

Media Pack

About the journal:

Diabetic Hypoglycaemia (ISSN 1757-2428) is a new online open-access journal specialising in the field of diabetic hypoglycaemia. The journal is published 3 times per year and is circulated to a global audience of healthcare professionals.

2009 publishing schedule:

Volume; Issue no	Publication date	Deadline for space reservation	Deadline for artwork submission
Volume 2; Issue 4	June 2009	30 April 2009	15 May 2009
Volume 2; Issue 5	September 2009	31 July 2009	14 August 2009
Volume 2; Issue 6	December 2009	30 October 2009	13 November 2009

Banner ad positions:

The screenshot shows the website interface with two red-bordered boxes indicating banner ad positions:

- Position 2 (horizontal):** A horizontal banner area on the left side of the main content area, containing the text "Read the Feature Article:" and a red-bordered box with the text "Position 2 (horizontal)".
- Position 1 (vertical):** A vertical banner area on the right side of the main content area, containing the PumpkinPip.com logo and the text "3rd Party", "Sample", and "Advert 2".

Online advertising costs:

UK Pounds (£)

Duration	Type of banner ad			
	Position 1 (vertical)		Position 2 (horizontal)	
	No animation	Animation	No animation	Animation
1 month	400	500	450	550
3 months	960	1200	1100	1350
6 months	1680	2100	1900	2300
12 months	2860	3570	3200	3950

US dollars (\$)

Duration	Type of banner ad			
	Position 1 (vertical)		Position 2 (horizontal)	
	No animation	Animation	No animation	Animation
1 month	560	700	630	770
3 months	1350	1680	1520	1850
6 months	2350	2940	2650	3250
12 months	4000	5000	4500	5500

Artwork requirements:

We can accept both gif and jpeg banners, including animated gifs. Animation must be a maximum of 3 screens and a minimum of 5 seconds between each screen change.

For interactive banners please supply the required link in the form of a webpage URL.

Banner Sizes:

- 190 x 281 pixel vertical banner
- 377 x 170 pixel horizontal banner

Maximum file size = 30kB

Publisher approval will be required on all banner ads.

Cancellations:

The publisher must be notified of any cancellations or changes to the original order by the artwork or publication deadline provided, otherwise amendments/withdrawal of the advert cannot be guaranteed and the full invoice amount may be charged, at the discretion of the publisher.

If amendments to the banner advert are required during the course of the pre-paid publication duration, a fee will be applied for any changes made. This will depend on the changes required by the advertiser.

Publisher:

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