

RATES FOR ADVERTISING

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

TECHNICAL DETAILS AND SPECIFICATIONS

SPONSORED CONTENT IN E-NEWSLETTER

Blog message (text and image) <i>when reader clicks 'read further', one lands on sponsor website where full text can be read.</i>	Max. 55 words total (incl. short title) Text: Word file Image: 1x, JPG, ratio 4:3 (width x height), ca. 165x124px, max. 50kB In the email Newsletter only the first 55 words can be seen of your blog text.
---	--

WHEN 'READ FURTHER' IN ENEWSLETTER REFERS TO FULL TEXT OF BLOG ON WWW.BJH.BE*

Blog message (text and image) <i>In the newsletter only the first 55 words are shown. When 'read further' is clicked, one is directed to the full text of blog on www.bjh.be. In that case extra monthly placement costs online are charged; see also Portal BJH tariffs 2022.</i>	Max. 350 words total (incl. short title, references 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
--	--

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
--------------------------------------	---

BANNERS

Leaderboard	bxh, 1360 x 138 px, minimum 150 PPI
Halfway banner	bxh, 1062 x 138 px, minimum 150 PPI
Footer banner	bxh, 1062 x 138 px, minimum 150 PPI

- 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 2022.

LEADERBOARD 1360 x 138 px (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](#)

sponsored



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 1062 x 138 px (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 1062 x 138 px (one advertisement)

PUBLICATION SCHEDULE E-NEWSLETTER 2022

ISSUE	PUBLICATION DATE	CLOSING DATE ADVERTISEMENTS
No. 1	18 January 2022	04 January 2022
No. 2	28 January 2022	14 January 2022
No. 3	15 February 2022	01 February 2022
No. 4	08 March 2022	22 February 2022
No. 5	22 March 2022	08 March 2022
No. 6	10 May 2022	26 April 2022
No. 7	31 May 2022	17 May 2022
No. 8	21 June 2022	07 June 2022
No. 9	16 August 2022	02 August 2022
No. 10	13 September 2022	30 August 2022
No. 11	27 September 2022	13 September 2022
No. 12	11 October 2022	27 September 2022
No. 13	01 November 2022	18 October 2022
No. 14	15 November 2022	01 November 2022
No. 15	29 November 2022	15 November 2022
No. 16	13 December 2022	29 November 2022

CANCELLATION POLICY

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