



Media Pack

www.leavingthepolice.co.uk

Our vision is to help colleagues to enjoy life after policing, making the successful transition from their policing career to the next stage of their working lives.

It is our aim to share our own learning, knowledge and experiences, having successfully made the leap from policing to the 'outside world', to assist other colleagues in taking their next steps with more confidence and clarity. We are creating a large community of former policing members where the sharing of this knowledge and experience creates a thriving community for others to benefit.

Website Launch

After launching in January 2018, our website attracted over 16,000 unique hits by the end of the month and interest has been steadily growing.

We began using a paid membership model, keeping the membership price as low as possible to allow as many former/police officers and staff to access our Members' Area where a growing range of content is stored. We have since been inundated with advertising and promotion enquiries, such that we soon decided to make our membership free and have the website maintained and content designed using advertising/sponsorship and referral incomes. Only a few weeks old at the time of writing, www.leavingthepolice.co.uk will display appropriate job and training advertising on relevant pages on the site, plus any other content that we feel may be of interest to our membership.

With over 220,000 police officers and staff in the UK and 7,000 of them leaving each year, it is our intention to provide them with information, resources and support so that they have a range of options available to them with regards to their next career steps. We are also conscious that our readership is global with much interest from America and Australia as examples.

Strategy

With a growing readership and membership globally, our goal is to provide relevant and up-to-date content and resources to our members, plus a monthly newsletter to our fast-growing database of contacts. Leaving the Police aims to partner with relevant organisations so that we can offer a range of choices to current and former police officers and staff as they make crucial decisions about their working future. We will continue to engage with police forces, federations, individuals and suitable service providers so that www.leavingthepolice.co.uk becomes a one-stop place for current and former police officers and staff to visit, to help shape their future situation and achieve their personal goals.

The Opportunity

You or your organisation may wish to consider advertising your services on our website and on our monthly newsletter. Our rates and terms are below.

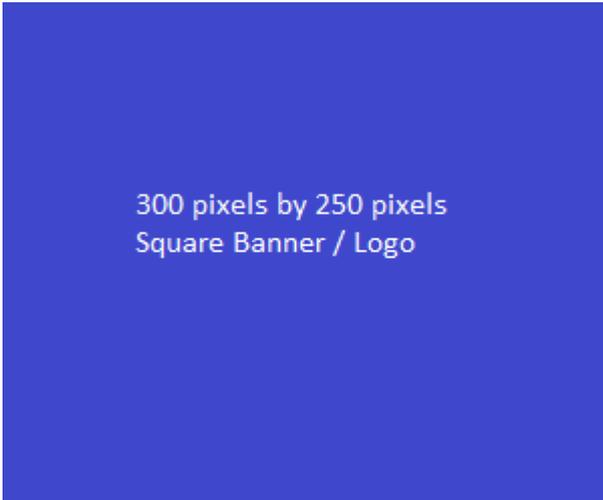
Any organisation or individual, that we believe has something to offer to our readers and members, in terms of products, services or information provided, is welcome to advertise themselves on our www.leavingthepolice.co.uk website.

The choice of banner/logo displays are as follows:

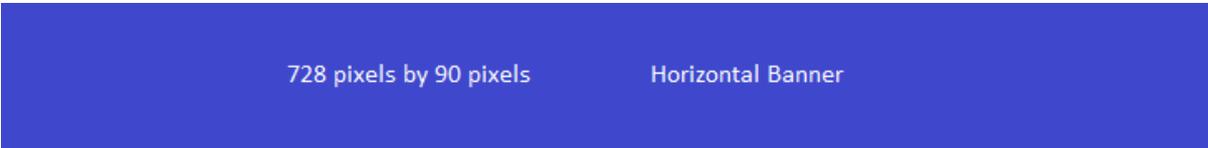


160 pixels by
600 pixels

Vertical Banner



300 pixels by 250 pixels
Square Banner / Logo



728 pixels by 90 pixels

Horizontal Banner

Advertising Pricing and Availability

Some of the options listed below may have already been taken up after you have received this document, so please call to discuss your specific requirements.

Advertising on our Home Page

Top central position - Horizontal Banner located near the top/centre of the page + featured advert in our monthly newsletter

1 x available @ £300+VAT per month

Left side position – Square Banner located to the left of the main body.

2 x available @ £200+VAT per month

Right side position – Square Banner located to the right of the main body.

2 x available @ £200+VAT per month

Lower central position – Horizontal Banner located at the bottom/centre of the page.

1 x available @£200+VAT per month

Advertising on each of the following pages:

Jobs – This page is specifically for recruiters and those organisations displaying job opportunities.

Training – This page is specifically for training providers and those organisations offering development.

Top central position - Horizontal Banner located near the top/centre of the page.

1 x available @ £200+VAT per month

First row down – Square Banner

3 x available @ £150+VAT per month

Each subsequent row down will be £10+VAT less than the row above it, going down to Row 15 which is only £10+VAT per month to advertise – so there is something for every budget.

E.g. Row 2 = £140+VAT, Row 3 = £130+VAT, Row 4 = £120+VAT..... Row 15 = £10+VAT per month.

Just let us know which 'row' you wish to go on, subject to availability.

Advertising on each of the following pages:

About Us, Videos & Content, Services, Resources

Top central position - Horizontal Banner located near the top/centre of the page.

1 x available @ £100+VAT per month

Left side position – Square Banner located to the left of the main body.

2 x available @ £50+VAT per month

Right side position – Square Banner located to the right of the main body.

2 x available @ £50+VAT per month

Lower central position – Horizontal Banner located at the bottom/centre of the page.

1 x available @£50+VAT per month

Note: If you don't have the correct size logo/image, you can let us take care of it for a one-off £50+VAT. Just send us what materials you have and we'll create a design that you are happy with. We'll add the design costs to your first invoice.

Terms & Conditions

Advertising is for a minimum of 3 months, with the first 3 months to be paid in advance of any advert appearing on our website.

Adverts may be renewed at the end of a 3-month period for a further 3 months providing both parties (the advertiser and Leaving the Police) agree.

Adverts placed and paid for up front will receive a discount as follows:

3 months at a time – no discount

6 months at a time – 10% discount

9 months at a time -15% discount

12 months at a time – 20% discount

Leaving the Police reserves the right to cancel any advertisements and refund the advertiser at any time if we feel that the advertiser is acting in a way or displaying material in a way, either on their website or social media, that we deem unsuitable for our audience. This is only likely to happen if the advertiser displays what we consider to be offensive texts or images which are likely to cause offence to our readers and members. The advertiser will be given the opportunity to remove or amend such texts/images before their adverts are removed.

All advertising prices will be reviewed on a regular basis though they will not change at any point during which a period of advertising has already been paid for or secured.