

Advertising Rate Card

	Monthly Packages			Individual Ads
	Platinum	Gold	Silver	
Crime Readers' Association (CRA) Website				
Homepage (animated/static)	✓	✓		£95
Events page	✓	✓		per month
Blog page	✓	✓		
DaggerReads website	✓		✓	£75
National Crime Reading Month website	✓		✓	per month
Red Herrings*				
Half page	✓			£95
Quarter page		✓		£55
Case Files**				
Large	✓			£95
Small		✓		£75
Crime Readers' Association (CRA) Newsletter** (Sent to approx. 11,000 subscribers)				£75
One size advert	✓	✓	✓	
Facebook Posts (Monthly package = 4 x weekly posts)				
CWA Bookchat	✓	✓		£15
CRA	✓		✓	£15
Cost***				
CWA Full Member	£250	£150	£99	20% discount
CWA Corporate Member	£325	£199	£125	10% discount
Non-Member Companies	£399	£250	£155	
Dedicated CRA Newsletter (Approx. 11,000 Subscribers)	Price on application			
Dedicated Debut Writers only eNewsletter (Approx. 4,000 subscribers)	Price on application			

Annual Sponsorship

Sponsorships are available. To discuss options, please contact secretary@thecwa.co.uk

Ad Specifications

Publication / Website	Height	Width
CRA Website (animated/static)	250px	300px
CRA Newsletter	Min. 100px	520px
Red Herrings – Half Page	196mm wide	139mm tall
Red Herrings – Quarter Page	98mm wide	139mm tall
Case Files – Large Ad	520px wide	400px tall
Case Files – Small Ad	520px wide	200px tall

***Red Herrings** is a monthly colour magazine for CWA members only (printed and digital format)

****Case Files** ezine and **CRA eNewsletter** go to around 11,000 subscribers every month

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

We can supply digital and print artwork at very reasonable rates. Please enquire

For more information, please contact 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

