BJA Education

Overview

BJA Education, formerly Continuing Education in Anaesthesia, Critical Care and Pain, is a joint venture of the British Journal of Anaesthesia and The Royal College of Anaesthetists in the UK. It is also the official journal of The Faculty of Pain Medicine, The College of Anaesthesiologists of Ireland, The Hong Kong College of Anaesthesiologists and the Faculty of Intensive Care Medicine.

Display Advertising

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v.vanhomrigh@elsevier.com

Derek Zakaib Canada
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Recruitment Advertising

Kenneth Naylor Global
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Global Print Circulation
Online Only

Avg. Global Monthly Visits
96,881

Avg. Global Monthly Unique Visitors
30,824

Avg. Global Monthly Page Views
47,626

Avg. Global eTOC Distribution
3,264

Affiliation
The Royal College of Anaesthetists, The Faculty of Pain Medicine, The College of Anaesthesiologists of Ireland, The Hong Kong College of Anaesthesiologists and the Faculty of Intensive Care Medicine.

Audience
Anaesthetists and anaesthesiologists
Digital Specs

Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 120 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

FORMATS: jpeg, png, gif, HTML5†, 3rd party tags

TRACKING PIXELS: Yes

MAX FILE SIZE: 200 KB

MAX ANIMATION (TIME/LOOPS): 15 seconds/3 loops

PRESTITIAL FREQUENCY: 1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).

eTOC Email

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</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

FORMATS: jpeg, png, gif (static image only)

TRACKING PIXELS: No

MAX FILE SIZE: 200 KB

AIP Email

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Animation and expandable banners unavailable.

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