

Advertising Rate Card

	Monthly Packages			Individual Ads
	Platinum	Gold	Silver	
Crime Readers' Association (CRA) Website Homepage (animated/static) Events page Blog page	✓ ✓ ✓	✓ ✓ ✓	✓	£95 per month
Red Herrings* Half page Quarter page	✓	✓		£95 £55
Case Files** Large Small	✓	✓		£95 £75
Crime Readers' Association (CRA) Newsletter** (Sent to approx. 11,000 subscribers) One size advert	✓	✓	✓	£75
Facebook Posts (Monthly package = 2 posts) CWA General	✓	✓	✓	£20
Cost*** CWA Full Member CWA Corporate Member Non-Member Companies	£250 £325 £399	£150 £199 £250	£99 £125 £155	20% discount 10% discount
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	250px	600px
Red Herrings – Half Page	139mm tall	196mm wide
Red Herrings – Quarter Page	139mm tall	98mm wide
Case Files – Large Ad	400px tall	520px wide
Case Files – Small Ad	200px tall	520px wide

***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

