



The Photographic Alliance of Great Britain

SPONSORSHIP OF THE PAGB

What we offer.

- 1 Free advertising in **e-news** with a circulation twice each month to around 8000 active club members.
- 2 2 full page adverts, 4 half page adverts plus a few banner adverts with clickable links per year. Not every sponsor takes up their quota so I can often accept requests for additional adverts – especially half, quarter pages and banners.

(A banner would typically be a logo plus a slogan perhaps plus a clickable link).
- 3 In addition a corporate sponsor banner will appear at <https://thepagb.org.uk/> which will include your Logo as a clickable link to your site.
- 4 An invitation to have space for a free Trade Stand each year at our very well attended Inter-Club Championships at Warwick and Blackburn.
- 5 Opportunity to advertise in Catalogues and other publicity, including a 'printed' copy of e-news, often handed out in large numbers at the Photography Show.
- 6 An opportunity to attend the Grand Opening of the prestigious Masters of Print Exhibition where you may promote your business by choosing one picture to receive your prize.

What we ask.

- 1 The sponsor will provide timely artwork for their adverts as per our [specification](#).
- 2 The sponsor will provide a large jpeg file of their logo to be used on our website, in **e-news** and in any other publicity material we produce.
- 3 For the Inter-Club Championships at Warwick and Blackburn we would request a prize for our raffle. If the details are confirmed at least 6 weeks in advance we will be able to publicise the gift in **e-news** with a photograph of the product and/or a link to it on your website. It will be heavily publicised at the events.
- 4 We request details of at least one named contact to co-ordinate adverts and trade stands at our events.

ADVERTISING IN PAGB e-news

Editor: Rod Wheelans e: e-news@thepagb.org.uk t: 07788 120034

[CLICK HERE to see previous issues of e-news](#)

(Please look at the more recent issues - early issues were very basic.)

*A link to PAGB **e-news** is distributed by e-mail directly to more than 5,000*¹ subscribers who register to receive it and then via a "cascade" system to **over 8,000***² camera club members. These are mostly very active photographers taking and making their own photographs. We are aware of over 60 Club and Federation websites who carry the newsletter for their members to read and there are probably many more. The newsletter is also published on its own website where it is frequently accessed over a longer period by active photographers.*

Issues are frequent and normally there will be an issue near the beginning of each month and one in the middle of each month.

*The newsletter is sent in pdf format*³ and advertising has to be restricted so as not to swamp the content. **e-news** is published as A4 and exact sizes and prices, allowing for margins and a page footer, are given below.*

Notes

**1 The Photographic Alliance of Great Britain (PAGB) is an entirely amateur non-profit organisation which forms an umbrella organisation for 15 autonomous regional Federations covering more than 1000 camera clubs. It has no paid employees and all payments go to organise national events, competitions and services for camera club members.*

**2 There are few days when there is no new subscriber. In the last 12 months people have subscribed at a rate of more than 25 per month. The 8,000+ figure for readers was calculated from a poll of direct recipients asking how many club members they "cascaded" to. This was some time ago and we believe the number could now be larger.*

**3 We have considered changing to a more "glossy" HTML format but our survey of readers has shown that they prefer the simpler format. Many print it out for their club notice boards.*

SPECIFICATION

Ideally copy should be sent in jpeg format or as a tiff or PDF but anything we can "cut and paste" is acceptable. . Your advert should be no larger than 4 MB. If it is larger we will reduce it in size and this could be detrimental to the quality.

We can usually make a link in your pdf, jpeg or tiff advert clickable but, to be sure, we will often enter such a link below your advert.

[CLICK HERE](#) to read more about suitable sizes to fit our newsletter. (Please ignore the prices which do not apply to sponsors).

Issues of **e-news** are normally completed about 10 days in advance and are often "full" much earlier so, if you need a specific advert at a specific time, you should provide the artwork as far in advance as possible.