

HealthcarePromotions.co.uk

helping you raise awareness

HealthcarePromotions.co.uk is an independent website dedicated to health promotion within the UK. We provide healthcare professionals with a free and easy to use service allowing them instant access to over 970 health promotion resources covering over 145 different health categories, plus patient leaflets on over 7000 medications. Our health promotion calendar, monthly newsletter and social media channels are an essential part of our users' experience as it keeps them up to date and returning each month for their campaign materials.

We offer flexible advertising packages to suit all needs and budgets, which range from banner advertising on the website and newsletter through to spotlight articles on the front page of the website. All adverts and articles last for a calendar month, where banners can be either static or animated with no limits on page impressions or clicks.

Run of Site Banners:

Banners appear on all web pages.

Mini Skyscraper (120x240) **£100 pcm**

Box (120x120) **£50 pcm**

Includes a monthly "Thankyou for supporting us" message to our Twitter and Facebook followers.

Health Category Banner:

Display your banner on specific health categories.

Banner (468x60) **£5 pcm***

* Minimum 12 month contract

Banner Examples:



give blood

blood.co.uk
0845 7 711 711



Not to scale

Website Stats:

Ave. Monthly Visitors 2,043**

Ave. Pages per Visit 2.84**

Ave. Time Browsing 2:36**

Monthly e-Newsletter

Subscribers 800+

Social Media

Followers 3000+

**January-December 2011

+ January 2012

Monthly e-Newsletter:

Informs our users of health news, new and future awareness campaigns, new resources and hints and tips.

Mini Skyscraper (120x240) **£30 per issue**

Box (120x120) **£15 per issue**

Technical Specifications:

Advertisement	Pixel Size w x h	Size (k)	Animation
Mini Skyscraper	120 x 240	30	Max of 5 frames
Box	120 x 120	20	Max of 5 frames
Banner	468 x 60	30	Max of 5 frames

- All rates are subject to VAT at the current rate.
- Banners must be emailed to us at least 3 working days before the display date.
- All banner artwork is subject to approval and must be in GIF or JPEG format.

Front page articles on HealthcarePromotions.co.uk are a cost effective method of raising the profile of your charity or promoting your resources.

Charity Spotlight:

Put your charity in the spotlight to raise its profile, promote a charity event and even fundraise.

100 words and image (120x120)

£15 pcm

Resource Spotlight:

Make your resources and publications stand out with a front page article to grab the users' attention.

50 words and image (120x120)

£15 pcm

Charity Spotlight - Beat



beat is the leading UK charity for people with eating disorders and their families. beat is the working name of the Eating Disorders Association, and we continue to build on the strong foundations of the past 20 years of work. Eating disorders are a serious mental illness affecting 1.6 million people in the UK. beat provides helplines for adults and young people, online support and a UK-wide network of self-help groups to help people beat their eating disorder.

beat's vision is simple: Eating Disorders will be Beaten.

To Donate
click here.

Website - Resources: [Eating Disorders](#)

Resource Spotlight - Heart Attack? Know your symptoms



New resources from the British Heart Foundation raise awareness of the importance of knowing which symptoms are associated with a heart attack. These resources have also been adapted by the [Mid & South West Wales Cardiac Network](#) for their awareness campaign in Wales.

A4 Poster - Leaflet

Contact Details:

If you would like to discuss your advertising needs please contact James via email - Enquiries@HealthcarePromotions.co.uk

In these conditions, the term the 'Advertiser' means the party who books the space (whether directly or via an agent), and is responsible for payment. The term 'Publisher' means Healthcare Promotions Ltd.

