

The Shrewsbury and Telford Hospital NHS Trust recognises that income from commercial sponsorship for services or paid advertising can have a beneficial effect by providing additional resources to improve patient experience or working lives for staff.

Any advertising opportunities offered by the Trust comply with Department of Health and NHS guidelines, and the Trust's Marketing Communications, Commercial Sponsorship and Advertising Policy.

All content must be approved by the Trust's Communications Team. The Trust reserves the right to reject advertising from individuals or organisations who have goals or values in conflict with those of the Trust and the NHS as a whole. Advertising from individuals and organisations providing services that are also offered by the Trust will not be included in any external publications.

The Trust's advertising policy can be found at: www.sath.nhs.uk/media

All details contained within this leaflet were correct at the time of going to press

For more information contact the Communications Team at:

The Shrewsbury and Telford Hospital NHS Trust, Royal Shrewsbury Hospital, Mytton Oak Road, Shrewsbury, Shropshire, SY3 8XQ

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Email: communications@sath.nhs.uk

Get connected . . .



www.sath.nhs.uk
communications@sath.nhs.uk



@sathNHS



SaTHChatterbox



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YouTube

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The Shrewsbury and Telford Hospital 
NHS Trust

Advertising Rates for 2016/17

This leaflet provides information about the opportunities we can offer for you to get your message across to thousands of patients, members of the public and staff



Proud To **Care**
Make It **Happen**
We Value **Respect**
Together We **Achieve**



Advertising Rates for 2016/17

The Shrewsbury and Telford Hospital NHS Trust is offering an exclusive advertising opportunity to get your message across to thousands of patients, members of the public and staff regularly through its flagship publications.

A Healthier Future

The Trust produces a quarterly newsletter that is distributed to almost 10,000 public Foundation Trust members. A Healthier Future is also shared with key stakeholders, as well as being available online, so it provides an excellent advertising opportunity to reach a wide audience. This is usually an 8 to 16-page A4 newsletter.



Publication schedule for 2016/17: June, August, November and February.

The Beat

The Trust also produces a separate quarterly newspaper that is distributed via our waiting rooms at all of our sites, where we see over 500,000 patients a year (including the Royal Shrewsbury Hospital and Princess Royal Hospital in Telford). This is also distributed also shared with key stakeholders, as well as being available online, so it provides an excellent advertising opportunity to reach a wide audience. This is usually an 8 to 16-page A3 newsletter (like a newspaper).



Publication schedule for 2016/17: July, October, January

Internal Publications

We have a range of regular internal publications that are shared with more than 5,000 members of staff. These are issued via email, published on our intranet and internet and also distributed throughout our hospitals. These include:

- **Putting Patients First Monthly**
- **Chatterbox** (issued each Friday)

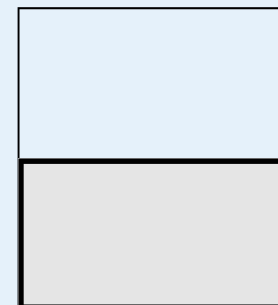


Adverts for monthly and quarterly titles must be submitted by the first day of the month of intended publication. All adverts should be supplied to the Trust's Communications Team in press quality JPEG format.

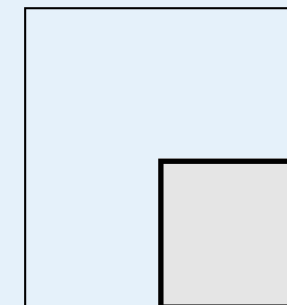
Advertising Rates Card



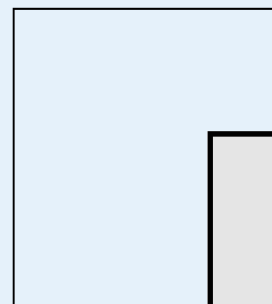
Option 1
Full Page
A4
£600



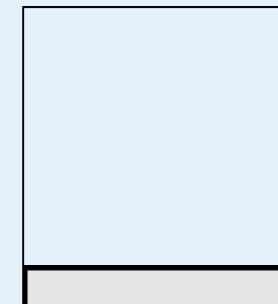
Option 2
Half Page
A5
£350



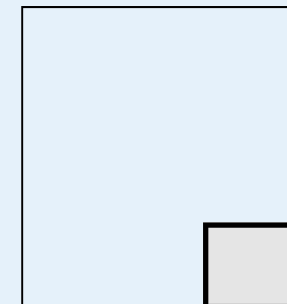
Option 3
Quarter Page
A6
£200



Option 4
Column
148mm x 74mm
£150



Option 5
Banner
210mm x 52mm
£125



Option 6
Small Block
104mm x 74mm
£100

Advertising rates apply to inside pages only. Options 1 and 5 will also be considered for the back page at a 20% premium.

Discounted Rates

A 10% discount is offered on the cost of an advert that is booked to run in consecutive editions of one of our publications.