



### Column & Cord:

- A new journal including abstracts and coverage from the BASS and BritSpine meetings
- Available in print (annually) and online
- Discussing the study and surgical treatment of spinal disease and disorders

#### Print specifications

Position	Specifications
Full page	Trim (finished size): 210mm w x 297mm h Bleed (+3mm): 216mm w x 303mm h Live area (-15mm all sides): 180mm w x 267mm h
Outside back cover	Trim (finished size): 210mm w x 297mm h Bleed (+3mm): 216mm w x 303mm h Live area (-15mm all sides): 180mm w x 267mm h
Inside back cover	Live area (-15mm all sides): 180mm w x 267mm h

#### Online specifications

Position	Specifications
	- Please send all artworks in RGB colour and 72 dpi - Please also provide the link/url with the artwork - Accepted file format: GIF, GIF animated, JPG, PNG
MPU	300 w x 250 h pixels
Leaderboard	728 w x 90 h pixels
Half banner	300 w x 100 h pixels

#### Print advertising rates

Advert	Cost
Standard full page (full colour)	£1,500
<b>Premium positions (full pages):</b>	
Page 3	£1,800
Page 5	£1,700
Inside back cover	£1,850
Outside back cover	£2,025

#### Online advertising rates

Advert	1 month
MPU 1 + half banner A	£850
Leaderboard + half banner A	£600
MPU 2 + half banner B	£450