



International Experts in Safety Training Solutions



Media Pack & Rate Card 2013

Swim & Save e-Zine – Advertising Opportunities

Swim & Save e-Zine is an e-newsletter published monthly by STA and emailed to more than 32,000 leisure professionals with responsibility for Swimming Teaching, Lifeguarding/Lifesaving, First Aid, Aquacise and Pool Plant management. Readership includes 7,500 STA members.

Advertising Rates:

| | |
|-----------|----------------|
| 1 month | £350 |
| 3 months | £332 per issue |
| 6 months | £315 per issue |
| 12 months | £250 per issue |

(Prices exclude VAT)

Advertising Specifications

- Adverts are sized at 150x150 pixels and are positioned to the right of the newsletter
- .gif, .png and .jpg files are acceptable
- Other media files are not accepted
- File size should not exceed 30KB
- Advertisements may include a hyperlink to your website.

STA Website: www.sta.co.uk – Advertising Opportunities

Attracting over 65,000 hits per month, STA's official website provides the ideal platform to promote your company's products and services.

Advertising Rates:

| | |
|-----------|----------------|
| 1 month | £280 |
| 3 months | £265 per month |
| 6 months | £250 per month |
| 12 months | £200 per month |

(Prices exclude VAT)

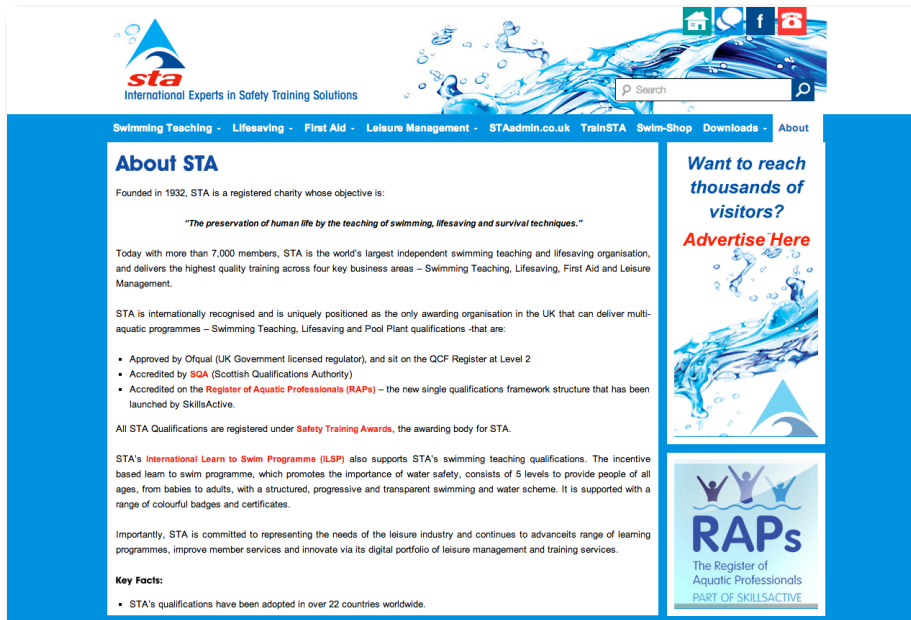


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The Swimming Teachers' Association Limited, Registered Office as above, is a company limited by guarantee No. 1272519 and Registered Charity No. 1051631 whose objectives are: "The preservation of human life by the teaching of swimming, lifesaving and survival techniques".



FS 29525
ISO9001:2008



Advertising Specifications

- All online adverts appear in the advertising billboard panel to the right-hand side of the website (excluding the home page)
- There are two sizes of adverts available: 200x400 pixels and 200x207 pixels
- .gif, .png and .jpg files are acceptable
- Other media files are not accepted
- File size should not exceed 250KB
- Advertisements may include a hyperlink to your website.

Multiple Booking Discount

A discount of 10% is applicable to advertisers booking both a Swim & Save e-Zine and an STA website space together.

Advertising Policy

- All prices quoted are fixed; no agency discount will apply
- All prices are subject to VAT at the prevailing rate
- Products and services advertised must be relevant to STA members and be within the general ethical policy of the charity; STA reserves the right to reject any advertisement that does not comply
- Advertisers must supply complete artwork in accordance with the artwork technical specifications detailed
- All advertising must be booked directly with STA
- Payment terms are strictly 30 days.

To book your advertising space, please contact STA on 01922 645097 or email sta@sta.co.uk.

