

## EMAIL ADVERTISING MEDIA KIT

2014/15

**NWG Network Headquarters.** Suite 18, Parker House, Mansfield Road, Derby. DE21 4SZ. UK. **01332 585371** | [network@nwgnetwork.org](mailto:network@nwgnetwork.org) | [www.nwgnetwork.org](http://www.nwgnetwork.org)

Registered Charity No: 1125632. Company Registration No: 6557851

## Introduction

### The NWG Network

Registered Charity No: **1125632**

Company Registration No: **6557851**

### Tackling Child Sexual Exploitation

*“The NWG Network is a Charity and UK wide network of practitioners, policy makers and researchers working with children who are at risk, or have experience of sexual exploitation, their families and carers. Our primary objective is to offer support and advice. We also play a role in developing policy that is informed by practice and feeding into research in this area. We organise regular meetings and practitioner forums for our members – we help to **give children a voice.**”*

Sheila Taylor, MBE.

The NWG Network is overseen by a Board of Trustees who are drawn from all areas. The Trustees oversee the work to address practice and policy issues as they emerge from members' direct contact with young people.

### Advertising That Works

**Connect with over 6,000 professionals with our highly targeted advertising placements on our newsletter communications. It provides a truly unique opportunity to build your brand through credible placement of your message, whilst drive the audience direct to your website.**

NWG Network, strive each day to produce the highest quality and professionally focussed coverage that makes NWG the only Network for their readers. We provide a variety of banner advertising opportunities including headline banners and skyscrapers across a range of email communications including but not limited to;

- Events Bulletins
- News Bulletin (Flash)
- Monthly Newsletter

### Our Audience

The NWG Network covers voluntary and statutory services and includes representation from **health, police, social care, the voluntary sector and central government**. The NWG Network reaches thousands of professionals across our network channels.

- Total Organisations: **548 Organisations\***
- Silver Members: **6,009 Individuals**
- Gold Members: **2,698 Individuals**

Many organisations have countless employees enjoying the benefits of being a member as a result of an organisation wide membership to NWG Network resources.

Our popularity as a trusted provider of key information continues to grow.

- Website Hits: **3,000 PCM**
- Mailing List: **9,000 Subscribers**

**It is estimated that NWG Network has approximately 6,000 dissemination points into local networks.**

\* Statistics as at October 2014. Please contact us for current statistics.

## Opportunities

The NWG Network is the only sexual exploitation network working across voluntary and statutory agencies tackling child sexual exploitation with links across Europe, South East Asia and USA exchanging knowledge, understanding, dedicated to seeking ways to find alternative solutions in the fight to stop the exploitation of children and young people. Email marketing plays a vital role in connecting these individuals. Opportunities to advertise in the following are available.

- **Monthly Newsletter**

As it's name suggests a monthly round up of all recent news, advice, updates, and to share national developments. This also includes raising awareness of any high profile events that are looming.

Frequency: **Monthly**

- **News Bulletin**

Information on network events, specialist interest seminars

Frequency: **Monthly**

- **News Bulletin (Flash)**

Consistent of urgent developments and press releases from the network

Frequency: **Up to 4 per Month**

- **News Bulletin (Event Information)**

Event information delivered direct to their inboxes. Event sponsorship deals available.

Frequency: **Up to 4 per Month**

## Rate Card & Specification

Email Type	Headline	Skyscraper	Footer
Specification: Pixels	620 (w) x 90 (h)	120 (w) x 600 (h)	620 (w) x 90 (h)
Monthly Newsletter	£175.00	£125.00	£100.00
News Bulletin	£175.00	£125.00	£100.00
Events Bulletin	£175.00	£125.00	£100.00

Discounts for numerous bookings | 5% discount for payment upfront

## Packages & Discounts

Sponsorship packages are available to discuss these and more please contact Cheryl Stevens for more information calling 01332 585371, or email [network@nwgnetwork.org](mailto:network@nwgnetwork.org)

## Specifications

**Header:** Located at the top of the banner in a priority position.  
Specification: 650 (w) x 90 (h) pixels (*Pictured below*)

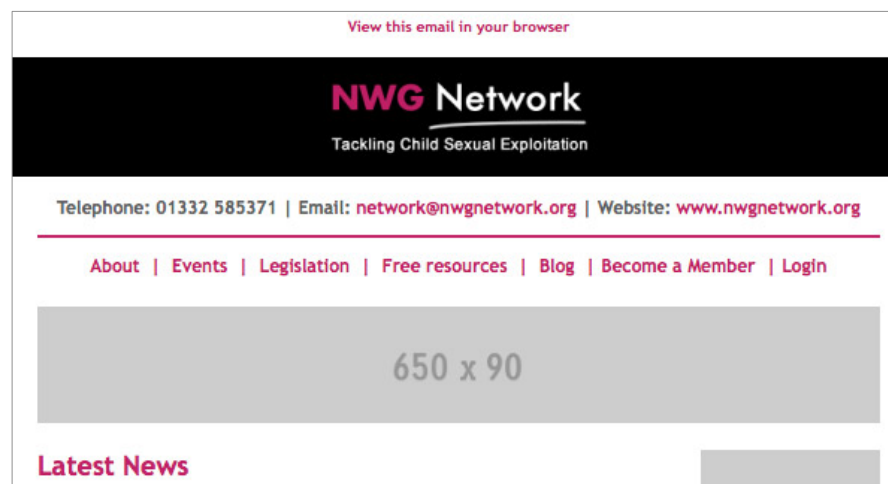
**Footer:** Located at by strong call to action buttons at the footer of the email.  
Specification: 650 (w) x 90 (h) pixels (*Pictured right*)

