

## Advertising with Bath & District NCT

The NCT is a charity that provides many essential local parent services, as well as campaigning for improved maternity services and the provision of parent-friendly initiatives. Profits from our fundraising events and newsletter are used to fund branch activities and services, so by advertising with us you would be making a significant and worthwhile contribution to our local community.

We offer three types of advertising: within our newsletter, on our online local directory, and at Nearly New Sales.

### 1. Newsletter

Bath & District NCT produce a quarterly newsletter that is sent out to over 400 local members. In addition potential new members are given a copy at other NCT events and activities (e.g. antenatal classes). Our newsletter is therefore read by an extensive, receptive and targeted audience. Our readers are interested in any services and products that are relevant to their position as parents to babies and young children.

The newsletter is produced in a black and white A5 format with a colour cover. Details of publication dates and copy deadlines can be found online:

[www.nct.org.uk/in-your-area/bath/Newsletter](http://www.nct.org.uk/in-your-area/bath/Newsletter)

Rates for advertising in our newsletter are as follows:

Please note prices stated do not include VAT, which is also payable at standard rate.

Advert Size	Price (excl. VAT)	Colour?	Dimensions
<b>Full A5 page</b>	£48	Black & White	13cm (w) x 19cm (h)
<b>Full A5 page Annual</b>	£168		
<b>Half A5 page</b>	£30	Black & White	13cm (w) x 9.5cm (h)
<b>Half A5 page Annual</b>	£102		
<b>Quarter A5 page</b>	£21.60	Black & White	6.5cm (w) x 9.5cm (h)
<b>Quarter A5 page Annual</b>	£72		
<b>Inside Cover A5</b>	£60	Black & White	13cm (w) x 9.5cm (h)
<b>Inside Cover A5 Annual</b>	£210		
<b>Back Cover A5</b>	£72	Colour	13cm (w) x 9.5cm (h)
<b>Back Cover A5 Annual</b>	£264		

**Contact:** Shannon at [nctads@hotmail.co.uk](mailto:nctads@hotmail.co.uk)

## 2. Online Local Directory

We are pleased to now be able to offer advertising on our branch pages within the main NCT website. This takes the form of a directory of local businesses, which have purchased a listing within this directory:

[www.nct.org.uk/in-your-area/bath/Local\\_Directory](http://www.nct.org.uk/in-your-area/bath/Local_Directory)

Around two thirds of our membership is actively online and while avid readers of our newsletter, they often source products and services via the web. The web pages also have the benefit of being accessed by local parents and parents-to-be who may not yet be members.

A listing on the web directory can include the following,:

- business name,
- logo.
- address,
- telephone number,
- email,
- contact name (if required),
- web address (with active link)
- 30-word description of you product/services.

Listings will be arranged alphabetically.

Rates for advertising on our web directory are as follows:

Please note prices stated do not include VAT, which is also payable at standard rate.

Duration of Advertising	Price (excluding VAT)
Three months	£25
Half a year	£40
Full year	£70

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### 3. Nearly New Sales

Our branch holds regular fundraising Nearly New Sales, at which families are able to sell unwanted toys, clothing and baby equipment. These events are always extremely popular, and we can expect between 200-300 buyers at each sale. Each buyer is given an NCT carrier bag with their purchases inside which we place flyers that are provided to us by advertisers.

In addition advertisers may purchase display tables at the event itself, which can be manned by a member of staff from the advertising company if desired. These will be located near the coffee stand.

As with the newsletter, this is a superb means of reaching a very targeted audience. See our online Nearly New page for details of the next sale:

[www.nct.org.uk/in-your-area/bath/nearly\\_new\\_sales](http://www.nct.org.uk/in-your-area/bath/nearly_new_sales)

Rates for advertising at our Nearly New Sales are as follows:

Advertising	Price (including VAT)	Notes
<b>Table at Sale</b>	£20	Table can be set up from 8 am on the day of the sale.
<b>Inclusion of Flyers in bags</b>	£25	200 Flyers should be supplied, to be received at least one week before the event.

**Contact:** Jacqui at [bathnns@googlemail.com](mailto:bathnns@googlemail.com)