

Advertising Rates & Data Card

The Operating Theatre Journal ISSN 1747-728X

Published monthly, **The Operating Theatre Journal** (OTJ) is distributed free of charge to every Hospital Operating Theatre in the UK, both to the NHS and Private Sectors.

OTJ has proved to be extremely popular within the profession and is read and acknowledged by theatre staff, not only nationally but also internationally.

Our popular pages can be perused in training schools and their libraries, anaesthetic rooms, Sister's office, store rooms, staff member's own homes, but most often can be found dominating pride of place and read by all, in the staff recreation room!

With a wide readership comprising of Operating Department Practitioners, Theatre, Anaesthetic and Recovery Room Nurses, Theatre, Business, Directorate and Recruitment Managers are known to regularly peruse our informative pages.

OTJ is also available upon payment of a nominal subscription to Medical Company Directors and Representatives. Topics regularly covered include: General Medical News, New Product Releases and Equipment Evaluations, Educational Articles and Case Studies. Also featured are Educational Courses, Conferences and Study Days.

OTJ remains an influential media for the Medical Companies who regularly promote their products through our pages with direct product advertising.

OperatingTheatreJobs.com features in most editions with a plethora of employment vacancies from the Medical and Recruitment Agencies to the latest openings in Operating Theatre Practice. Our readers are regularly updated on surgical and anaesthetic techniques.

Whilst OTJ does not produce a features list, if you have an idea or theme or a product to promote, let our up to the minute pages adapt to your requirements and be the first to put your message across!

No artwork! No problem! Allow our production department the opportunity to provide you with a quote! And with OTJ's Competitive Rates there is nothing to stop your promotion being the next to feature in The Operating Theatre Journal!

Lawrand Limited publishes the Operating Theatre Journal (OTJ) on a monthly basis. Copy must arrive by mid-day on the 25th day of the month for Colour advertisements and on the 29th day of the month for Mono advertisements.

Please find inside, prices and sizes of Full Page, Half Page, and Quarter Page Recruitment Advertisements as well as combination or solo advertisements appearing on **OperatingTheatreJobs.com**

All prices quoted are accurate at the time of going to print and represent a choice of artwork printed in Black or Full Colour. Prices quoted exclude VAT at the current uk rate.

Artwork services are available if required and charged extra.

For any further information or to book your advertising space please contact us on:

Tel: +44 (0) 2921 680068 or

Email: admin@lawrand.com

THE Operating Theatre Journal

Available in Print and Worldwide via the Internet

www.otjonline.com

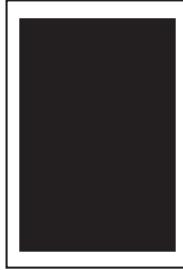
To place an advertisement in The Operating Theatre Journal, the following rates apply.

FULL PAGE:

Full Page Size 276mm X 197mm

Mono:

£570.00 for one issue.
£525.00 per issue, for six issues.
£485.00 per issue, for twelve issues.



Full Colour:

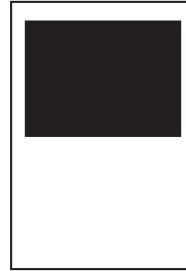
£675.00 for one issue.
£650.00 per issue, for four issues.
£615.00 per issue, for six issues.
£580.00 per issue, for twelve issues.

HALF PAGE:

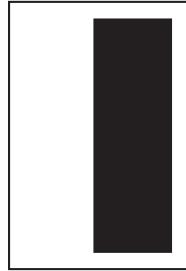
Half Page Size 135mm X 197mm or 276mm X 95mm

Mono:

£395.00 for one issue.
£370.00 per issue, for six issues.
£345.00 per issue, for twelve issues.

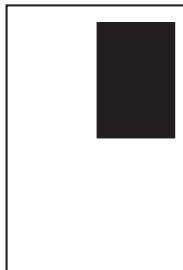


or



Full Colour:

£515.00 for one issue.
£485.00 per issue, for four issues.
£455.00 per issue, for six issues.
£435.00 per issue, for twelve issues.



QUARTER PAGE:

Quarter Page Size 135mm X 95mm

Mono:

£255.00 for one issue.
£245.00 per issue, for six issues.
£235.00 per issue, for twelve issues.



