**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.

Visit Website

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**Display Advertising**

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v.vanhomrigh@elsevier.com

Derek Zakaib **Canada**  
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derekjohnzakaib@gmail.com

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**Recruitment Advertising**

Kenneth Naylor **Global**  
212-633-3835  
k.naylor@elsevier.com

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**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.

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**Audience**

Anaesthetists and anaesthesiologists

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**Global Print Circulation**

Online Only  
96,881

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**Avg. Global Monthly Visits**  
30,824

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**Avg. Global Monthly Page Views**  
47,626

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**Avg. Global eTOC Distribution**  
3,264
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>Prestitiial*</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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<tbody>
<tr>
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</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
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**Formats**

- jpeg, png, gif, (static image only)

**Tracking Pixels**

- No

**Max File Size**

- 200 KB

MPU banners, positions 1, 2, 3, are stacked vertically Animation and expandable banners unavailable

**AIP Email**

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Animation and expandable banners unavailable

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