

## Health Workforce Bulletin: tracking employment trends in healthcare

### Advertisement, sponsorship and marketing opportunities

#### Run-of-site options

- Banner ad: extra-size ad, run-of-site, for banner ads up to 600 x 100 pixels  
**Price: £250 per month, minimum 3 months**
- Spot-ads: we offer a limited number of positions for non-competing spot-ads (150 x 100 pixels) on every editorial page throughout the website  
**Price: £100 per month, minimum 3 months**

#### Right time, right place options

- Position your company's advertisement against only those editorial pages which are relevant to your product or service eg conferences, health and safety, good practice.  
**Price: £50 per month, minimum 3 months**

#### Guest editorial

We offer a limited number of opportunities for your own editorial content on the website branded with your logo and linking to your website. What works best is short, lively pieces such as 'Ten keys facts about...' or 'Six top tips...'  
**Price: 250 words cost £100, 500 words cost £200.**

Editorial content must be approved by the editor-in-chief.

#### Format

- All ads are hyperlinked to a specific page of the clients' preference
- Gif or jpg format; we do not accept 'Flash' advertising material
- Spot ads must be 150 x 100 pixels
- Maximum file size: 100kb
- Clickthrough reports are available on a monthly and month-to-date basis

#### Origination and artwork

If you do not have a suitable .gif or .jpg, we would be happy to produce an ad for you based on available components on their website for a flat fee of £75. We can also do animated gifs.

#### Marketing your publications

Our market reach and secure shopping cart facility offers you a valuable marketing route for your books and other publications.

- For hard copy publications, we can promote it with a clickthrough to your website  
**Price: £50 per month for inclusion on our books page and a further £100 if you opt for book of the month spot ad.**
- For downloadable publications, using our marketing pages and shopping cart facility.  
**Price: Commission based - 25% to 40% of the cover price depending on the product.**

#### Packages and series booking

Let us work with you to put a package together. Call Lauren Crawford on 020 8334 4500.