

# Advertising Rate Card

	Platinum	Gold	Silver	Bronze
<b>Crime Readers Association Website</b>				
Homepage (animated/static)	✓	✓	✓	✓
Events page	✓	✓	✓	✓
Blog page	✓	✓		
<b>Red Herrings</b>				
Half page	✓			
Quarter page		✓		
<b>Case Files</b>				
Half page	✓			
Quarter page		✓		
<b>Crime Readers Association Newsletter</b>	✓	✓	✓	
<b>Dagger Reads (www.daggerreads.co.uk) or National Crime Reading Month Website (www.crimereadingmonth.co.uk)</b>				
Homepage	✓	✓		
<b>Crime Writers Association Book Chat (Facebook)</b>				
Weekly posts	✓	✓		
<b>Crime Readers Association Facebook</b>				
Weekly posts	✓	✓	✓	
<b>Monthly fee****</b>				
Member	£125	£100	£75	£50
Authors and Sole Traders	£175	£150	£125	£75
Companies	£250	£225	£200	£150
Dedicated Crime Readers Association Newsletter	Price on application			

We can also supply digital advert design for £75 (banner design is £45)

\*Red Herrings is a membership magazine sent out monthly (print and digital)

\*\* Case Files is a bi-monthly e-zine sent digitally to CRA subscribers (c.7,000)

\*\*\* Crime Readers Association Newsletter is a monthly newsletter sent to all subscribers. Dedicated newsletters can also be sent. POA

\*\*\*\*All prices are exclusive of VAT (E&OE)

## Annual Sponsorship

We can also offer annual sponsorship which includes the following:

- Presence on Dagger Reads / National Crime Reading Month for 12 months
- Facebook posts linking to updates on the above

Please note that advertising on the Crime Readers Association website is restricted. To discuss options, please contact [admin@thecwa.co.uk](mailto:admin@thecwa.co.uk)

## Advert Specifications

Publication / Website	Height	Width
Crime Readers Association Website (animated/static)	250px	300px
Crime Readers Association Newsletter	Min. 100px	520px

For more information, please contact [admin@thecwa.co.uk](mailto:admin@thecwa.co.uk)

**We reserve the right to edit Facebook posts. Ads must be approved as relevant and not in any way counter to the aims of the CWA or CRA**

