

voluntaryskills.com is an award winning website offering information on training and development opportunities to organisations in the Third Sector. We cover all areas in the North of England, bringing you a comprehensive database of training courses and qualifications to top up your skills, details of upcoming events, current job and volunteer vacancies and all the latest news.

Our website reach is not only in the Northern regions, around a third of our website users are based in London which means we have the ability to appeal locally, regionally and on a national level. Have you got something you want to promote to organisations in the voluntary and community sector? Voluntaryskills.com is the perfect way to reach your target audience – see our wide range of promotional opportunities below, there's something for every budget! Or, you can contact us for a more personalised promotional plan which may save you even more...

### 1. Event page listings – [www.voluntaryskills.com/events](http://www.voluntaryskills.com/events)

- Unlimited time period on web – so, for example if you confirm details of a conference in March and it is being held in September, it will be advertised for the whole 6 months
  - Text link (incl. date of event) to a unique, full page containing all event details you wish to share and external links for more information or booking options
  - Text link in monthly e-bulletins
- Cost: £50 per listing**

### 2. Static button ad

- Prime location on website
- Displayed on every page
- Link to unique page containing all event details you wish to share and external links for more information or booking options
- Block booking discounts available – book 4 months worth of advertising and receive a **15% discount!**

Button Ad	Price per month	Block booking cost
Small (117 x 90px)	£50	£170 (saving of £30)
Large (245 x 90px)	£70	£238 (saving of £42)

### 3. Animated button ad

- Prime location on website
- Displayed on every page
- Animated – generally more eye-catching for the audience, and allowing more information to be displayed
- Link to unique page containing all event details you wish to share and external links for more information or booking options
- Block booking discounts available – book 4 months worth of advertising and receive a **15% discount!**

Button Ad	Price per month	Block booking cost
Small (117 x 90px)	£65	£221 (saving of £39)
Large (245 x 90px)	£85	£289 (saving of £51)

#### 4. Standard website banner (stand-alone)



- Standard size 468 x 60px
- Unique banner without the “noise” of other adverts
- Displayed on every web page (above purple footer across the bottom of the page)
- Available animated or static (dependant on requirements)
- Link to unique page containing all event details you wish to share and external links for more information or booking options
- Block booking discounts available – book 4 months worth of advertising and receive a **15% discount!**

Button Ad	Price per month	Block booking cost
Static	£70	£238 (saving of £42)
Animated	£90	£306 (saving of £54)

*Note: this may not always be displayed on our website as it is a new feature. For an example of where the banner is displayed please contact me and I will send some screenshots.*

#### 5. Standard banner in e-bulletin



- Standard size banner 468 x 60px
  - Prime location in e-bulletin (above Spotlight Training articles)
  - Link to unique page containing all event details you wish to share and external links for more information or booking options
- Cost: £50 per edition**

#### 6. Featured article / advertorial in e-bulletin



- Article or advertorial piece in the “Spotlight Training” section of the e-bulletin
  - Maximum of 200 words
  - Logos/images can be included
  - Links to pages within voluntaryskills.com
  - Tracked links – so you can see how many leads your article generated – *on request*
- Cost: £50 per edition**

#### 7. Dedicated e-bulletin



- E-bulletin sent to our whole mailing list focusing on only your message
  - Option to promote a course, event, your organisation or a combination of all
  - Include logos, images and hyperlinks to your website
  - Tracked links – to monitor how many people your message reached and the response (click through rate) – *on request*
- Cost: on request** block bookings discounts may be available

We are constantly developing the opportunities for organisations to make the most of our end-users and e-bulletin subscribers. These opportunities are not limited; if you have a specific method of advertising in mind please feel free to give me a call to discuss.

When you book a block booking payment must be made in advance and you can choose to select which months you wish to book for (subject to availability).

- **Ad bookings** do not have to relate to events, you can use the ad space to promote any offering (e.g. special offers, discounted early-bird booking). Each ad will run from the first working day of the month to the last and must be supplied at least 10 days in advance of the first working day of the month.
- **E-bulletin bookings** again can promote whatever offer you wish and should be supplied by 20<sup>th</sup> of each month, unless requested otherwise.
- **VAT applies to all booking** – prices above are exclusive of VAT.

**Contact us:**

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