

Website and Email Newsletter advertising positions 2023

Home page

Upper leaderboard

- Shared position - max three advertisers
- Accepted format: jpg/gif (max: 8 second rotation)

Cost: 5,665 pa per advertiser

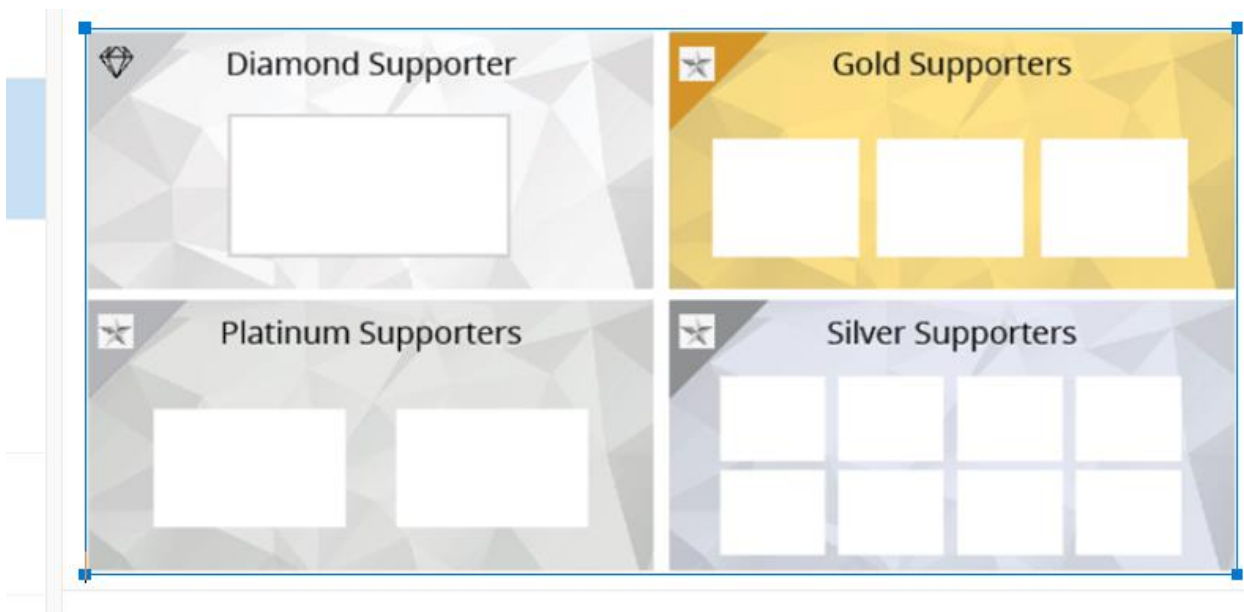
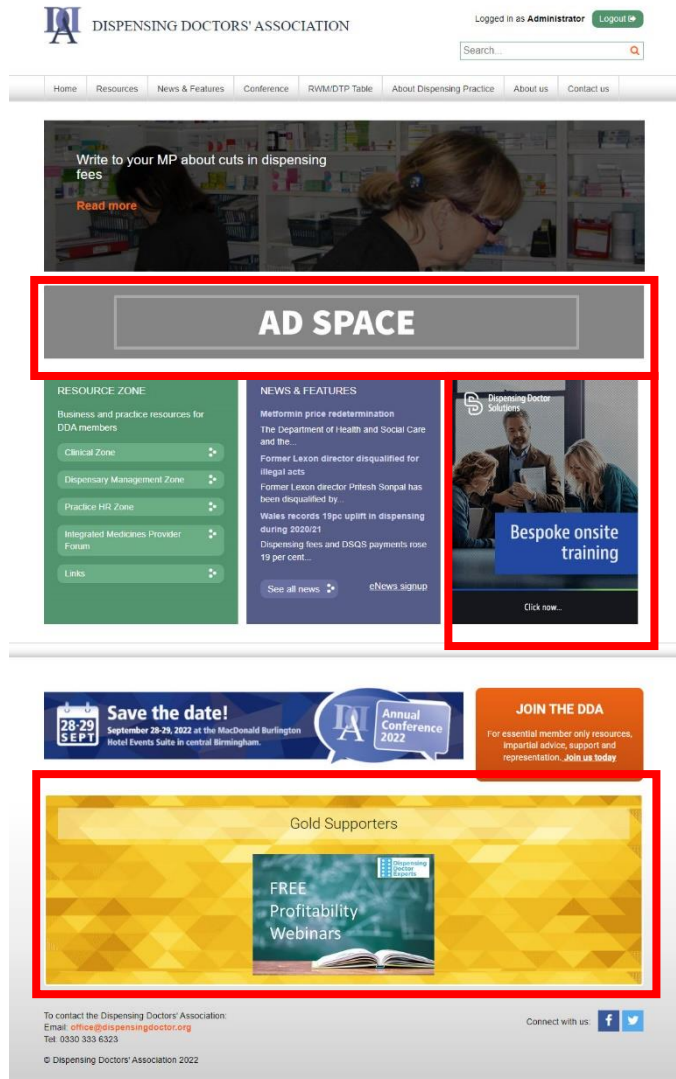
Mid page sponsorship

