

Advertising rate card

RATES AND SPECIFICATIONS

Advertising and sponsorship rates

DIGITAL ADVERTISING *The Microbiologist*

	PER 1,000 IMPRESSIONS
HPU	£25
MPU	£21
Masthead leaderboard	£26
E-newsletter banner	£29

SPONSORED CONTENT *The Microbiologist*

News update / info – cost per word	50p
Related image (image size tbd)	£50
Directory Profile	£100

PRINT ADVERTISING *The Microbiologist*

Quarter page	£550
Half page	£850
Full page	£1,300
Double-page spread	£2,000

AMI JOBS BOARD

	STANDARD PRICE
Academic	£50
Standard	£259
Premium	£599

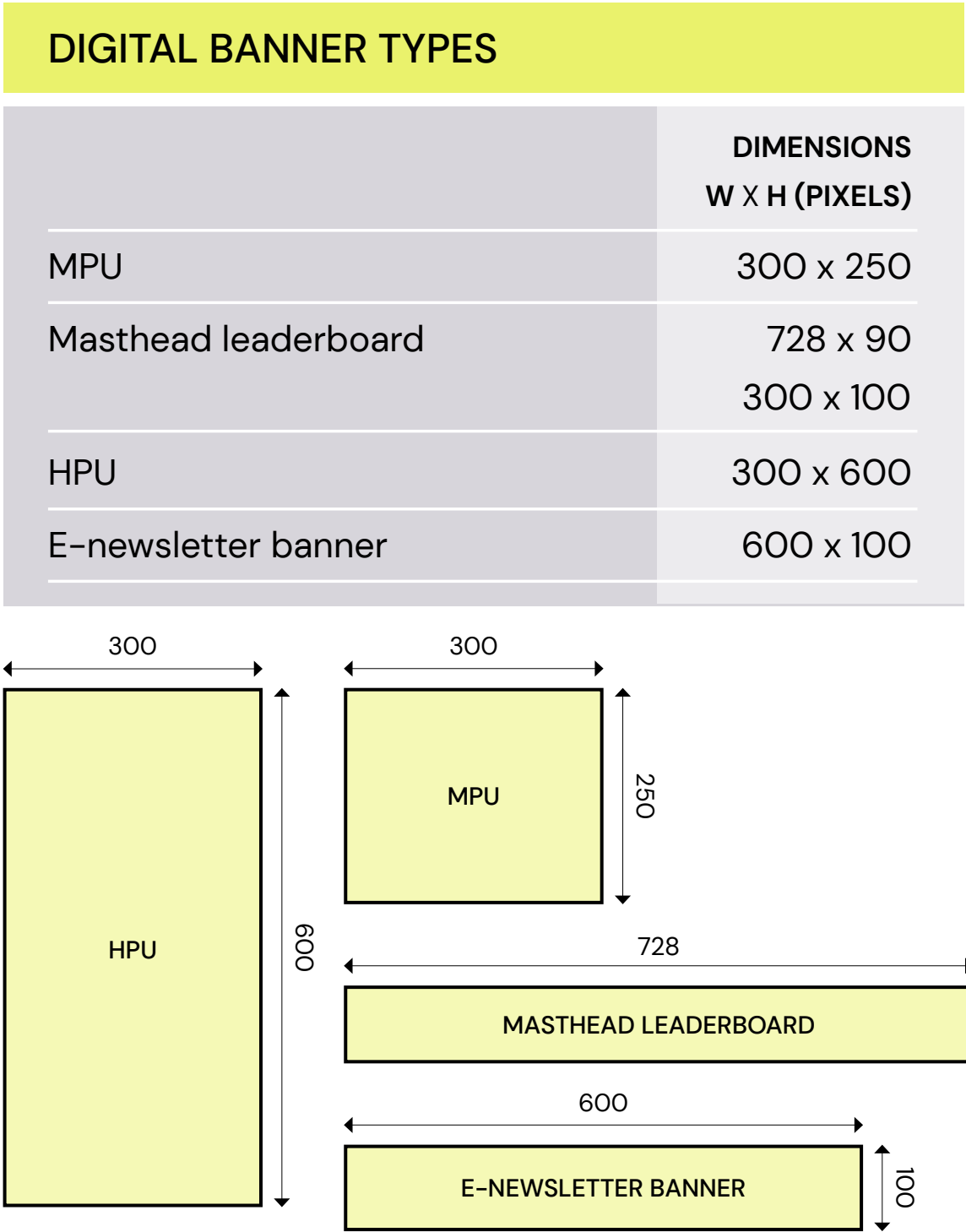
AMI SPONSORSHIP OPPORTUNITIES

Webinar sponsorship	£8,000
Single roundtable sponsorship	£8,000
Joint roundtable sponsorship (each)	£4,500
Whitepaper upload	£2,200
Award sponsorship*	£6,000 min

* entire amount awarded as a non-restricted grant to prize recipient educational

Digital and print advertising specifications

- AMI reserves the right of final approval on all creative assets and any advertisement felt to have a detrimental impact on a user's experience will not be accepted.
- Please supply URL link destination for your banner which must link to an active page.
- Advertising controls show a banner to users once every eight hours
- Please supply advertisements for digital as JPG or GIF files no larger than 200kb
- Please supply advertisements for print as PDF files with all fonts and graphics (CMYK) embedded and 300dpi
- Please send ad materials to **advertising@appliedmicrobiology.org**



PRINT ADVERTISING	
	DIMENSIONS W X H (MM)
Double page spread inset	
Trim	390 x 267
Full page inset	
Trim	180 x 267
Half page inset (landscape)	
Trim	180 x 131
Half page inset (portrait)	
Trim	88 x 267
Quarter page inset	
Trim	88 x 131

Contact us

Josie Harris

Business Development Manager

josie@appliedmicrobiology.org

+44 (0)20 3880 2881

Robert Millar

Senior Marketing and Digital Content Officer

robert@appliedmicrobiology.org

+44 (0)20 3880 2881

Paul Sainsbury

Director of Communications & Business Development

paul@appliedmicrobiology.org

+44 (0)20 3880 2881

**Applied
Microbiology
International**

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www.the-microbiologist.com

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the**microbiologist**