

Bromsgrove NCT – Advertising Opportunities 2016

To find out more about any of these opportunities or to take up an opportunity please email us at advertising.bromsgrove@nct.org.uk – please note everyone involved in Bromsgrove NCT is a volunteer but we aim to respond with 48 hours whenever possible.

PUBLICATIONS

Newsletter

- Published 4 times a year – Spring, Summer, Autumn, Winter
- Print run of 150-250 depending on planned events for the quarter
- Adverts can be taken on a one off basis or in packages of 4 issues which earns a discount
- Rates (VAT will be added at 20%)
 - Full Page (180mm x 124mm)
 - Black & White £42.00 / £150.00
 - Full Colour £45.00 / £155.00
 - Back cover (colour) £52.00 / £175.00
 - Inside back (colour) £47.00 / £165.00
 - Half Page (90mm x 124mm)
 - Black & White £22.00 / £80.00
 - Inside front cover (colour) £38.00 / £135.00
 - Quarter Page (90mm x 62mm)
 - Black & White £13.00 / £45.00

If you would like to see a copy of the newsletter to understand the high quality of the publication please let us know and we can send you a back issue.

Online directory

- Direct link from the Bromsgrove NCT website (which is a sub-site of the main NCT website)
- Always promoted at our events and regular activities
- Link posted on Facebook regularly
- Rates
 - £12 for 6 months

Facebook advertising

- We can't allow advertising posts to be made to our wall as we need to ensure that what our followers see is in line with NCT policies however we do offer reciprocal advertising for anyone who has taken up any of our other advertising options.
- We are happy to post information about upcoming specific events or post a general advertising message.
- We would hope in return you would promote our groups (Bumps & Babies, Toddler Tuesdays) and events (Nearly New Sales, Cheeky Monkeys, First Aid courses) on your Facebook page.

EVENTS

Nearly New Sales

- 3 sales planned for 2016 – March / June / October
- We attract families from Bromsgrove and wide surrounding areas – our sale is rapidly gaining the reputation as “a good one to go to” which means we are always busy.
- We attract between 180 and 220 people who all receive a goodie-bag of leaflets.
- Rates
 - £20 for 200 leaflets - one sale
 - £35 for 400 leaflets - two sales
 - £50 for 600 leaflets - three sales

Cheeky Monkeys Tea Party – this event is dependent on committee members being available to produce it – currently still to be confirmed

- Held in the summer – aimed at children between 0 & 5
- Attracts families from Bromsgrove and the immediate area
- Everyone receives a goodie-bag on arrival which includes advertising leaflets – if for any reason not all the goodie-bags are distributed we continue to distribute them at our ongoing regular events such as Bumps & Babies, Toddler Tuesday and First Aid Courses.
- Opportunities to have a stand at the event to showcase your business – we operate a non-compete policy meaning we wouldn't have 2 stands from the same type of business. We hope this gives you the opportunity to get maximum benefit from attending.
- Rates
 - £10 for 100 leaflets to be included in the goodie-bags
 - £25 for a stand at the event

Thank you for your support of the NCT. If there is any other way you feel you would like to support Bromsgrove NCT through advertising with us please do get in touch – we are constantly looking for new ways in which we can support the community through their first 1,000 days of parenting and would be happy to discuss your thoughts and ideas.

Potential other opportunities

- *Become the main sponsor of our Nearly New Sales*
- *Sponsor one of our groups*
- *Provision of resources / services (printing / stationery / storage)*