- Solo position
- Accepted format: jpg/gif

Cost £8,700

Supporter area

- Bronze to platinum level options available. Gold shown
- For full options, prices and visual size representations (not to scale), see below:



Sponsorship levels

Bronze: £515 pa

- Access to DDA members only areas on website
- Receive email Broadcasts

Silver: £1235 pa

- = Bronze +
- Named supporter at bottom of Home page on website – no link through to supplier's website

Gold: £2475 pa

- = Silver +
- Large logo and link through to own website
- Named supporter with link through for two Email Broadcast Alerts a year
- Use of DDA Gold Supporter logo in own marketing
- Suppliers eligible for inclusion in the RWM/DTP updates, will receive listing/logo and back links to online information

Platinum – only 4 available: £8240 pa

- = Gold +
- Larger logo and link through to own website
- Exclusive advert on one of RWM/DTP, Resources, About Dispensing Practice or Contact Us webpages
- Meet Board with 20 min presentation at one of Board meeting – 1 for each Platinum member
- Two face-to-face meetings a year with one or two members of DDA Executive. Access to advice from DDA Board members
- Named supporter with link through logo for six Email Broadcast Alerts a year
- Use of DDA Platinum Supporter logo

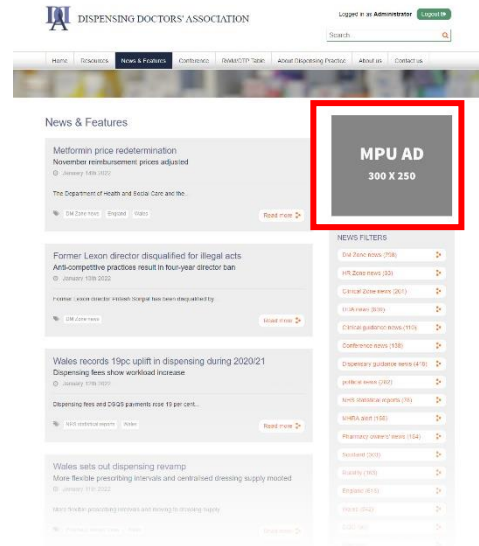
Diamond – only 1 available: £10,300 pa

- = Platinum +
- Named supporter with link through logo for 12 email Broadcast Alerts a year
- Use of DDA Diamond Supporter logo

Website subpages

- Example, [News Archive - DDA - Dispensing Doctors' Association](#)
- Other page prices available on request
- Solo position

Cost: **£5,280** per annum



Email Broadcast sponsorship:

- Minimum 50 broadcasts a year
- Shared position, rotated hierarchy

Cost: **£5,300** per annum

