



ADVERTISING IN e-news – OUR OFFER

You can get details of our normal formats and our standard advertisement prices at <https://www.pagbnews.co.uk/sites/default/files/newsletters/Special%20for%20prospective%20advertisers.pdf> but these prices are aimed at large companies and, as Editor/Publisher, I am allowed to do much better deals for smaller businesses.

I am happy to offer you the following options.

Full Page Portrait Format at £200 for a single issue or £400 for 3 issues.

Horizontal Format Half Page at £100 for a single issue or £200 for 3 issues.

Horizontal Format Quarter Page at £50 for a single issue or £100 for 3 issues.

Normally your advert would run in three consecutive issues but, for the Full, Half and Quarter page option you can change the artwork each time and you can choose which issues to run in - provided that you give me sufficient notice, which will normally be about 10 days.

Notification e-mail.

For an extra £20 per issue, we can include a small advert, with an embedded link, in our notification e-mail. This has a 60%+ open rate and has proved to generate hits for previous advertisers. If you take the three issue offer for a Full or Half Page you can have this at no extra charge.

I am happy to run a half page advert at no charge as a trial, provided you have some method of assessing response, but a run of adverts usually proves more effective. We have a very high download rate but, of course, not everyone reads every issue and Club committees can be slow reacting.

Rod

Rod Wheelans. Hon Editor