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## Retreat Association website advertising rates

**Homepage** (adverts on the home page generate an average of 50 visits per week to the advertiser's website)

### Box Size

Large boxes: 240 pixels wide x 370 pixels high

Small boxes: 240 pixels wide x 180 pixels high

|                        | Small | Large |
|------------------------|-------|-------|
| 1 advert for 2 weeks   | £70   | £85   |
| 1 advert for 1 month   | £105  | £135  |
| 1 advert for 2 months  | £150  | £180  |
| 1 advert for 3 months  | £195  | £220  |
| 1 advert for 4 months  | £230  | £265  |
| 1 advert for 5 months  | £265  | £330  |
| 1 advert for 6 months  | £285  | £365  |
| 1 advert for 12 months | £425  | £525  |

**Find a Retreat page** (the 2nd most visited page on our website – a link from this page generates an average of over 25 visits per month to the advertiser's website)

### Box size

large boxes are 380 pixels wide x 200 pixels high

small boxes are 380 pixels wide x 100 pixels high

|                        | Small | Large |
|------------------------|-------|-------|
| 1 advert for 2 weeks   | £60   | £70   |
| 1 advert for 1 month   | £95   | £105  |
| 1 advert for 2 months  | £140  | £150  |
| 1 advert for 3 months  | £150  | £195  |
| 1 advert for 4 months  | £180  | £230  |
| 1 advert for 5 months  | £200  | £265  |
| 1 advert for 6 months  | £235  | £285  |
| 1 advert for 12 months | £340  | £425  |

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**Patrons:** Fr Christopher Jamison OSB, Margaret Rizza, Revd Graham Sparkes, Dr Rowan Williams

The Retreat Association is a Company limited by guarantee registered in England and Wales. Company No: 08385106. Registered Charity No: 1150792

Member groups of the Retreat Association: Association for Promoting Retreats, Baptist Union Retreat Group, Catholic Spirituality Network, Reflect-Methodists spirituality, and Affiliates of the Retreat Association

## **Job Vacancies page (we regularly receive enquiries from job advertisers and job seekers)**

### **Box size**

The actual size and shape of adverts will differ according to the device type used to view the web-page (e.g. mobile, tablet, notebook, laptop, desktop, etc). Therefore the following sizes are indicative of the amount of space available, rather the actual fixed width/heights, and are based on a page viewed on a desktop computer allowing a width of 980px. They also include a double line border and margin.

Large Landscape box:  
960 pixels wide x 210 pixels high

Large Portrait box:  
475 pixels wide x 430 pixels high

Medium box:  
475 pixels wide x 210 pixels high

Small box:  
475 pixels wide x 100 pixels high

|                       | <b>Small</b> | <b>Medium</b> | <b>Large</b> |
|-----------------------|--------------|---------------|--------------|
| 1 advert for 2 weeks  | £65          | £80           | £95          |
| 1 advert for 1 month  | £95          | £110          | £135         |
| 1 advert for 2 months | £140         | £160          | £180         |
| 1 advert for 3 months | £180         | £195          | £220         |

### **Notes**

1. Banner adverts are booked for a minimum of 2 weeks and are subject to availability.
2. The prices quoted are for ready made or simple banner adverts that conform to the technical specifications set out below.
3. An additional charge may be made for complex banners to be designed.
4. Advertisements (including banner adverts and pop-ups) featured on the Retreat Association website do not imply endorsement of goods and services advertised. The Retreat Association will not be liable or responsible for goods and services advertised.
5. The Retreat Association reserves the right to refuse advertising that is inappropriate or unsuitable for website, or is in conflict with the overall aims of the organisation.
6. Priority may be given to members of the Retreat Association in allocation advertising space.

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## How to supply banner adverts

**1. Home and Find a Retreat pages:** Banner ads should be supplied as either a .gif, .jpg or .png file. Please adhere to the dimensions given above

Please give the full web address of the page you want people to click through to, including the page name, for example: <http://www.retreats.org.uk/quietdays.html>

**2. Job advertising:** Content for job ads should be supplied as plain text (not image or pdf), and should include your contact details (phone and/or email). A small logo may be added, (please provide image in file type .jpg, .gif or .png). You may also provide a hyperlink to your website (or further information page).

### How to supply information for a banner advert, to be designed by the Retreat Association

The banner ad file shall be the property of the client and will be in a standard format so it can be used on other websites.

At least ten working days prior to the publication date, you will need to provide the Retreat Association with the following:

1. logo (if required) sent as either a JPG, GIF or PNG file;
2. image (e.g. if a product is being displayed) sent as either a JPG, GIF or PNG file;
3. copy (i.e. the exact wording required) sent in Word, Notepad or simply in the body of an email;
4. some creative direction as to the colours / themes / ideas that should be included
5. web link (i.e. the exact webpage you want people to go to when they click on your ad)

### Where to send your booking

Send your booking to the Retreat Association office [info@retreats.org.uk](mailto:info@retreats.org.uk) with the following information:

1. required web page
2. banner size
3. duration of advert
4. how you will be supplying the advert