

## **Summary of Newark & Sherwood News Journal (NNJ) Page Sponsorship Proposal**

Here is a quick summary of our proposal, best described within the [attached PPT](#) presentation, where individual slides describe/display the features.

1. Your business becomes an NNJ page sponsor at a monthly cost of £125 plus vat
2. A commitment to minimum of 6 months is necessary.
3. You can use the full-page sponsors page (an annual feature) on a monthly basis i.e. a 15cm x 2 col advert appears every month instead of a full page once a year.
4. Copy change allowable every month.

Genuinely I believe our coverage provides **the best of both worlds** i.e. print and digital. Over and above these obvious demonstrable benefits there is the vitally important issue of showing your support in bringing all the good news from across the area to our print and digital readers.

I cannot stress enough how crucial it is for major local firms to support the Newark & Sherwood News Journal in its efforts to promote all the positives about the area.

### **Print Summary:**

- a) Logo within editorial page content
  - b) Business name in the header of a page
  - c) 6cm x 1 col advert every month in the on-line Directory
  - d) Full Page Advertorial annually (35cms x 8 cols)
- OR
- e) 15cm x 2 col advert every month on a news page, which is 30% more space than taking one full page per year.
  - f) **PLUS 50% discount** off £4 pscg gross rate on any display adverts booked; no further commitment required.

### **Digital Summary:**

- a) Clients current months advert appears on front page of website in rotation: <https://newarknewsjournal.co.uk/>
- b) Advert links to client's website or social media page, but not both: see an example @ <https://newarknewsjournal.co.uk/776-gymnastics>
- c) Logo and links to client website and all social media pages added
- d) Current advert appears on Directory entry page:  
see an example @ <https://newarknewsjournal.co.uk/ann-et-vin>
- e) Or specific promo adverts instead of current advert
- f) Option to add 300-word description:  
see an example @ <https://newarknewsjournal.co.uk/grace-gentle>
- g) Any stories appearing in the NJ also linked to directory listing page  
see an example @ <https://newarknewsjournal.co.uk/talents-solicitors>
- h) Banner adverts appearing on rotation basis in weekly E-news Digest:  
see an example @ <https://newarknewsjournal.co.uk/e-news>
- i) Skyscraper advert appears on multiple pages on NJ website
- j) Client videos can be added to Directory listing page

I very much hope that our proposal finds favour with you and you can help us continue to publish the Newark News Journal

Notably, it's an established fact that local press is three times more trusted than social media.

Regards,

*Stewart*

Think before you print. Don't print this email if you don't need a physical copy; do your bit for the environment.

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**Stewart Rickersey**

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