

Advertising with the British Neuroscience Association

Advertising rates and marketing value of the BNA Bulletin

Marketing potential

The BNA Bulletin is unique. It is the only national publication targeting the UK's neuroscience community, reaching an audience who command significant purchasing power over a range of products. Combining the latest updates in research from the UK neuroscience community with news and views, the Bulletin is respected and valued by its readers. Advertising with the Bulletin therefore represents a highly effective way to contact an important and hard to reach customer base.

Market reach

Overall reach	3,000 members + 39 local groups in academic institutions throughout the UK and Ireland
Membership Numbers	>3,000 members ~25% Student Members
Geographical reach	Majority of BNA members are based in the UK and Ireland. International membership continues to grow year on year.
Further readership	The Bulletin is used extensively by the BNA for marketing and promotion purposes <i>e.g.</i> via national and international scientific meetings and distribution to funding bodies such as the MRC, reaching significant numbers of people in the USA and European countries.
Online presence	Full open access to .pdfs via the BNA website (www.bna.org.uk).
Citations	The Bulletin has an allocated ISSN number making items fully citable.

Market penetration

Members are academics, researchers and clinicians. Students and early-career scientists are an active and significant component of membership. Readers are employees in industrial, educational, clinical and academic research institutions. The Bulletin (PDF) is sent to members, affiliates, Local Group Representatives, advertisers, collaborators and funding bodies.

Return on investment

Value of association	The BNA is a highly respected learned society, with a unique place in the professional neuroscience community.
Philanthropic opportunity	BNA is one of the world's leading charitable organisations devoted to increasing the understanding and treatment of neurological and psychiatric disorders, both advancing scientific knowledge and relieving suffering worldwide.

Value for money

Advertising with the Bulletin offers an excellent return on investment:

Advertisement rates

	Full colour			
	Outside	Inside		Internal
	Back	Front	Back	
A4 full page (210x297mm trim) [1]	<i>Booked</i>	£955	£845	£795
1/2 page: (210x148mm trim) [2]	N/A	N/A	£505	£470
1/4 page: (105x148mm)	N/A	N/A	N/A	£280

The sizing for the advertisements allows for full bleed ads, with the bleed to be set at 3mm bleed and with crop marks. Artwork to be supplied as high-resolution pdfs or jpgs (minimum 300 dpi)

Discounts

Discounts will be applied for adverts placed in two or more consecutive issues.

EXTRA Benefit for advertisers taking full or half page adverts.

[1] Three months FREE online banner advert on the BNA's website (www.bna.org.uk) (artwork to be supplied)*

[2] One month FREE online banner advert on the BNA's website (www.bna.org.uk) (artwork to be supplied)*

*See information about online banner advertising below.

Advertising packages and special offers

Reduced rates are available for repeat advertisers or packages combining different formats and repeats. Please contact us to ask about different ways you can exploit the marketing potential of BNA.

At present, the BNA is unable to rent out its mailing list.

The BNA has final approval of all inserts, text and artwork.

BNA bulletin submission guidelines

Dates

<u>Edition</u>	<u>Booking deadline</u>	<u>Artwork copy dates</u>	<u>Publication Date</u>
<u>Spring</u>	12 th February 2023	19 th February 2023	April 2023
<u>Summer</u>	21 st May 2023	4 th June 2023	July 2023
<u>Autumn/Winter</u>	8 th October 2023	22 nd October 2023	December 2023

Advertisement specifications

Formats	Artwork to be supplied as high-resolution pdfs or jpgs
Minimum resolution	300 dpi
Submission	Up to 1.5 MB: by email attachment to office@bna.org.uk . Over 1.5 MB: either posted (on disk or memory stick) or uploaded to server (please email office@bna.org.uk to arrange temporary server space with an associated URL address).
Listings	Please email details to office@bna.org.uk

Online advertising with the British Neuroscience Association

Website

The BNA website has seen a significant increase in unique hits, page loads and returning visitors since 2010 with over 10,000 unique visits per month and over 150,000 per year (based on 2022).

These figures are likely to increase with the implementation of a system allowing BNA members to create an online account enabling them to log in and amend details as well as posting jobs and events.

BNA have recently launched a Facebook page and Twitter account, both of which drive traffic to the site along with monthly e-bulletins and a news column which is updated regularly.

Web banner advertising

The BNA are offering a single size advert that will appear on the left-hand side of all subsidiary pages of the BNA site.

The banner will appear in rotation with other advertisers. The amount of banners in rotation will be capped to gain maximum exposure for each advertiser.

The advertisement will appear for six seconds before rotating and the adverts are loaded randomly to begin the rotation process.

Web advertisements will click through to a nominated hyperlink. Please provide the URL when submitted banner artwork.

Market penetration

The BNA is a highly respected and learned society, with a unique place in the professional neuroscience community.

Members are academics, researchers, teachers and clinicians. Student and early-career scientists are a significant component of the BNA membership.

Benefits

- Cost-effective advertising with the potential to reach thousands as the BNA website grows in popularity.
- Create a targeted advertising banner specific to an event, product, promotion or campaign.
- Targeted audience; the BNA is a learned society with over 3,000 members and increasing daily.
- Speed and efficiency: the banner will go live on the website instantly and can be changed monthly to correspond with changing product/campaign focus.
- Stretches advertising budget: web banners are simple to design compared to print adverts which can be timely and require specialist graphic designers.
- Generates highly qualified sales leads that will be redirected to a nominated landing page.
- Ability to measure results – landing page can be used to measure amount of click-throughs from BNA site (this is the responsibility of the advertiser, the BNA cannot provide any statistics).
- Prominently positioned to establish company brand, name and logo which are visible throughout all pages of the website.
- Easy click-through hyperlink process which can be changed at any time.
- Flat rate fee.

Advertisement rates

£50.00 PCM.

Discounts/special rates

- 6 months for the price of 5 (£250).
- One month free banner advertising with half page advert in the BNA Bulletin.
- Three months free banner advertising with full page advert in the BNA Bulletin.

Details

Adverts should be supplied to the BNA Office (office@bna.org.uk) as a non-animated .png file of 232 pixels wide x 120 pixels high.

Web advertisements should consist of:

- Company name
- Logo
- Website
- Slogan

Examples



For further information contact:

BNA Office
office@bna.org.uk

Address for correspondence:

British Neuroscience Association
Dorothy Hodgkin Building
Whiston Street
Bristol
BS1 3NY