

ADVERTISING RATES & SPECIFICATIONS - 2026



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: British 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: 0.5	RANKING: Urology & Nephrology 120 out of 133	FREQUENCY: 6	CIRCULATION: 2,800 (BAUS MEMBERS)	AVERAGE MONTHLY IMPRESSIONS: 32,168	AVERAGE MONTHLY PAGEVIEWS: 4,002
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This title is available online and as a digital edition.

DIGITAL EDITION RATES

COLOR	USD	EURO	GBP
• FULL PAGE IN PRELIMS BEFORE FIRST ARTICLE	\$2,721	€2,511	£2,092
• COVER TIP - 550 X 480 PIXELS*	\$3,673	€3,390	£2,825
• TOP BANNER - 468 X 60 PIXELS*	\$4,262	€3,934	£3,278
• SKYSCRAPER - 160 X 600 PIXELS*	\$4,080	€3,765	£3,138

*Inclusive of FULL PAGE in Prelims

MECHANICAL REQUIREMENTS FOR PAGE ADVERTISEMENTS

FULL PAGE		HALF PAGE	
• FULL PAGE, BLEED	286MM (H) X 216MM (W)	HORIZONTAL, TYPE AREA	120MM (H) X 180MM (W)
• FULL PAGE, TRIM SIZE	280MM (H) X 210MM (W)	HORIZONTAL, TRIM AREA	140MM (H) X 210MM (W)
• FULL PAGE, TYPE AREA	250MM (H) X 180MM (W)	VERTICAL, TYPE AREA	250MM (H) X 85MM (W)
		VERTICAL, TRIM AREA	280MM (H) X 105MM (W)

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- **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	19 NOVEMBER 2025	24 NOVEMBER 2025
MARCH	21 JANUARY 2026	26 JANUARY 2026
MAY	27 MARCH 2026	31 MARCH 2026
JULY	22 MAY 2026	29 MAY 2026
SEPTEMBER	24 JULY 2026	28 JULY 2026
NOVEMBER	25 SEPTEMBER 2026	29 SEPTEMBER 2026

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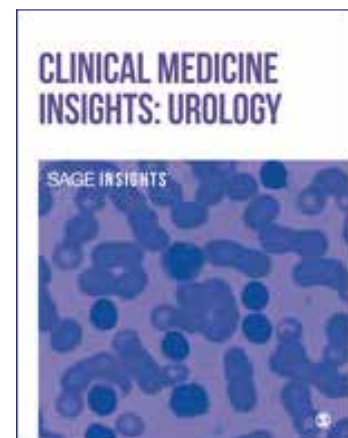
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STANDARD Minimum of 10,000 impressions per month	CPM/Cost Per Thousand
STANDARD BANNERS	£65
GEOTARGETED BANNERS	£75
STICKY BANNERS	£96
EXPANDABLE	£85

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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INTERSTITIAL BANNERS	300 X 250 px - 700 X 700 px	MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING
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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

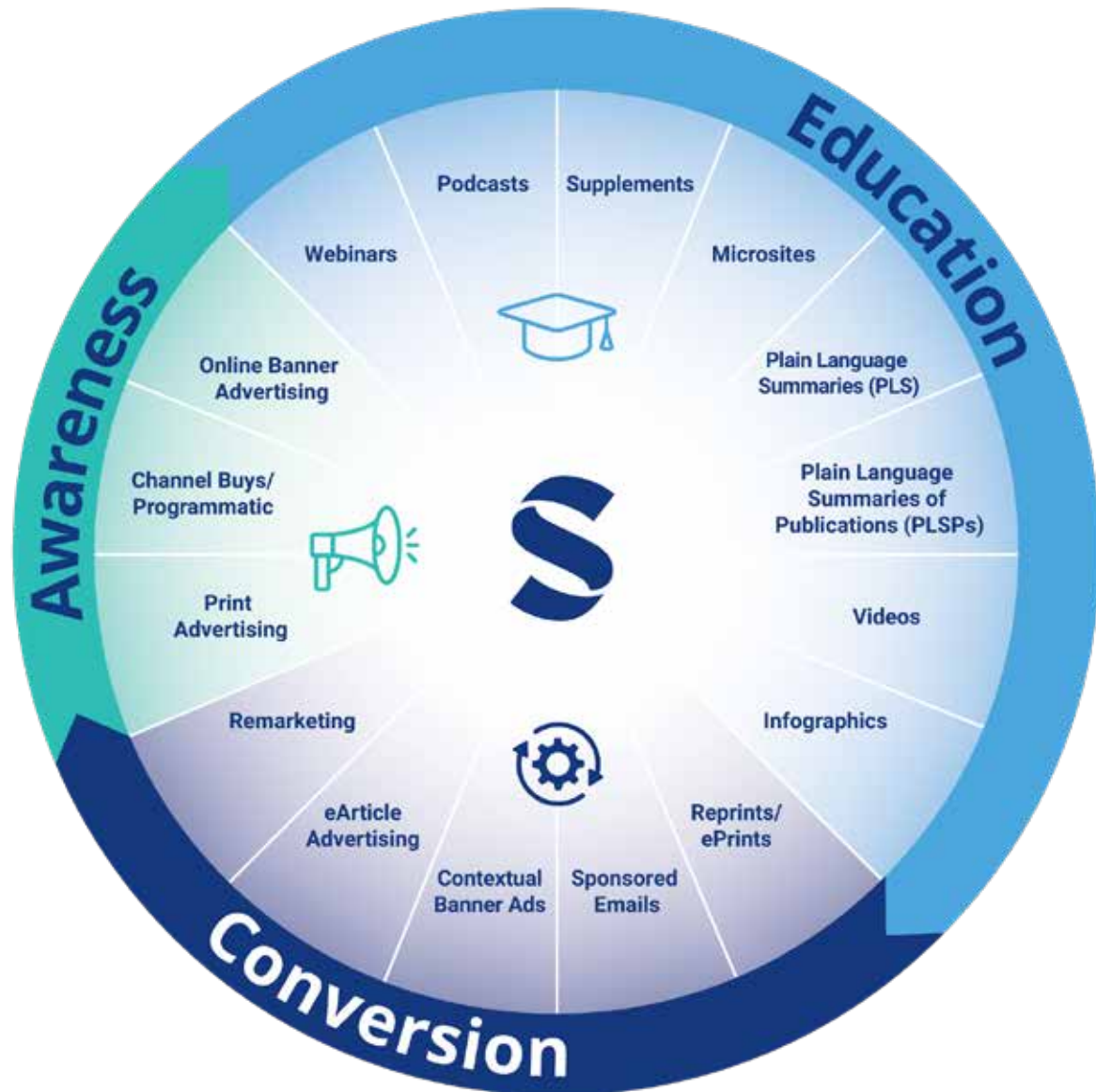
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Deliver ads to the most relevant audience using advanced AI and keyword targeting, ensuring seamless placement on pages that match your chosen keywords. Contact your sales representative for pricing.

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