Full Colour:

£415.00 for one issue.
£385.00 per issue, for four issues.
£360.00 per issue, for six issues.
£350.00 per issue, for twelve issues.

EIGHTH PAGE:

Eighth Page Size 135mm X 45mm

Mono:

£230.00 for one issue.
£225.00 per issue, for six issues.
£215.00 per issue, for twelve issues.

Full Colour:

£320.00 for one issue.
£300.00 per issue, for four issues.
£285.00 per issue, for six issues.
£255.00 per issue, for twelve issues.

SPECIAL POSITIONS

We will always endeavour to honour specific requests, however the following rates apply for requests for the following pages:

Inside Front Cover Add 15%
Inside Back Cover Add 20%

Double Page Spread - Please ask for details.

FRONT PAGE EDITORIAL

£900 per issue.
Includes reproduction of logo, maximum two images, artwork and proof. Area available (beneath mast-head) 197mm x 230mm

SPOT COLOUR:

Per Colour £50.00 plus advertisement fee.

**COLOUR SEPARATION CHARGE /
INCLUSION OF PHOTOGRAPHS:**

OTJ will reproduce a good quality photograph or scan and incorporate it within your article:

1 Image	£99.00
2 Images	£185.00
3 Images	£270.00

WORDAGE

Commercial Press Releases should contain a maximum of 350 words. Additional text is possible at a rate of:

Per Additional 200 words	£70.00
Per Additional 450 words	£110.00

INCLUSION OF YOUR LOGO:

To head, emphasise or enhance article:
(Process match) £99.00

COURSE / SEMINAR PROMOTION:

Boxed - Standard Charge £230.00

LOOSE LEAF INSERTS:

Replied Paid Postcard	£650.00
Single Sheet (A4)	£950.00
Brochures, etc.	£ POA

Plus £45.00 per 1,000 P&P

PRESS RELEASES:

OTJ accepts **General Press Releases** for inclusion within its pages at the Editors discretion.

OTJ accepts **Commercial Press Releases** within its pages at the Editors discretion - subject to colour separation and wordage fees as illustrated above. Press Releases should be posted / e-mailed for the attention of the Editor. Faxed material will not be accepted for publication. If forwarded as an e-mail or attachment, files must be less than 10MB.

WEBSITE ADVERTISING

Website advertising is available in either banner or button format.

Please ask for details.

AGENCY COMMISSION

Usual commission rate applies to general advertisement rates only and where payment terms are met.

DISCOUNTED ADVERTISING PACKAGES

We are always prepared to discuss a discounted advertising package.

This however will be subject to advance payment of the negotiated fee.

TECHNICAL INFORMATION

Where facilities allow, it is preferred that advertisements be supplied as 'High Resolution Print Quality PDF' files. All fonts should be 'embedded' or supplied.

File formats accepted: High Resolution Print Quality PDF, with all fonts embedded, Adobe InDesign, PageMaker, Illustrator or Photoshop.

The files may be forwarded as an e-mail attachment, file size must be less than 10MB or alternatively, please supply Digital Media on DVD, CD ROM disk, SD card or USB stick.

Image files must have a minimum resolution of at least 600dpi with cmyk'ed "jpeg" or "tiff" files preferred.

We also accept documents for art working presented in Microsoft Word or "rtf" files, however all accompanying images must be supplied separately as jpeg or tiff files as specified above. A quotation will be given on sight of materials.

Artwork services are available and charged as extra -Please ask for a quote !

PROOFS We are always pleased to supply a proof of your advertisement, where time allows. However these are intended as a visual aid and apart from accidental errors or omissions on our part, which we will gladly correct at our own expense, subsequent new instructions, alterations or amendments are chargeable to the client...

GENERAL CONDITIONS TO ADVERTISERS PLACING ADVERTS IN "OTJ"

(A copy of the full Advertising Terms and Conditions for OTJ are available upon request from the Editor).

All advertisements must comply with the British Code of Advertising Practice. In publishing The Operating Theatre Journal and OperatingTheatreJobs.com, Lawrand Limited accepts advertisements only on the condition that the advertiser warrants that the advertisement does not contravene the provisions of the Trade Descriptions Act of 1968, nor the Sex Discriminations Act. All advertisements are accepted subject to the approval of The Operating Theatre Journal, who reserve the right to withdraw, refuse, amend or otherwise deal with adverts submitted to them at their absolute discretion and without explanation.