**Skyscraper:** Located at the right of a mailer.  
Specification: 120 (w) x 600 (h) pixels (*Pictured right*)

### Please supply as follows:

- We accept static JPEGs or animated GIFs
- Files must be in RGB colour mode and at 72dpi
- Maximum file size 39K
- Include click-through URL

### Header Banner



View this email in your browser

**NWG Network**  
Tackling Child Sexual Exploitation

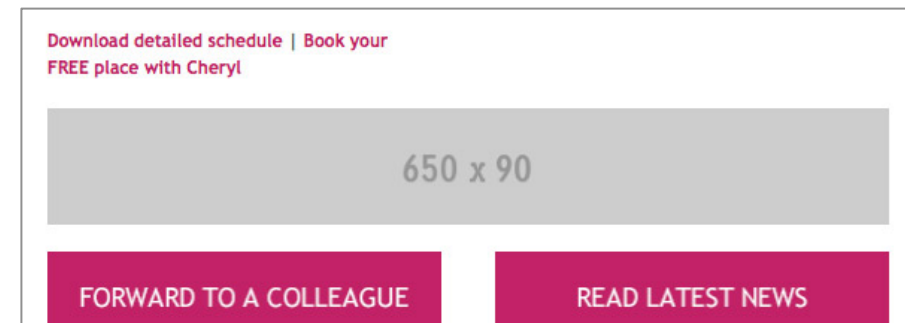
Telephone: 01332 585371 | Email: [network@nwgnetwork.org](mailto:network@nwgnetwork.org) | Website: [www.nwgnetwork.org](http://www.nwgnetwork.org)

[About](#) | [Events](#) | [Legislation](#) | [Free resources](#) | [Blog](#) | [Become a Member](#) | [Login](#)

650 x 90

**Latest News**

### Footer Banner

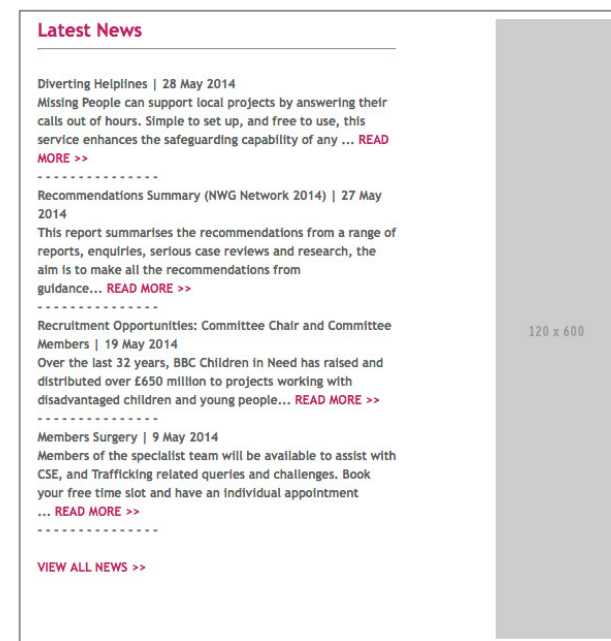


[Download detailed schedule](#) | [Book your FREE place with Cheryl](#)

650 x 90

[FORWARD TO A COLLEAGUE](#) [READ LATEST NEWS](#)

### Skyscraper Banner



**Latest News**

Diverting Helplines | 28 May 2014  
Missing People can support local projects by answering their calls out of hours. Simple to set up, and free to use, this service enhances the safeguarding capability of any ... [READ MORE >>](#)

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Recommendations Summary (NWG Network 2014) | 27 May 2014  
This report summarises the recommendations from a range of reports, enquiries, serious case reviews and research, the aim is to make all the recommendations from guidance... [READ MORE >>](#)

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Recruitment Opportunities: Committee Chair and Committee Members | 19 May 2014  
Over the last 32 years, BBC Children in Need has raised and distributed over £650 million to projects working with disadvantaged children and young people... [READ MORE >>](#)

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Members Surgery | 9 May 2014  
Members of the specialist team will be available to assist with CSE, and Trafficking related queries and challenges. Book your free time slot and have an individual appointment ... [READ MORE >>](#)

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[VIEW ALL NEWS >>](#)

120 x 600