

## Advertising Rate Card

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

## Annual Sponsorship

Sponsorships are available. To discuss options, please contact [secretary@thecwa.co.uk](mailto: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](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**