PURCHASE ORDER Advertisers must forward to Lawrand Ltd Client Accounts a Purchase Order detailing their full requirements, to be received at least 14 days prior to copy deadline.

30 DAY ACCOUNT Advertisers are reminded that the terms of payment are Strictly 30 days from date of invoice. All website advertisements must be paid for in advance of the advertisement going live. Advertisers accept these payment rules and terms & Conditions contained therein by placing a purchase order or returning our standard fax-back booking form for services within OTJ, and agree to pay subsequent late or additional administrative charges if this payment period is not met or our terms are exceeded. Discounts are only appropriate to accounts settled on time and will be withdrawn immediately if payment terms are compromised. Lawrand Ltd reserves the right to levy late charges if this Payment period is not met.

CANCELLATION OF ADVERTISEMENTS Cancellations can only be accepted in writing. This notification **must** be received at least 21 days for Mono & 28 days for Colour, prior to the copy deadline. Clients must note that cancellation of a series booking will result in any series discount being reclaimed. Failure to comply with these booking conditions will result in the full fee being charged.

To book your Advertisement or for further Information please contact:

Mr Lawrence Evans, Editor & Advertising Manager.

Lawrand Limited
PO Box 51
Pontyclun
CF72 9YY

TEL: +44 (0) 2921 680068
FAX: +44 (0) 872 3527831

Email: admin@lawrand.com or visit our websites:
www.lawrand.com
www.otjonline.com

The Operating Theatre Journal ~ Lawrand Limited~v1.21

Client booking confirmation and agreement:

Purchase Order Number / Reference:

Advertisement: Full Page [] Half Page [] Qtr Page [] Other [] Mono [] Spot Colour [] Full Colour []

Advertorial details: Word Count = Image [] Logo [] Recruitment SCC [] Insert []

Title of item to be promoted:**Brief description of item to be promoted:**

I wish to book the above to run for: [] Years [] Months **In the following issues:**

Jan [] Feb [] Mar [] Apr [] May [] Jun [] Jul [] Aug [] Sep [] Oct [] Nov [] Dec []

I / We agree to pay the sum of £ Plus VAT as quoted and note the payment terms of 7 Days.

Booking requested / Authorised by: **Invoice details (If different from opposite)**

Name: Name:

Position: Position:

Company: Company:

Address: Address:

Post Code: Post Code:

Telephone Number: Telephone Number:

Fax: Fax:

E-mail address: E-mail address:

It is essential that you supply the email address of your accounts department or the person responsible for settling our invoices, as all invoices are sent electronically.

Are you an Agent: YES [] NO []

Declaration

I / We have read the terms and conditions and agree to be bound by them.

I / We understand that it remains my /our responsibility to ensure that artwork for all bookings placed arrives on time.

I / We are fully aware that cancellation fees apply to any part of a series booking subsequently cancelled for whatever reason.

Name in Full:

Title / Position:

Signed Date:

Please ensure all relevant sections are completed as fully as possible and confirm your booking by returning or faxing this document to Lawrand Limited, The Operating Theatre Journal, Fax +44 (0) 8723 527831

Lawrand Limited

The Operating Theatre Journal

Advertising Terms & Conditions for the placement of adverts in The Operating Theatre Journal (OTJ).

In these conditions the following terms have the meaning described below:

- (a) 'Advertiser' - The party on whose behalf the Advertisement is accepted which expression shall where the context so admits be deemed the 'Agent'.
- (b) 'Advertisement' - The particulars to be published that are the subject of these conditions as determined by the provision of the instruction, purchase order or acknowledgement.
- (c) 'Agent' - Any third party who shall have placed an Advertisement with the Publisher.
- (d) 'Publisher' - The Organisation issuing this document.

1.

These conditions shall apply to all advertisements accepted for publication. Any other proposed condition shall be void unless incorporated clearly in written instructions by the Publisher.

2.

All advertisements are accepted subject to the Publisher's approval of the copy and to the space being available.

3.

If it is intended to include in an advertisement a competition or a special offer of merchandise other than that normally associated with the advertised product full details must be submitted at the time of booking.

