

The Journal
of the British
Association of
Spine Surgeons

Column & Cord

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BASS
British Association of Spine Surgeons



Media Information Pack **2022**



BASS

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About BASS British Association of Spine Surgeons

The **British Association of Spine Surgeons (BASS)** actively promotes the study of spinal disorders with particular attention to the surgical treatment of spinal disease.

BASS is a national membership organisation with the following objectives:

- Set standards of spinal care and strive to ensure the highest possible standards of management for individuals with spinal disorders.
- Promote research into the cause and surgical treatment of spinal disorders.
- Provide a forum for the study of the origin, natural history and treatment of spinal disorders.
- Educate and train future spinal surgeons.
- Oversee and manage the British Spine Registry (BSR).

BASS is one of several national spinal societies that form the United Kingdom Spine Societies Board (UKSSB), and is a specialist society of the British Orthopaedic Association (BOA).

BASS was responsible for the inception of the British Spine Registry, which has now become the single recognised Spine Registry for the UK.



The **2022 British Association of Spine Surgeons meeting** will be held at the International Convention Centre at the heart of Belfast – one of Europe’s most accessible, vibrant and flourishing cities.

This year the conference will focus on the theme of frailty in spinal surgery. The programme will appeal to a wide cross section of the spinal community and promises to deliver informed discussion and debate and we are also pleased to welcome our colleagues and friends from the Canadian Spine Society. Guest speakers from Europe and the UK will ensure this is a meeting not to miss and is the ideal event to launch the second edition of **Column&Cord** to a highly influential audience.

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We believe the Hippocratic principles that medicine is governed by logic, that disease is governed by rules and that he or she who gives treatment should know the whole person.

The new issue of **Column&Cord**, The Journal of the British Association of Spine Surgeons will be launched at **BASS 2022** and is published on behalf of **BASS** by Open Box Media and Communications Ltd, the publishers of the BOA's Journal of Trauma and Orthopaedics.

- Available in print and online, the Journal will give comprehensive coverage of abstracts and original articles from the **BASS** and **BritSpine** meetings.
- All members of **BASS** receive a digital copy of the Journal.
- **Column&Cord** will be hosted on the **BASS** website as well as its own unique website www.columnandcord.com. The BASS website gets around **13,000-17,000 unique page views a month**.
- The Journal will also be promoted via membership e-mails and social media posts. Members mailings get a **50-80% opening/read rate** with a **20-50% click-through rate**.
- All other members of UKSSB receive digital copies of the Journal – The Society of Back Pain Research (SBPR), the British Scoliosis Society (BSS), The British Association of Spinal Cord Injury Specialists (BASCI) and the National Back Pain- Clinical Network (NBP-CN).
- Everyone who attends **BASS 2022** in Belfast will receive a print copy of **Column&Cord** distributed at the event.

Advertising Rates

Column&Cord

The Journal of the British Association of Spine Surgeons.

Position	£
Inside Front Cover: Facing Contents Page	2,150
Facing Editors Page	2,150
Facing Original articles Pages	1,950
Facing Abstract Pages	1,950
Inside Back Cover	1,850
Outside Back Cover	2,350
Double Page (ROP)	3,145
Full Page (ROP)	1,850
Half Page (ROP)	1,100

- Discounted rates are available for existing sponsors and exhibitors at BASS 2022. Please contact us for further details.

Contact Information

For all advertising, sponsorship, or general enquiries please contact:

Mandy Boyle

- Media Manager
- t. +44 (0)121 200 7820
- e. mandy@ob-mc.co.uk

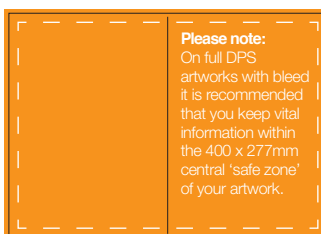


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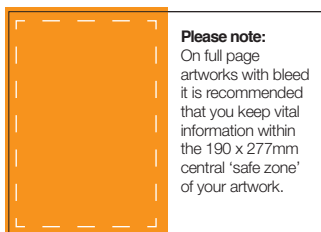
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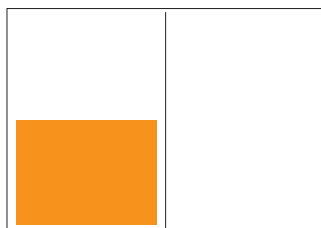
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Artwork Submission

If you are supplying full digital artwork please follow the below guidelines carefully.

Deviating from these specifications will result in us not being able to use your artwork and / or you incurring extra costs for artwork amends:

- Acceptable file types are: print ready PDF (preferred format), JPEG, EPS or TIFF.
- File resolution should be 300dpi and all fonts & high resolution images must be embedded within the file.
- Please ensure that your artwork is constructed to the correct dimensions, including crop-marks and bleed if required.
- Please ensure that your copy has been fully proof-read before supplying as our design studio will not amend finished artwork unless requested to by yourself, the client.

Please do NOT supply your advert as a Microsoft PowerPoint, Publisher, Word, Excel or Corel draw file as we will NOT be able to use it.

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