

By members, for members  
Acupuncture magazine from the BAAC

# Acu.

## Advertising guidelines

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Acu. advertising policy arises out of the Acu. editorial policy. The editorial team assess the appropriateness of each advert submitted in line with this policy. The decision of the editorial team is final.

Acu. advertising focuses on courses, services and other items and/or issues we judge to be relevant to BAAC Members.

It is the responsibility of the advertiser to ensure that submitted adverts support BAAC standards of professional conduct and safe practice. Adverts should not make any claims at the expense of other BAAC Members or educational institutions.

Any advert judged inappropriate by the editorial team may be returned to the advertiser with suggestions on how it may be made acceptable. We accept no responsibility or liability for any losses, damage or other consequences arising from an advert not appearing in Acu.

Adverts for acupuncture undergraduate courses or teaching posts will be accepted only from institutions fully accredited by the British Acupuncture Accreditation Board (BAAB) or which have approval for development to full BAAB accreditation.

Postgraduate courses in acupuncture are considered on an individual basis and are subject to BAAC policies at the time of publication.

Where the editorial team is unsure about the appropriateness of an advert for an educational course, the advert will be appraised and accepted or rejected in consultation with the BAAC Professional Standards and Regulatory Committee.

Acu. does not accept for publication any advertorial features or articles.

Coverage of not-for-profit events will be considered on an individual basis and only where there is benefit to the membership and the profession.

Submission of any advert to Acu. does not guarantee its acceptance.

## Banner adverts

Acu. online offers three types of advertising banner:

- standard banner – within all article pages
- large banner – larger size within all article pages
- premium banner – standard size, top of all article pages

Banners are displayed on rotation for one season (approx. three months) and will appear an equal number of times with all other banners.

### DIGITAL FILE CHECKLIST

All adverts should be sent to [editor@acupuncture.org.uk](mailto:editor@acupuncture.org.uk)

We must receive **two versions** of your banner advert – desktop and mobile.

**Before sending your advert please check the following:**

- mobile and desktop versions are provided
- file is JPG, PNG or GIF and resolution is 72dpi
- banners have defined border or minimum keyline of 0.5px

**Animated GIF checklist:**

- maximum file size – 200kb
- maximum length – 30 seconds
- maximum content frames – four
- animations no faster than five frames per second
- continuous looping recommended

We offer a design service if you would prefer us to create the artwork for you – contact [editor@acupuncture.org.uk](mailto:editor@acupuncture.org.uk)

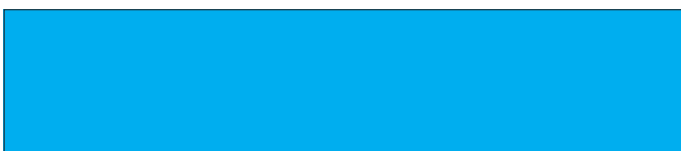
**Standard and premium banner – desktop size**  
728px (w) x 90px (h)



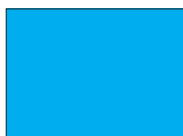
**Standard and premium banner – mobile size**  
320px (w) x 50px (h)



**Large banner – desktop size**  
970px (w) x 250px (h)



**Large banner – mobile size**  
300px (w) x 250px (h)



## Rates

BACc Member	Educational (per season)	Commercial (per season)
Standard banner	£75	£100
Large banner	£125	£150
Premium banner	£200	£225

Non-member	Educational (per season)	Commercial (per season)
Standard banner	£125	£175
Large banner	£175	£225
Premium banner	£275	£325

## Payment

We must receive full payment for adverts before publication. An invoice with instructions on how to pay will be sent to your confirmed address.

**NB** Payment is due on receipt of invoice.

### ADVERTISING DEADLINES 2026

Season	Deadline	Publication period
Spring	6 March	20 March – 18 June
Summer	5 June	19 June – 17 September
Autumn	28 August	18 September – 17 December
Winter	27 November	18 December – 19 March

## Other ways to advertise

For information on how to advertise in the BACc calendar, BACc weekly enews, or to take out a classified advertisement, email [editor@acupuncture.org.uk](mailto:editor@acupuncture.org.uk)

## Any questions?

For all advertising queries, please contact [editor@acupuncture.org.uk](mailto:editor@acupuncture.org.uk)