ADVERTISING RATES & SPECIFICATIONS - 2027



EDITOR-IN-CHIEF: Professor Bhaskar Somani, University Hospital Southampton NHS Foundation Trust, Southampton, UK

DESCRIPTION: The Journal of Clinical Urology, an official publication of the British Association of Urological Surgeons (BAUS) is a clinically orientated journal of urology with an emphasis on papers originating from UK-based practice. To reflect recent major changes in the field of urology, in particular the increasing importance of non-surgical management, considerable input is expected from medical urology as well as from the more surgically focused aspects of the specialty.

The journal covers the whole scope of urology in five sections to align it with the BAUS specialist sections: oncology, endourology, female neurological and urodynamic urology, andrology and genito-urethral surgery and academic/basic science. It published high-quality original research, commissioned reviews, comment articles and relevant case reports, with the overall aim of being readable, educational and relevant.

AFFILIATION: Britsh Association of Urological Surgeons (BAUS)

READERSHIP PROFILE: Consultant and trainee urologists, specialists in fields allied to urology, including uro-radiology, uro-oncology, genito-urinary medicine and nursing.

IMPACT FACTOR: 1.1

RANKING: Urology & Nephrology 105 out of 134

FREQUENCY: 6

CIRCULATION: 2,800 (BAUS MEMBERS)

AVERAGE MONTHLY IMPRESSIONS: 11,320

AVERAGE MONTHLY PAGEVIEWS: 3,883

This title is available online and as a digital edition.

DIGITAL EDITION RATES

COLOR	USD	EURO	GBP
• FULL PAGE IN PRELIMS BEFORE FIRST ARTICLE	$2,857	€2,637	£2,197
• COVER TIP - 550 X 480 PIXELS*	$3,857	€3,560	£2,966
• TOP BANNER - 468 X 60 PIXELS*	$4,475	€4,131	£3,442
• SKYSCRAPER - 160 X 600 PIXELS*	$4,284	€3,953	£3,295

*Inclusive of FULL PAGE in Prelims

MECHANICAL REQUIREMENTS FOR PAGE ADVERTISEMENTS

FULL PAGE	
• FULL PAGE, BLEED	286MM (H) X 216MM (W)
• FULL PAGE, TRIM SIZE	280MM (H) X 210MM (W)
• FULL PAGE, TYPE AREA	250MM (H) X 180MM (W)

HALF PAGE	
HORIZONTAL, TYPE AREA	120MM (H) X 180MM (W)
HORIZONTAL, TRIM AREA	140MM (H) X 210MM (W)
VERTICAL, TYPE AREA	250MM (H) X 85MM (W)
VERTICAL, TRIM AREA	280MM (H) X 105MM (W)

• BANNER ADVERTISING REQUIREMENTS
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Geo-targeting is available (higher CPMs apply).
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- Video is accepted (higher CPMs may apply).

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• A high-resolution press-ready PDF is required for all electronic ad submissions.

• All fonts must be embedded.

• Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images.

SCHEDULE

CLOSING DATES FOR DIGITAL ADVERTISING

ISSUE MONTH	SPACE RESERVATIONS	COPY DEADLINE
JANUARY	17 NOVEMBER 2026	23 NOVEMBER 2026
MARCH	19 JANUARY 2027	25 JANUARY 2027
MAY	25 MARCH 2027	31 MARCH 2027
JULY	21 MAY 2027	27 MAY 2027
SEPTEMBER	22 JULY 2027	28 JULY 2027
NOVEMBER	23 SEPTEMBER 2027	29 SEPTEMBER 2027

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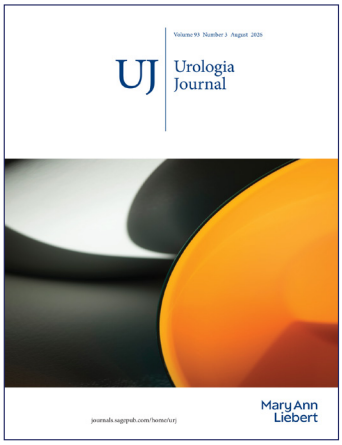

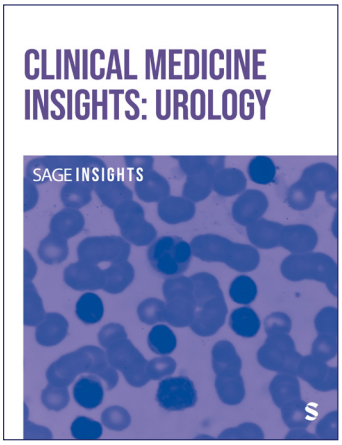

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STANDARD Minimum of 10,000 impressions per month	**CPM/Cost Per Thousand**
STANDARD BANNERS	**£70**
GEOTARGETED BANNERS	**£80**
EXPANDABLE	**£90**
STICKY BANNERS	**£100**
PERSISTENT FOOTER	**£100**

BANNER ADVERTISING REQUIREMENTS

- Standard banner positions include:
  728 x 90 px; 160 x 600 px; 300 x 250 px; 300 x 600 px
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

• ARTWORK DELIVERY
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All prices are gross CPM unless otherwise noted. Minimums may apply.
Monthly Sponsorships Available. Contact Your Sales Representative For Pricing.

