

RATES FOR ADVERTISING			
ADVERTISEMENT	STARTING 1x per year	STARTING 4x per year incl.10% discount	STARTING 8x per year incl. 25% discount
Blog message	€ 3.750	€ 13.500	€ 22.500
Leaderboard	€ 3.500	€ 12.600	€ 21.000
Halfway banner	€ 3.200	€ 11.520	€ 19.200
Footer banner	€ 2.950	€ 10.620	€ 17.700

## TECHNICAL DETAILS AND SPECIFICATIONS

### SPONSORED CONTENT IN E-NEWSLETTER

<p><b>Blog message (text and image)</b> if 'read further' directs to sponsor website, the full texts of blog is published online on sponsor website</p>	<p>Max. 55 words total (incl. short title) Text: Word file Image: 1x, JPG, ratio 4:3 (width x height), ca. 165x124px, max. 50kB</p>
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### REFERRAL TO BJMO PORTAL: 'READ FURTHER' OF E-NEWSLETTER BLOG DIRECTS TO WWW.BJMO.BE\*

<p><b>Blog message (text and image)</b> Note: in case the full text is published online on www.bjmo.be, then extra placement costs are charged. See tariff card 2022 for BJMO Portal for these costs per month during the time that your blog is hosted.</p>	<p>Max. 350 words total (incl. short title, references in Vancouver style and legenda) Text: Word file Image: 1x, JPG, ratio 4:3 (width x height), max. 2400x1800px, max. 500kB Table/figure: max. 1, JPG, max. 300 kB</p>
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<p><b>Vlog message (text and video)</b></p>	<p>Minimum HighDefinition 1080p .mp4 film, (1080p: 1920 x 1080) Length: max. 3,5 minutes The video is streamed in the website itself</p>
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BANNERS	
Leaderboard	bxh, 1360 x 138 px, minimum 150 PPI
Halfway banner	bxh, 1062 x 138 px, minimum 150 PPI
Footer banner	bxh, 1062 x 138 px, minimum 150 PPI

- NO GIF files: efficacy depends on individual settings and cannot therefore be guaranteed.
- Mention url landing and / or action page: to which webpage / website should the message or banner refer \*
- For product advertisements, a pdf of the abbreviated package leaflet text (SMPC) is required at 72dpi, without crop marks.
- When your banner has 2 hyperlinks, € 65 technical costs will be charged.
- Delivery by e-mail (max. 4 Mb): [bjmo-webmaster@ariez.com](mailto:bjmo-webmaster@ariez.com)

Note: In case materials aren't submitted in agreement of these requirements, we cannot handle your materials or only against extra costs.

**\*NOTE: IF URL REFERS TO A MESSAGE ON THE BJMO PORTAL, ADDITIONAL PLACEMENT COSTS WILL BE CHARGED. SEE TARIFFS BJMO PORTAL 2022.**

## BJMO

News from the publisher of the Belgian Journal of Medical Oncology

**LEADERBOARD 1360 x138px**  
(one advertisement)

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**PODCAST PROF. IVAN BORBATH** sponsored

**THE EVOLVING TREATMENT PARADIGM FOR PANCREATIC CANCER PATIENTS**

Pancreatic cancer remains to be a tumour type with a notoriously dismal prognosis. In recent years, however, progress has been made to improve the outcome of these patients. In this new episode of BJMO oncolinks, Professor Ivan Borbath will talk us through the current pancreatic cancer treatment paradigm with a particular focus on emerging treatment options that are on the horizon for these patients... [Listen to podcast](#)

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**PRACTICE GUIDELINES**

**CLINICAL MANAGEMENT OF FIRST-LINE ADVANCED TRIPLE-NEGATIVE BREAST CANCER PATIENTS**

Chemotherapy has represented the main treatment option for patients with advanced triple-negative breast cancer for a long time. However, due to our better understanding of tumour biology, clinical trials led to a change in the treatment paradigm of this disease, identifying clinically relevant subgroups with different therapeutic options... [Read more](#)

**HALFWAY BANNER 1062 x138px**  
(one advertisement)

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**PHARMACOTHERAPY**

**OPTIMAL SYSTEMIC TREATMENT FOR ADVANCED HEPATOCELLULAR CARCINOMA**

Advanced hepatocellular carcinoma is a disease that is challenging to treat. However, the last two to three years have witnessed a true revolution in systemic treatment options for this lethal disease. Here we review the latest developments and discuss the main consequences for clinical practice... [Read more](#)

Click here to see the index of BJMO 7

**FOOTER BANNER 1062 x138px**  
(one advertisement)

## PUBLICATION SCHEDULE E-NEWSLETTER 2022

ISSUE	PUBLICATION DATE	CLOSING DATE ADVERTISEMENTS
No. 1	26 January 2022	12 January 2022
No. 2	15 February 2022	01 January 2022
No. 3	08 March 2022	22 February 2022
No. 4	05 April 2022	22 March 2022
No. 5	26 April 2022	12 April 2022
No. 6	16 May 2022	02 May 2022
No. 7	07 June 2022	24 May 2022
No. 8	09 August 2022	26 July 2022
No. 9	30 August 2022	16 August 2022
No. 10	20 September 2022	06 September 2022
No. 11	04 October 2022	20 September 2022
No. 12	18 October 2022	04 October 2022
No. 13	01 November 2022	18 October 2022
No. 14	15 November 2022	01 November 2022
No. 15	29 November 2022	15 November 2022
No. 16	13 December 2022	29 November 2022

## CANCELLATION POLICY

Before closing date	25% of total costs
On or after the closing date	100% of total costs