

ADDITIONAL MARKETING OPTIONS

Digital		
<b>Boosted Social Media</b>	Target criteria can be discussed as required. Avg reach 10-30,000	tba
<b>Online Competitions</b>	Must be boosted	Min value £50
<b>Solus Eshot</b>	30,000 total emailable database avg £100 for 5000	2p per email
<b>Plasma Screen Advert</b>	9 Plasma screens in busiest areas of building. Approx 90 daily screenings, 6-days a week (1 external screen 7-days a week inc. while building is closed)	£60

Advertising		
<b>Hereford Times</b>	<b>1/2 page solus ad</b>	<b>£270</b>
<b>Hereford Times Weekender Magazine Supplement</b>	<b>Banner</b>	<b>£100</b>
<b>Herefordshire Living Magazine</b>	<b>Full page solus ad</b>	<b>£270</b>
<b>Broadsheep Magazine</b>	<b>Ladder listing</b>	<b>£30</b>
<b>Radio Live Reads</b>	<b>3 per day for 7 days</b>	tba
With local radio station, Sunshine Radio. Scripted 'Live Reads'.	Breakfast, Midday & Drivetime	

**Subject to availability.**  
**Other publications/sizes available at varying prices.**  
**Contact [ruby.thorogood@courtyard.org.uk](mailto:ruby.thorogood@courtyard.org.uk) for more information.**

Print & Direct		
<b>Direct Mail Out</b>	Black & White print	<b>60p per letter</b>
Including printing, stuffing and posting	Colour Print	<b>80p per letter</b>
	1000+ mail outs	<b>Price on request</b>
	Flyer insert with relevant DM (Flyers provided to us)	<b>2p per letter</b>
<b>Exit Flyering</b>	1 relevant show	<b>Free</b>
	2 relevant shows	<b>£30</b>
	3 relevant shows	<b>£50</b>
<b>Leaflet Distribution</b>	Can be arranged directly with our local distributor.	<b>Price on request</b>

External Media		
<b>D48 digital screen road side</b>	114 plays per day	<b>£500</b>
	288 plays per day	<b>£800</b>
	480 plays per day	<b>£1000</b>
	720 plays per day	<b>£1300</b>
	1440 plays per day	<b>£2100</b>
<b>Road signs</b>	Road signs distributed around Hereford	<b>prices excluding VAT</b> <b>Price on request</b>

Listings		
<b>Live Guide</b>	1/3 Page Entry	<b>£250</b>
A5 booklet - includes copy & image	1/2 Page Entry	<b>£400</b>
14,000 copies - 8,500 delivered through Royal Mail and 5000 for distribution	Full Page Entry	<b>£700</b>
	Flyer Insert (delivered)*	<b>£350</b>
<b>Film &amp; What's On Guide</b>	Standard Listing	<b>Free</b>
Monthly A5 Film booklet with relevant month's calendar listings including 5000 for distribution	Highlighted Event (1/6 page box)	<b>£90</b>
	1/4 page entry	<b>£150</b>
	1/2 page entry	<b>£250</b>
<b>Website</b>	Online Listings	<b>Free</b>
	Website Listing	<b>Free</b>
	Early on sale	<b>£50</b>
	Homepage banner for 4 weeks	<b>£50</b>

\*Inserted flyers can be designed and printed for an extra £200