

# Advertising rates

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[www.thebsa.org.uk](http://www.thebsa.org.uk)

The British Society of Audiology provides different methods of advertising opportunities which are listed below. All prices are subject to VAT.



# About us

We are the organisation for all professionals integrated in the latest science and its application in improving people's lives with hearing and balance problems. The BSA was established in 1967 and has been at the forefront of the advancement of knowledge, learning, practice and impact ever since. We aim to work with you on a bespoke advertising package so please let us know what you are looking for and we will do our best to fulfil this.

## OUR MEMBERS

**1.1k** *from* **32**  
*Members* *Countries*

## ADVERTISE THROUGH

- The BSA website
- In the digital magazine
- In monthly membership emails
- Through mailings

## CONTACT

For more information or to make a booking please contact: [catriona.rice@fitwise.co.uk](mailto:catriona.rice@fitwise.co.uk)  
T: 01506 292 039

BSA | Blackburn House, Redhouse Road,  
Seafield, Bathgate, EH47 7AQ  
[bsa@thebsa.org.uk](mailto:bsa@thebsa.org.uk) | 0118 9660622

ONLINE PRESENCE

**2k**

*Facebook likes*

**5k+**

*Twitter followers*

**300+**

*Instagram followers*

**14.5k**

*Unique website page  
views p/m*



# Website Advertising

<https://www.thebsa.org.uk/>

The website has on average 3,600 users each month and 14,500 unique page views. We collate statistics on the website on a quarterly basis which we can share with you. The email is sent out on the 15th of each month to 1,100 contacts. The newsletter has an open rate of 51%

**3.6k**

*Website users p/m*

**14.5k**

*Unique website page views p/m*

**51%**

*Newsletter open rate*

## WEBSITE ADVERTISING + E-UPDATE EMAIL

Jobs listing x 1 (also includes e-update listing) x1 month	£270
x2 months	£490
Commercial courses/events (including website for one month)	£150
Commercial courses/events (without website)	£105
Non-commercial courses/events (including website for one month)	£115
Non-commercial courses (without website)	£80

All courses are listed on our events page in day order and can be found at <http://www.thebsa.org.uk/events/event/>

## BSA ONLINE LEARNING (AVAILABLE TO CORPORATE MEMBERS ONLY)

BSA Online Learning is a virtual learning community. It is flexible and a cost-effective way for people to stay up to date with the evidence and undertake their CPD. For a full tour of corporate opportunities with this system please visit <https://secure.icohere.com/BSA?pnum=QXQ55135>.

Banner Advertising	£345
Company Webinar (opportunity to present a programme of your choice for up to 20 minutes)	
Recorded for you by BSA	£700
Recording provided by you	£595



# Audacity Digital Magazine

## PER ISSUE

Discounts: 15% series discount for 2 editions  
(members receive 30% discount)

½ Page colour + link to your website	£425
Full A4 Page colour + link to your website	£790
Double page spread + link to your website	£1300
Full page colour inside front or back cover + link to your website	£1365

## 2022 AUDACITY ARTWORK SCHEDULE

### Advertisements - copy deadline

15th February 2024

15th August 2024

### Audacity publication date

March 2024

September 2024

### Contact:

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