients with hematological malignancies suffer from widely varying degrees of immunodeficiency, which leads to an increased susceptibility to a wide range of infections. This review provides clear recommendations regarding vaccinations in patients with hematological malignancies and asplenia... [Read more](#)

HALFWAY BANNER 700x90px (one advertisement)



SCIENCE
DEL17P WITHOUT TP53 MUTATION IS ALSO ASSOCIATED WITH POOR PROGNOSIS IN MULTIPLE MYELOMA
 Despite tremendous improvements in the outcome of patients with multiple myeloma (MM), high-risk patients have not benefited from the approval of novel drugs. The most important prognostic factor is the loss of parts of the short arm of chromosome 17, known as deletion 17p (del(17p)) in combination with a TP53 mutation. This study confirms the extremely poor outcome of patients displaying "double hit", but also that del(17p) alone is still a very high-risk feature... [Read more](#)



[Click here to see the index of BJH 7](#)

FOOTER BANNER 700x90px (one advertisement)

PUBLICATION SCHEDULE E-NEWSLETTER 2021

ISSUE	PUBLICATION DATE	CLOSING DATE ADVERTISEMENTS
No. 1	19 January 2021	05 January 2021
No. 2	16 February 2021	02 February 2021
No. 3	09 March 2021	23 February 2021
No. 4	23 March 2021	09 March 2021
No. 5	20 April 2021	06 April 2021
No. 6	11 May 2021	27 April 2021
No. 7	01 June 2021	18 May 2021
No. 8	15 June 2021	01 June 2021
No. 9	17 August 2021	03 August 2021
No. 10	07 September 2021	24 August 2021
No. 11	28 September 2020	14 September 2021
No. 12	12 October 2021	28 September 2021
No. 13	02 November 2021	19 October 2021
No. 14	16 November 2021	02 November 2021
No. 15	30 November 2021	16 November 2021
No. 16	14 December 2021	30 November 2021

CANCELLATION POLICY

Before closing date of an issue	25% of total costs
On or after the closing date of an issue	100% of total costs