

Advertising & Promotional Opportunities with Bromsgrove & District NCT

About the NCT

NCT is here to support parents. We give them impartial information so that they can decide what's best for their family, and we introduce them to a network of local parents to gain practical and emotional support. The NCT is the UK's largest charity for parent's, and campaign as the voice for parents on the issues they care about. It offers wide-ranging information and support both at national level and locally.

The Bromsgrove & District NCT branch covers households in B45, B60 and B61 within Worcestershire and the West Midlands.

The Benefits for you

There are several ways in which you could benefit from helping the NCT and spread the word about your business to a wide range of families in the area. Our activities are not only open to members but to anyone in the area with a child of the appropriate age. We offer a cheap inexpensive way to target expectant parents/new mums and as expectant couples with their first child are very receptive to advertising as they are gathering information it is a perfect opportunity.

NCT Bromsgrove and District Marketing Opportunities:

Nearly New Sales

We organise 3 Nearly New Sales a year and these are very popular in the community and a great opportunity to either buy or sell quality used baby and children's items. We have 150-200 visitors per sale who are a mix of existing members and non-members. Shopper bags filled with NCT information are distributed to all visitors of the Nearly New Sales so we welcome interested businesses/organisations the opportunity to promote themselves at these events through flyers in the shopper bags.

Nearly New Sale Dates for 2012

| | | |
|-------------------|------------------|-----------------------|
| Saturday 24 March | Saturday 16 June | Saturday 15 September |
|-------------------|------------------|-----------------------|

Target audience: Expectant parents and parents with children up to 5.

Flyer Distribution Charge: £30 per 200 leaflets (smaller packages available if required). Please note that flyers must be with us 2 weeks prior to the event so that we can ensure they are inserted in the pre-packed bags.

Baby & Child 1st Aid Awareness Classes, Bumps & Babies Group, Toddler Tuesdays and Coffee Mornings

Options available:

- ❖ Provide leaflets for us to include within our Bumps and Babies Group welcome packs, hand out at Toddler Tuesday, Baby 1st Aid class and at our Coffee mornings. £15 per 100 leaflets
- ❖ You are invited to come along to the Bumps and Babies Group with your promotion or sales stands and chat informally with the mums / give a talk or demonstration of your product / service available. £10 per session.

More information available by emailing Bumps-Broms@hotmail.co.uk

Bumps and Babies is a weekly term time only social meeting which have been running since September 2011. We currently have approximately 5-10 mums per session. Please note that we are an expanding group.

Bumps and Babies Group Venue – Guide Hut, nr Sanders Park.

Target Audience: Expectant mothers and parents with young babies (up to early walkers)

Baby & Child 1st Aid Awareness Classes

We organise 6 Baby & Child 1st Awareness Classes per annum, with approximately 20 adults per class.

Dates currently confirmed are below.

| | |
|--------------------------|----------------------------|
| 25 th January | 17 th July |
| 19 th March | 27 th September |
| 30 th May | 28 th November |

Toddlers Tuesdays is a weekly term time only social Toddler Tuesdays is held at Jugglers Soft play Centre, Sanders Road. We currently have approximately 5 mums per session. Please note that this is an expanding group.

Our coffee mornings are a new venture for 2012 and are run 2 times a term. It reaches out to parents of children under 5 and parents to be. It is an informal setting for discussion and play.

Coffee Morning Venue – Volunteers homes

Target audience: Expectant parents, parents with children up to 5 and grandparents.

Cheeky Monkeys Tea Party

The NCT Cheeky Monkeys Tea Party 2012 the place to be seen this summer for the under 5s!! We provide opportunities for traders to come and have a stand, provide taster sessions and also provide leaflets for the goody

bags. Please note that to ensure our business supporters gain the maximum benefit from supporting the NCT and their events we will only accept one representative of each product / service. Places will be allocated on a first come, first served basis. The payment of your deposit guarantees your exclusive place at this event. Approx.100 visitors.

Date – Tuesday 24 July 2012

Venue – Bromsgrove Baptist Church

Options available:

- ❖ **Flyer Distribution:** £15 per 100 leaflets. Please note that flyers must be with us 2 weeks prior to the event so that we can ensure they are inserted in the goody bags.
- ❖ **Stands:** Come along with your promotion or sales stands and chat directly with the families. A deposit of £10 is required by Friday 30th March 2012 to guarantee your exclusive place. Each stand is £25 and full payment is required by Friday 22nd June 2012.

Target Audience: Parents with children up to 5 years

More information & booking forms available from CheekyMonkey-Broms@hotmail.co.uk

NCT Newsletter

Our newsletter “Baby Banter” is distributed four times a year to all members (expectant parents, new parents and parents of children at school) and within the wider Bromsgrove District community and has a circulation of approximately 200 copies. We encourage all copies to be passed on to friends. Newsletters are mailed to members direct and copies are also delivered to local playgroups, local hospitals, antenatal clinics, libraries and children’s centres.

Target Audience: Any current or potential parent / grandparent in the Bromsgrove & District Area.

Newsletter advertising (excl VAT):

| | | |
|---|--------|---------------------------------|
| Back cover (colour) | £50.00 | 4 insertions (one year) £170.00 |
| Inside back cover full page (colour) | £45.00 | 4 insertions (one year) £160.00 |
| Inside front cover half page (colour) | £40.00 | 4 insertions (one year) £145.00 |
| Full Page Portrait (black & white) | £42.00 | 4 insertions (one year) £147.00 |
| Half Page Landscape (black & white) | £30.00 | 4 insertions (one year) £107.00 |
| Quarter Page Portrait (black & white) | £20.50 | 4 insertions (one year) £76.00 |
| Full Page Baby Banter Advertorials (Half page black and white landscape advert and approx 300 words of text) | £70.00 | |

❖ Adverts can be updated for each issue

❖ The newsletter is printed in A5 format and is laid out in portrait style with colour front, back and inside pages only. All other pages are black and white.