1. The terms and conditions of the agreement between the Advertiser and the Publisher are set out herein. Any other proposed conditions by the Advertiser shall be void unless specifically accepted by the Publisher in writing.
2. All Advertisement orders are offers and subject to acceptance in writing from head office of the Publisher. For the avoidance of doubt, Advertisement material is subject to the Publisher's approval. The Publisher reserves the right to decline to publish or omit, suspend or change the position of any Advertisements submitted to it, at its absolute discretion and without explanation. All Advertisements must comply with the Publisher's requirements including the technical specification provided to the Advertiser. Should any such withdrawal, omission or suspension be due to the act or default of the Advertiser, then the space reserved for the Advertisement shall be paid for in full, notwithstanding that the Advertisement does not appear.
3. Subject to the provisions of paragraph 2, if the Publisher considers it necessary to modify the space or alter the date or position of insertion or make any other alteration, the Advertiser will have the right to cancel the contract, if the alterations requested are unacceptable, unless such changes are due to an emergency or circumstances beyond the Publisher's control. Every care is taken to avoid mistakes, but the Publisher cannot accept liability for any errors on the part of third parties or sub-contractors or inaccurate copy instructions.
4. It is a material term of this contract that all Advertisements comply with the British Code of Advertising Practice or, where appropriate, the ABPI Code of Practice and other relevant codes under the general supervision of the Advertising Standards Authority. All Advertisements must also comply with the provisions of the Medicines Act 1968 (as amended) or any regulations made under that Act and all other Acts of UK Parliament and applicable regulations, and law of the European Economic Community being in force or applicable in the United Kingdom.
5. It is a material term of this contract that all Advertisements of Foods and Therapeutic Substances submitted by the Advertiser must disclose their essential constituents.
6. It is a material term of this contract that the Advertiser ensures that:
 - i) production or publication of the Advertisement will not breach any contract, infringe or violate any copyright, trademark or other personal or proprietary right or render the Publisher liable for any proceedings whatsoever;
 - ii) any information supplied in connection with the Advertisement is accurate, complete and true; and
 - iii) in respect of any Advertisement submitted for publication which contains the name or pictorial representation (photographic or otherwise) of any living person and/or any part of any living person and/or any copy by which any living person is or can be identified the Advertiser has obtained the consent of such living person to make use of such name, representation and /or copy.
7. The Advertiser will fully indemnify the Publisher in respect of any claims, costs, proceedings, demands, losses, damages, expenses or liability howsoever arising, directly or as where reasonably foreseeable, as a result of the Advertisement.
8. All deposits are non refundable.
9. All advertisements must be sent to the Publisher at least 5 working days before the first day the advertisements are to be displayed. Failure to provide the artwork within the specified timescale may result in the advertisements not being display.
10. No refund or credit will be offered if the banner is not provided to the Publisher, as set out in paragraph 9, where payment in full will be required, as set out in paragraph 14.
11. The Publisher will not be liable for any loss or damage, whether direct or consequential or otherwise occasioned by amendment, error, late publication or the failure of an advertisement to appear from any cause whatsoever including (without limitation) by virtue of the provisions of paragraph 3, unless expressly warranted herein, or causes death or personal injury as a result of the Publisher's negligence as defined by the Unfair Contractual Terms Act 1977.
12. In no circumstances does the placing of an order confer the right to renew on similar terms.
13. All Advertisers will be subject to a credit check to determine either credit terms or pre-payment.
14. Payment Invoices to be paid 30 days from date of invoice. Failure to make payment shall be deemed a material breach of contract, entitling the Publisher to terminate this contract forthwith upon written notice. Irrespective of whether the contract is terminated by the Publisher, the Publisher shall be entitled to charge interest on late payments of invoices at 3% above the prevailing base rate of interest at HSBC, accruing from day to day (including the day on which payment was due), both before and after judgement. Any such additional charge will be invoiced and payment of the new invoice(s) shall be due as specified in the invoice(s). All remittances must be made payable to Healthcare Promotions Ltd and crossed.
15. Neither party shall be liable to the other for any default due to any act of Force Majeure including any Act of God, threatened war, terrorism or threats of terrorism, war, strike, lockout, industrial action, fire, flood, drought, or other event beyond the reasonable control of either party.