

Composites UK: Media Pack

This document will take you through the options available to you where you can promote your company through advertising with Composites UK.

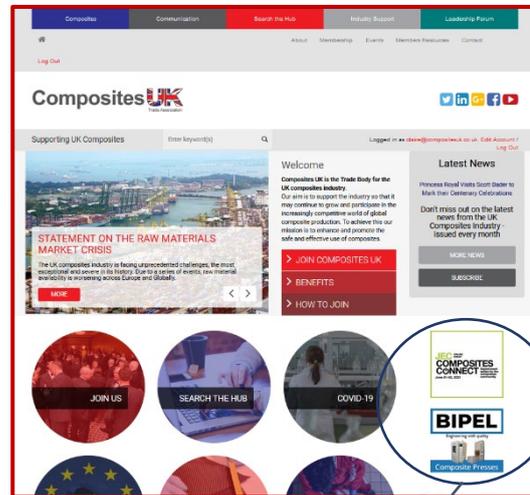
If you have any questions, please contact Claire Whysall, Marketing & Communications Manager on claire@compositesuk.co.uk.

All prices quoted are ex. VAT.

Website Advertising

Advertising space on our website can be seen on the right-hand side of the home page. The space is 170px wide x 150px tall and we can accept either as a static jpg or an animated gif pointing to a hyperlink of your choice. The website gets on average 12,000 visitors per month.

	Member	Non-Member
1 month	£150	£320
3 months	£400	£875
6 months	£750	£1700
12 months	£1400	£3000



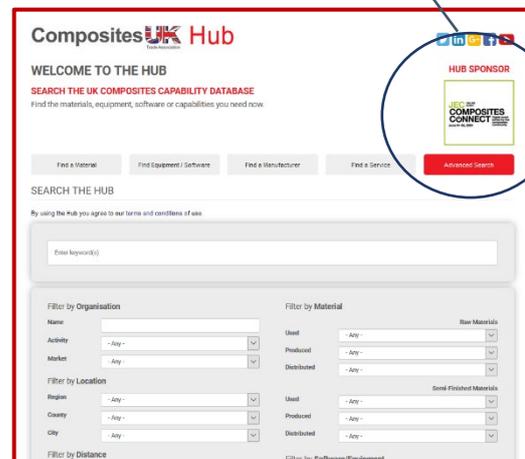
Advert on the homepage

Website and Hub Advertising

As above but with the addition of your advert also being shown on The Hub – the UK’s composites capabilities database, used by potential customers in the industry in searching for services and products. The Hub has been searched 133,392 times in the last 12 months.

	Member	Non-Member
1 month	£210	£450
3 months	£540	£1200
6 months	£960	£2200
12 months	£1850	£4100

Advert on The Hub

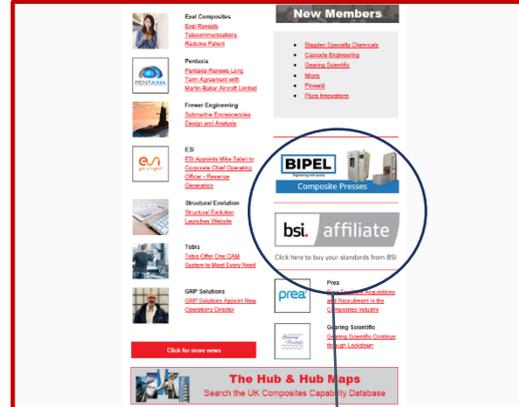


Newsletter Advertising

The Composites Hub newsletter – a collaboration between Composites UK and the National Composites Centre, is sent out twice per month to 9,000 subscribers.

It is sent on the first working day of each month, with the next edition following 14 days later.

Advertising space on the newsletter are 260px wide x 100px high. Static jpgs only. Prices higher than the website advertising as this is delivered directly to people’s inboxes.



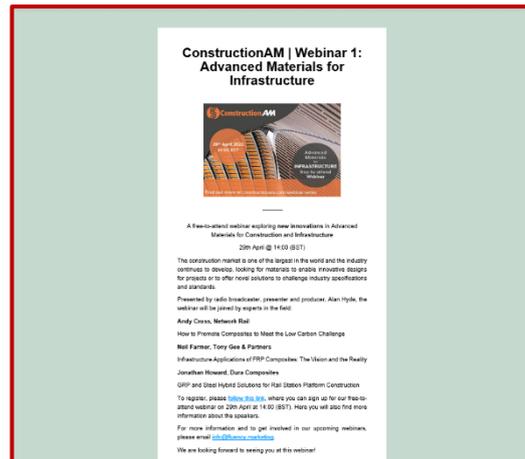
Adverts on the newsletter

	Member	Non-Member
1 month	£250	£530
3 months	£680	£1400
6 months	£1200	£2900
12 months	£2200	£5400

Solus Emails to Members

This option allows you to send a solus email directly to Composites UK members (a mailing list of 700 individuals) about your product, service or event in your branding.

- There’s a total of two available slots per month.
- You provide the HTML.
- Click through and open rates can be supplied.
- Contact details of who opened/viewed the email will not be shared.
- Requests for this option are not guaranteed and need to be deemed appropriate for the audience by the Composites UK communications team.



	Member	Non-Member
Per email	£150	£300

Social Media Support

A sponsored post to our social media followers. This option is open to members only, and like the solus email option, requests are not guaranteed and need to be deemed appropriate for the audience by the Composites UK communications team.

The content is provided by you – this could be in the form of a new post, or a share of a specific post you already have live.

LinkedIn connections: 7,851

Twitter followers: 4,756

(As of April 2021)

	Member	Non-Member
LinkedIn status update	£320	n/a
Twitter post	£200	n/a

3-Minute Member Videos

We're inviting you to work with us on a short video to showcase why you have joined Composites UK, or, if you're one of our longer standing members, what you have gained by being part of the Association.

This is shared on our YouTube channel and posted about on our social media throughout the year.



We ask that you self-film what it is you'd like to present to the world. It can be an interview with employees and/or some footage of your workspace – whatever you wish. This can be done simply, on a camera or on a phone if that's all you have. If you would like some text on the screen this should be provided in a Word document with a note of the file name it should appear with. Send all of your files to us and we will do the editing for you!

Videos should be sent in .mp4 format. You get final sign off before the video is made live.

Free-of-charge

Additional Options for Business Support Network Partners

If you are one of our Business Support Network Partners who have signed up to provide support to our member companies, there are several other options open to you.

- Sponsoring of the member newsletter.
- Producing a corporate video introducing your company to our members,
- Production of a podcast where you discuss your offering with one of the Composites UK team.

Contact us for more details.

For more information, or to discuss any of the options included in this document, contact:

Claire Whysall

Marketing and Communications Manager, Composites UK

claire@compositesuk.co.uk

Tel: 07506 580956