Deadlines:

- ❖ Spring issue: Booking & artwork/copy - 31st Jan. Publication date – 27th February.
- ❖ Summer issue: Booking & artwork/copy – 4th May. Publication date – 4th June.
- ❖ Autumn issue: Booking & artwork/copy – 6th August. Publication date – 3rd September.
- ❖ Winter issue: Booking & artwork/copy – 2nd November. Publication date – 30th November.

We are delighted to offer a special online advertising discount to regular newsletter advertisers as a gesture of our appreciation of their support. Newsletter advertisers can purchase a local directory listing at an additional cost of £10 + VAT per half year, provided the online listing is ordered at the same time as the newsletter advertising.

For more information email bromsgrovebabybanter-editor@hotmail.co.uk

Online Advertising

Online advertising is an extremely popular way of finding a local product or service and therefore we offer the opportunity of an online listing under the “Local Directory” section of our website:

<http://www.nct.org.uk/branches/bromsgrove> Between 14 Sept & 13 Oct 2010 the Bromsgrove NCT pages generated 2,316 unique page views.

The listing includes your business name, address, telephone number, email, contact name, web address, logo and 25 words description of your product or services.

Advertising charges (excl VAT):

- ❖ £20 per half year
- ❖ £35 per whole year
- ❖ £5 charge for amending your listing contents

Advertising accepted by approval of NCT.

Target Audience: Any current or potential parent / grandparent in the Bromsgrove & District Area.

I’d like to remind you of our offer with our newsletter advertising of £10 + VAT per half year for online advertising if you book advertising space in our newsletter. See above under “NCT Newsletter”.

For further information please email Bromsgrove-nct@hotmail.co.uk

Sponsorship

We offer various sponsorship options for businesses keen to reap the benefits of exposure to expectant/new parents and being associated with the NCT Bromsgrove and District activities. A sponsorship package usually runs for 12 months but we can be flexible according to your company's needs.

Bronze Package includes:

- ❖ Quarter page black and white advert in Baby Banter newsletter for 4 issues
- ❖ Flyers maybe provided for distribution through our Nearly New sales shopper bags at one of the March, June or September sales plus at our Cheeky Monkeys Tea Party in July and our Baby & Child 1st Aid Awareness Classes.
- ❖ Half Year listing on our Local directory website page

Total cost of package when purchased separately is £131, package cost is £118

Please note that all prices are subject to VAT

Silver Package includes:

- ❖ Half page black and white advert in Baby Banter newsletter for 4 issues
- ❖ Flyers maybe provided for distribution through our Nearly New sales shopper bags at two of the March, June or September sales plus at our Cheeky Monkeys Tea Party in July and our Baby & Child 1st Aid Awareness Classes.
- ❖ Half Year listing on our Local directory website page

Total cost of package when purchased separately is £182, package cost is £164

Please note that all prices are subject to VAT

Gold Package includes:

- ❖ Full page black and white advert in Baby Banter newsletter for 4 issues
- ❖ Flyers maybe provided for distribution through all of our events; this includes our Nearly New sales shopper bags, Cheeky Monkeys Tea Party bags, Baby & Child 1st Aid Awareness Classes, Bumps and Babies Group and much more.
- ❖ Full Year listing on our Local directory website page

Total cost of package when purchased separately is £282, package cost is £240

Please note that all prices are subject to VAT

If you are interested in any of the opportunities detailed above please contact the Bromsgrove & District NCT at Bromsgrove-NCT@hotmail.co.uk or the specific email address within the information.

Specification, Technical Details and Terms & Conditions

Please contact us on bromsgrovebabybanter-editor@hotmail.co.uk for advertising availability before producing your adverts or printing leaflets as often demand is high and availability is limited. When emailing please include your full contact details, where you wish to advertise or have an insert and if you are interested in a newsletter advert the size you would like.

When you confirm your booking, you are agreeing to the terms as noted below.

1) Advertising in the newsletter

Artwork is to be supplied full size for the size of advert you are taking as jpeg, pdf, gif or word file. Please note if you submit your advert in any other format, we are not responsible for the quality of the image when printed. The publication is printed in black and white and is laid out in portrait style; please consider this when designing your advert.

Dimensions for artwork:

- ❖ Full Page 180mm X 124mm Portrait
- ❖ Half Page 90mm X 124mm Landscape
- ❖ Quarter Page 90mm X 62mm Portrait

If you book for a series of adverts the same artwork will be used unless you advise us otherwise. All advertisements will be positioned within the magazine at the discretion of the editor. While we will endeavour to meet any positional requirements of the advertiser, this cannot be guaranteed apart from the special positions (inside and back covers) which are sold as such. We will also do our best not to place competitors next to each other but this is not guaranteed.

2) Nearly New Sale inserts

An insert is an A5 or smaller flyer on paper. If you wish to insert something heavier please contact us via Bromsgrove-nct@hotmail.co.uk for a quote. You will be required to provide 200 leaflets 2 weeks before the sale.

3) Website advertising

Please forward the following information to us via email Bromsgrove-nct@hotmail.co.uk

Business name, address, telephone number, email, contact name, web address, logo and a 25-word description of your products/services.

Payment

All prices are exclusive of VAT. You will be invoiced shortly after you have booked using the appropriate paperwork sent to you. Series bookings or the advertising package are to be paid for in advance. As a charity we request quick payment of invoices.

If you would like to place an advert, attend the Nearly New Sale or would like to discuss our sponsorship options further, please also contact us on Bromsgrove-nct@hotmail.co.uk