

## Who are we?

voluntaryskills.com is the leading website for learning and career development opportunities for voluntary sector staff and volunteers.

The award winning website offers a host of essential information, including:

- A comprehensive training database
- Advice on career progression
- Calendar of learning and networking events
- Latest job vacancies
- A monthly e-bulletin delivered direct to the inbox of over 2,800 subscribers

## Why choose us?

- **voluntaryskills.com** offers great value membership for training providers
- **voluntaryskills.com**'s e-bulletin links a wide variety of people working in the voluntary sector with your training offer
- **voluntaryskills.com** provides increased visibility for your organisation amongst a voluntary sector audience
- **voluntaryskills.com**'s team is always at hand, 9-5 weekdays, to provide all levels of support and assistance
- **voluntaryskills.com** is a successful and growing brand that is uniquely placed to be a part of your 'marketing mix'.

## What can we do for you?

Have you got training courses you want promote to organisations in the voluntary sector? Maybe you have a conference or event upcoming? voluntaryskills.com is the perfect way to reach your target audience. Our website reach is not limited to one area of the country; we have the ability to appeal locally, regionally and on a national level.

On average our website receives over 5,000\* visits a month, with over 35,000\* page views and our monthly e-bulletin goes out to over 2,800 subscribers.

\*Webstats are measured using Webalizer

## voluntaryskills.com membership

voluntaryskills.com membership gives you the opportunity to promote your training courses to your target audience all year round for a competitive annual fee. There is no limit to the number of courses you can add throughout your membership term, and with access to our Content Management System (CMS) you have full control.

voluntaryskills.com membership is just £99 for 12 months ensuring a high return on investment, plus you can benefit from promoting your events on the website, free of charge, through our 'Events' page. As an introductory offer you are also entitled to a free article in our e-bulletin to promote whatever you like (usual price £50)!

For more information please visit [www.voluntaryskills.com/membership](http://www.voluntaryskills.com/membership).

## Advertise with us

Website Button Ad	Website Banner Ad
<ul style="list-style-type: none"> <li>Your button ad will be positioned prominently in the right hand panel of each web page</li> <li>It will feature on every page of the website</li> <li>Available static or animated</li> <li>It can link to a unique page containing further details or direct to your own URL</li> </ul>	<ul style="list-style-type: none"> <li>Your banner ad will be positioned prominently within the footer section each web page</li> <li>Unique standalone banner</li> <li>It will feature on every page of the website</li> <li>Available static or animated</li> <li>It can link to a unique page containing further details or direct to your own URL</li> </ul>
<b>Rate: from £50</b>	<b>Rate: from £70</b>

E-bulletin Banner Ad	Featured Article/Advertorial
<ul style="list-style-type: none"> <li>Your banner ad will be positioned prominently within the e-bulletin (above Spotlight Training articles)</li> <li>It can be seen by over 2,800 voluntaryskills.com e-bulletin subscribers</li> <li>It can link to a unique page on voluntaryskills.com containing further details or direct to your own URL</li> </ul>	<ul style="list-style-type: none"> <li>Article or advertorial piece in the 'Spotlight Training' section of the e-bulletin</li> <li>Maximum of 200 words</li> <li>Logos/images can be included</li> <li>Links to pages within voluntaryskills.com</li> <li>Tracked links – so you can see how many leads your article generated (available on request)</li> </ul>
<b>Rate: £50 per edition</b>	<b>Rate: £50 per edition</b>

Rates and Technical Specifications							
		Rates			Technical Specifications		
		1 month	3 months	6 months	Dimensions (w x h in pixels)	Max File Size	Format
Button Ad (Website)	Static	£50	£120	£210	250 x 95	50kb	JPEG or GIF
	Animated (max 4 rotations)	£65	£165	£300	250 x 95	100kb	Animated GIF
Banner Ad (Website)	Static	£70	£180	£330	468 x 60	100kb	JPEG or GIF
	Animated (max 4 rotations)	£85	£225	£420	468 x 60	200kb	Animated GIF
Banner Ad (E-bulletin)	Static	£50 per edition	n/a	n/a	395 x 70	100kb	JPEG or GIF

Dedicated E-bulletin
<ul style="list-style-type: none"> <li>E-bulletin sent to our whole mailing list focusing on only your message</li> <li>Option to promote a course, event, your organisation or a combination of all</li> <li>Include logos, images and hyperlinks to your website</li> <li>Tracked links – to monitor how many people your message reached and the response (click through rate) – available on request</li> </ul>
<b>Rate: on request</b>

**Get in touch with our sales team:**  
**0191 423 6262**  
**info@voluntaryskills.com**

We can provide you with artwork – please call for a price  
 All prices listed are subject to VAT at 20%