HIGH IMPACT ADVERTISING

INTERSTITIAL BANNERS	300 X 250 px - 700 X 700 px	**MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
eARTICLE ADVERTISING		
DYNAMIC SUPER LEADERBOARD	Recommended size is 1237 x 250. Smaller banner sizes can be accepted but will not display optimally.	**MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
FULL PAGE PDF	1237 X 1631 px	**MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**

CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the **Urology channel,** maximizing exposure to your targeted audience.
Take advantage of discounted CPMs for a high-volume purchase.

eBLASTS

Email Alerts	728 X 90 px	**CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
Sponsored Emails	Custom HTML	**CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**

CONTEXTUAL ADVERTISING

Deliver ads to the most relevant audience using advanced AI and keyword targeting, ensuring seamless placement on pages that match your chosen keywords.
Contact your sales representative for pricing.

WEBINARS

Engage and convert qualified audiences through custom educational webinars, delivering expert-led content and interactive experiences that inspire action and generate valuable leads.

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Reach and educate your target audience with custom eBooks, delivering insightful content that highlights your expertise, strengthens brand awareness, and drives lead generation.

RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

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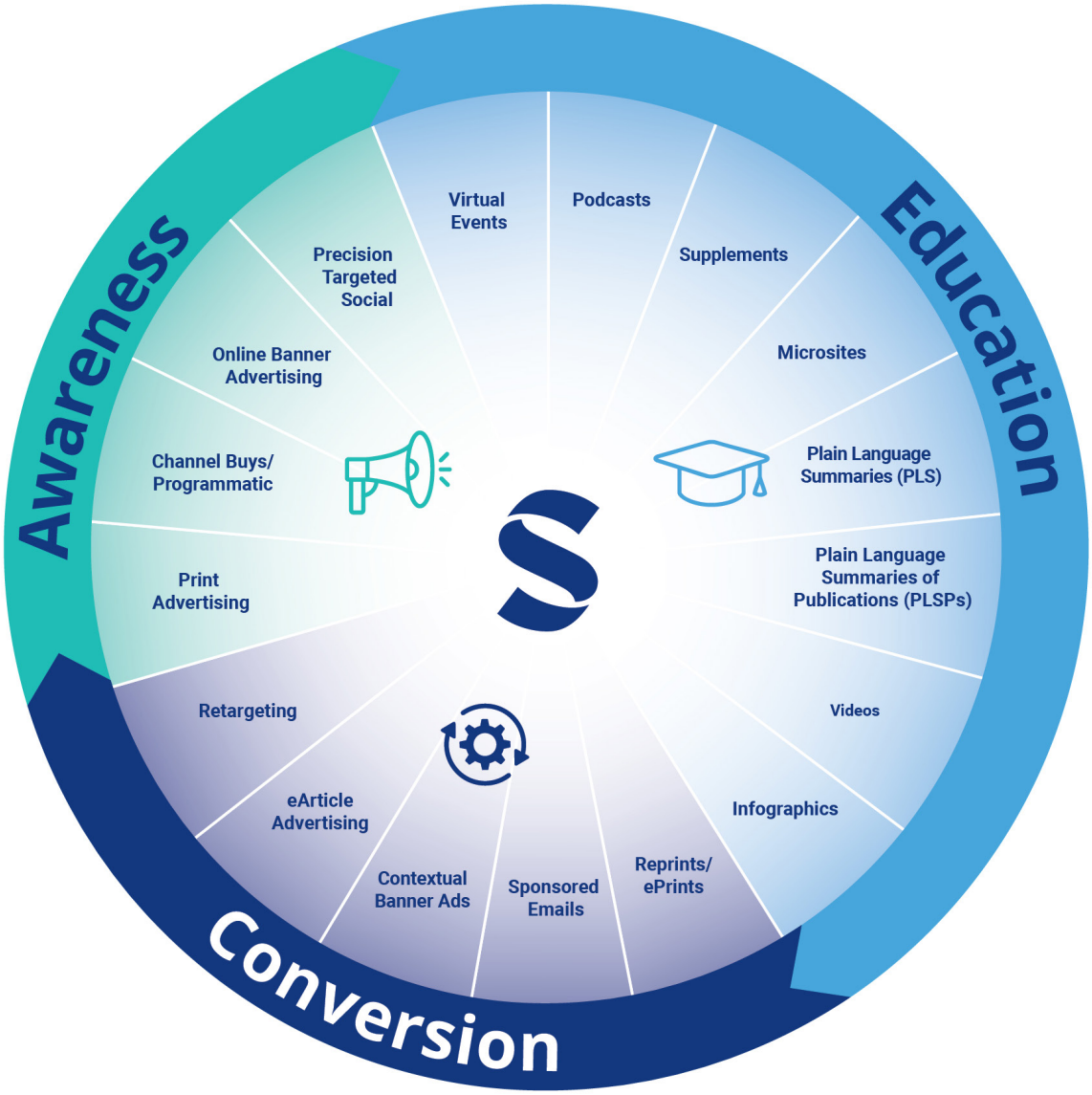

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