4.

The Publisher reserves the right to omit or suspend an advertisement at any time for good reason, in which no claim on the part of any Advertiser for damages or breach of contract shall arise. Should such omission or suspension be due to the act of default of the Advertiser or his servants or agents then the space reserved for the advertisement shall be paid for in full notwithstanding that the Advertisement has not appeared. Such omission shall be notified to the Advertiser as soon as possible.

5.

If the Publisher considers it necessary to modify the space or alter the date or position of insertion or make any other alteration the Advertiser will have the right to cancel, unless such changes are due to an emergency or circumstances beyond the Publisher's control. Every care is taken to avoid mistakes but the Publisher cannot accept liability for any errors due to third parties, sub-contractors or inaccurate copy instructions.

6.

The Advertiser warrants that the advertisement does not contravene any Act of Parliament nor is it in any other way illegal or defamatory or an infringement of any other party's rights or an infringement of the British Code of Advertising Practice (from time to time in force at the date of acceptance of these conditions)

7.

The Advertiser will indemnify the Publisher fully in respect of any claim made against the Publisher arising from the advertisement.

The Publisher will consult with the Advertiser as to the way in which such claims are to be handled.

8.

Advertisement rates are subject to revision at any time and orders are accepted on condition that the price binds the publisher only in respect of the next issue to go to press. In the event of a rate increase, the Advertiser will have the option to cancel the order without surcharge or continue the order at the revised advertisement rates.

9.

If an Advertiser cancels the balance of a contract, except in the circumstances set out in Clauses 5 or 6 above, he relinquishes any right to that series discount to which he was previously entitled and advertisements will be paid for at the appropriate rate.

10.

Invoices are strictly net payable within thirty days of the date of invoice. The existence of a query on any individual item in an account shall not affect the due date of payment of the balance of the account. Appropriate reminders may be forwarded in respect of late payment, but will not exceed two. It is the Publishers standard procedure to forward all reminders by facsimile. Thereafter referral to our recovery agents will incur an immediate administrative charge of 25% to be added as a penalty to the outstanding balance. If it is necessary to instigate referral any discount will also become void on all outstanding invoices. It remains the Advertisers responsibility to ensure that accounts are settled on time to avoid penalty. Thereafter any future Advertising requests will be subject to all fees being payable in advance.

11.

Charges will be made to the Advertiser or Agent where the production department or printers are involved in extra production work owing to acts of default of the Advertiser or Agents. These charges will be at rates agreed prior to publication.

Complaints regarding reproduction of Advertisements must be received in writing within one calendar month of the cover date.

12.

Notice of cancellation or suspension must be made in writing as follows: Monotone - 21 days prior to copy deadline date. Colour - 28 days prior to copy deadline date.

13.

If copy instructions are not received by agreed copy deadline date no guarantee can be given that proofs will be supplied or corrections made and the Publisher reserves the right to repeat the most appropriate copy.

14.

Advertiser's property, artwork, etc. are held at the owner's risk and should be insured by them against loss or damage from whatever cause.

The Publisher reserves the right to destroy all artwork which has been in custody for 90 days from the date of its last appearance.

15.

Every effort is made to publish advertisements in the manner and on the date specified by the advertiser, but no consequential liability is accepted for the incorrect appearance or non appearance of any advertisement.

16.

These conditions and all other express terms of the contract shall be governed and construed in accordance with the Laws of England and be subject to the non-exclusive jurisdiction of the English courts.

17.

In the event that any of these conditions shall conflict with any conditions or other terms appearing in any order placed by an Advertiser, the Publisher's conditions shall prevail.

18.

Any Agent who shall place an Advertisement with the Publisher shall be deemed jointly and severally liable with the Advertiser to the Publisher in respect of all matters relating to the Advertisement and the conditions herein.

Lawrand Ltd v1.21

THE **O**perating **T**heatre **J**ournal

Available in Print and Worldwide via the Internet

www.otjonline.com

To see a sample of the Operating Theatre Journal and the interactive viewing options. Click the image on the right.

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Lawrand Ltd

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www.OperatingTheatreJobs.com

A one-stop resource for ALL your theatre related Career opportunities

To see the Operating Theatre Jobs website click the image on the right.

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