

Website tariffs - closed section for specialists

WWW.BJH.BE

LEADERBOARD			
	(Valid from January 1st, 2022 until December 31st, 2022)		
ADVERTISING OPTIONS (LEADERBOARDS IN CAROUSEL OF MAX. 3 SPONSORS)	PER MONTH	PER 3 MONTHS (incl. 10% discount)	PER 6 MONTHS (incl. 25% discount)
Leaderboard Homepage Hematologist	€ 1.750	€ 4.725	€ 7.875
Leaderboard Indexpage of last issue	€ 1.750	€ 4.725	€ 7.875
Leaderboard Browse all issues-page	€ 1.650	€ 4.455	€ 7.425
Midscreen minibanner on Advanced Search page (2 fixed positions available)	€ 1.700	€ 4.590	€ 7.650

LEADERBOARD			
ADVERTISING OPTIONS	PER MONTH	PER 3 MONTHS (incl. 10% discount)	PER 6 MONTHS (incl. 25% discount)
Above the section: Reviews Hematology or Guidelines or Hematocase or Pharmacotherapy or Reimbursement News	€ 1.650	€ 4.455	€ 7.425

MEDIUM RECTANGLE			
ADVERTISING OPTIONS	PER MONTH	PER 3 MONTHS (incl. 10% discount)	PER 6 MONTHS (incl. 25% discount)
Homepage Oncologist	€ 1.250	€ 3.375	€ 5.625
Index page of last issue	€ 1.250	€ 3.375	€ 5.625
Browse all issues-page	€ 1.250	€ 3.375	€ 5.625

SPONSORED CONTENT ON HOMEPAGE HEMATOLOGISTS			
CONTENT TYPE	PER MONTH	PER 3 MONTHS (incl. 10% discount)	PER 6 MONTHS (incl. 25% discount)
Sponsored Video or Podcast on Homepage Hematologists - section after log-on <i>Note: change of video/podcast/blog message 1x/month is possible (if desired): extra handling costs 500,-/change</i>	€ 3.750	n.a.	n.a.
Sponsored Video or Podcast on Homepage Hematologists - section after log-on <i>(all produced by Ariez, one interview of max.4 min. with 1 KOL: add + 1.250,- to placement costs)</i>	€ 3.750 + € 1.250	n.a.	n.a.
Sponsored Advertorial (blog) on Homepage Hematologists - after log-on	€ 3.750	n.a.	n.a.
Sponsored Advertorial (blog) on Homepage Hematologists - after log-on, Ariez develops text and layout <i>(Extra costs involved: + 950,- production costs - added to placement costs)</i>	€ 3.750 + € 950	n.a.	n.a.

Note: PR for a video/podcast/blog message can be made via print BJH issues or via BJH e-Newsletters

Extra costs for a 2 nd hyperlink on your banner	€ 85 per link	n.a.	n.a.
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ADVERTISING MATERIALS SPECIFICATIONS	
Leaderboard	1875 x 271 px (b x h) , minimum 150 PPI
Medium Rectangle	531 x 583 px (b x h), minimum 150 PPI
Skyscraper (2 Medium rectangles stacked vertically)	531 (b) x 1229 px (h), minimum 150 PPI
Horizontal banner screen broad on Homepage	2375 (b) x 246 px (h), minimum 150 PPI
Minibanner on Search results page	1125 (b) x 250 px (h), minimum 150 PPI
Sponsored Video after log-on	please deliver an mp4-file ready to use (maximum 4 minutes)
Sponsored Advertorial (blog) after log-on	please submit a text of max. 500 words + 1 picture fc, 3:2, max 300 PPI
Please submit materials to	bjh-webmaster@ariez.com

FULL SCREEN HORIZONTAL BANNER

2375 x 246 px



LEADERBOARD

1875 x 271 px



MINI-BANNER ON SEARCH RESULT PAGE

1125 x 250 px



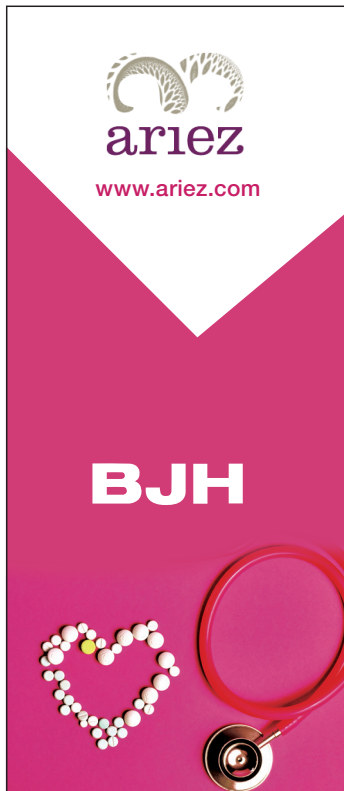
MEDIUM RECTANGLE

531 x 583 px



SKYSCRAPER

531 x 1229 px



531 x 1229 px

