

Teesside NCT

Advertising.teesside@nct.org.uk



Advertising Rate Card

Newsletter

Our quarterly newsletter, contains valuable information for expectant parents and those with babies and young children. It is distributed to our members (120+ households) as well as to various local outlets including GP surgeries, Children’s Centre’s, play groups and local businesses. We encourage our members to pass on the newsletter after reading it and so estimate the readership to be greater than 500 parents of babies and young children in the Teesside area.

Teesside NCT includes membership households in all of the following and the map gives a rough idea of the area we cover as a branch.

Yarm / Eaglescliffe / Hutton Rudby
 Ingleby Barwick / Thornaby
 Hartburn / Stockton
 Norton / Billingham / Hartlepool
 Bishopthorpe / Stillington / Sedgfield
 Middlesbrough
 Guisborough
 Redcar / Marske / Saltburn
 Stokesley / Great Ayton



Size	1 issue (inc.VAT)	4 issues (inc.VAT)
1/4 page	£13.00	£31.20 40% saving
1/2 page	£25.00	£60.00 40% saving
Full page (A5)	£32.00	£76.80 40% saving
1/2 page – colour (inside front or back cover)	£40.00	£96.00 40% saving
Full page (A5) – colour (inside front or back cover)	£75.00	£180.00 40% saving
Advertorials	Cost of advertising space plus 25%	
Newsletter Sponsorship Full colour back cover, company name in header of every page, mention in editor’s news, full page advertorial	£125.00	£450.00

Nearly New Sale (NNS) Goody Bags

NCT Nearly New Sales are famous throughout the country; in Teesside we usually hold 3 per year. Our NNS's are well established, well known and popular with members and non-members of our branch. We put together 'goody bags' of samples and leaflets provided by our advertisers, NCT national materials and information about our upcoming branch activities.

We give a 'goody bag' to everyone who goes through the tills as we pack their shopping.

£10.00 per smaller sale (100 goody bags)

£15.00 per larger sale (200 goody bags)

Trader Stall – NNS

We offer 'trader stalls' at our Nearly New Sales which are usually placed in the tea/coffee area, this creates the optimum foot fall for our traders as it is the area people spend most time in outside of the main selling space. Due to the fast paced nature of Nearly New Sales it may be impossible to

accommodate traders in the main selling space, it is much more productive for you to be in the calmer environment of the refreshment area where attendees can spend time browsing and chatting with you after having been into the sale. Stall availability can be discussed with our NNS's coordinator. Included in the price is the inclusion of your business in our goody bags.

£20.00 per stall at smaller sale

£25.00 per stall at larger sale



Events

We organize one off events through the year for families. We offer trade stalls and goody bags (as above) at some of these events. If you would like to be a trader, please get in touch for more details as prices will vary per event.

Event Sponsorship

We organize one off events through the year for families. Being an event sponsor would enable you to have a free stall at the event and flyers in our goody bags. You would also have your name/logo on all of our advertising material for the event. You would also be mentioned in any promotion or coverage of the event. If you would like to be the event sponsor, please get in touch for more details as prices will vary per event.

Email: advertising.teesside@nct.org.uk