

# PROMOTIONAL PACKAGES

## BRONZE SILVER GOLD

<b>Website</b>	Homepage Banner for 4 weeks			✓
	Competition Page	✓	✓	✓
	Competition Feature for 4 weeks		✓	✓
<b>Social Media</b>	One off post on WA social channels	✓	✓	
	Weekly post on WA social channels for 4 weeks			✓
	Weekly stories on Facebook & Instagram for 4 weeks		✓	✓
<b>Email</b>	Newsletter inclusion		✓	✓
	<b>Price</b>	<b>£60</b>	<b>£150</b>	<b>£250</b>

### Members Newsletter

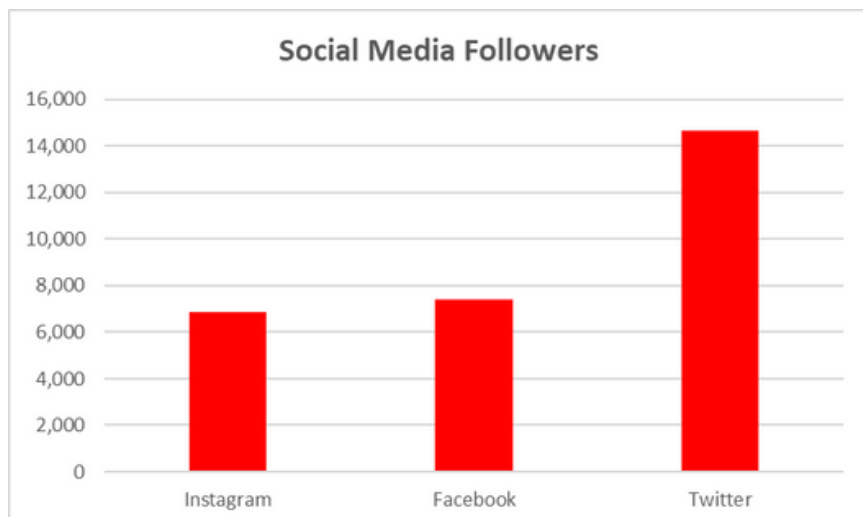
- 11,000+ members
  - Open Rate – 60%

### Social Audiences

- Total Social Following – 28,901
  - Twitter – 14,630 followers
  - Instagram – 6,881 followers
  - Facebook – 7,390 likes

### Web Audience

- Average of 112k page views pcm
  - Average session duration 1:04 minutes
  - 3 pages visited on average per visit



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# ASSET SIZES

## Social Media Asset Sizes

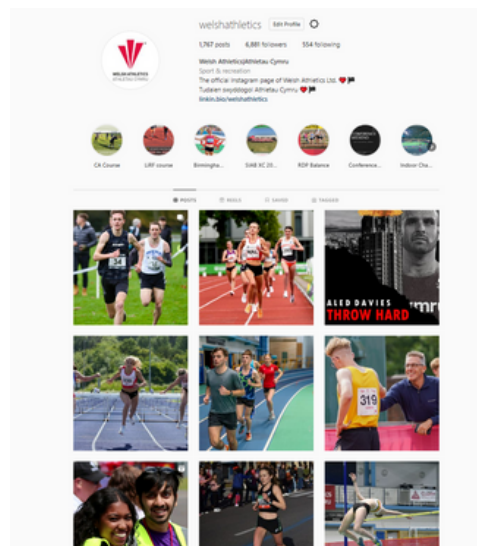
Instagram & Facebook Posts - 1080px x 1080px (1:1)

Instagram & Facebook Stories - 1080px x 1920px (9:16)

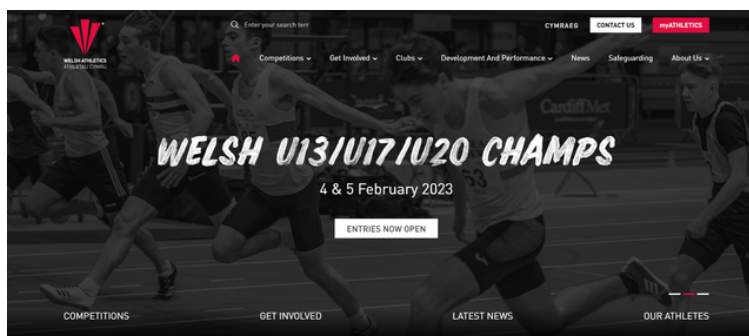
Twitter Posts - 1200px x 675px (16:9)

All need to be full colour, no logos or text on.

JPEG or PNG, approx. 1mb.



## Website Homepage Banner



## Website Asset Sizes

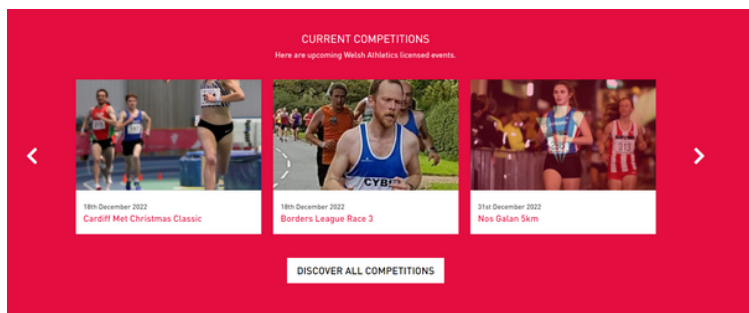
Website Homepage Banner - 2043px x 737px  
(Black & White, no text or logos)

Competition Page Banner - 1138 x 416px  
(Full colour - no text or logos)

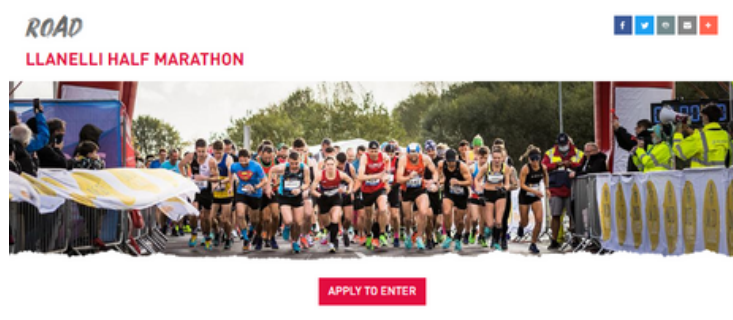
Competition Page Tile - 256px x 256px

JPEG or PNG, max 1mb.

## Website Competition Tile



## Website Competition Page Banner



## Members Newsletter

Image Block - 800px x 400px  
Full colour - no text or logos)

JPEG or PNG, max 1mb.



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