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.

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Avg. Global Monthly Unique Visitors
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Avg. Global eTOC Distribution
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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.

Audience
Anaesthetists and anaesthesiologists

Editor-in-Chief
Professor Jonathan Thompson, MD, FRCA, FFICM

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 300 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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<td>728 x 90</td>
</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

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

### AIP Email

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