

Commercial Partnership and Subscriber opportunities

Surrey Care Association Ltd is a not-for-profit company which works to support social care providers in the county of Surrey and neighbouring areas. As well as membership subscriptions, we offer Commercial Partnership and Subscriber packages which help create a visible presence online and through our newsletters and networks. We have over 600 subscribers representing Care Homes, Domiciliary Care, Live-In Care, and Learning Disability and Housing support services. Our website reaches a targeted and specific audience of people with an interest in care in Surrey and neighbouring areas, and our e-mail newsletters are sent to over 5,000 contacts.

Commercial Subscriber and Partnership packages

The Surrey Care Association offers three levels of Commercial Subscriber package, now incorporating a range of digital marketing options. Commercial Subscribers will also be given the opportunity to sponsor our prestigious **Awards event** in Surrey.

The following packages are available (please note we do not sell advertising space as a stand-alone option):

Commercial Subscribers

Companies who work with the Surrey Care Association to promote their services or products through advertising on the Surrey Care Association website, and who want to keep abreast of the work of the Surrey Care Association.

Commercial Subscriber package includes:

- **Website** - Business listing, basic job listing (where applicable)
- **E-mail newsletter** - dedicated news bulletin for your promotion

Commercial Subscribers Plus

Receive the benefits of commercial subscribers but also some further elements of the Commercial partnership package. In all our relationships with suppliers we work in a transparent way and look to build longer term and mutually beneficial relationships.

Commercial Subscriber Plus package as for Commercial Subscribers, and:

- **Website** – advertising package (linked to campaigns)
- **Email newsletter** – news bulletin and banner ad
- **Social media** – promoted tweet and Facebook post
- **Offline newsletter** – advertorial and quarter page advert

Commercial Partners

Work with SCA to promote their business and services. They are suppliers who have been recommended to SCA by a number of Surrey providers. For new services these have been evaluated by our Board of Directors or by our established providers. Partners can use SCA logo.

As Commercial Subscribers Plus, and:

- **Website** – Enhanced advertising package, promotional blog / sponsored content, section sponsorship and members only page ad
- **Email newsletter** – featured editorial
- **Social media** – promoted social message schedule throughout the year
- **Offline newsletter** – enhanced advertising and editorial
- **Opportunity to exhibit at SCA conferences**
- **Other promotional opportunities on a tailored basis**

Commercial Partnership and Subscriber opportunities

Full details of what are included in each of our Commercial Subscriber and Commercial Partnership packages is detailed in the table:

To find out more, please contact Erica Lockhart on 01372 571 174 or contact us at sca@surreycare.org.uk.

Sponsorship package	Commercial Subscriber	Commercial Subscriber Plus	Commercial Partner
Surrey Care Website			
Business listing on SCA website	✓	✓	✓
Basic job listing (where applicable)	✓	✓	✓
Search Form Pages Ad 300x600 *	✗	✓	✓
News Listing Page Ad 300x600 *	✗	✓	✓
Job Listing Page Ad 300x600 *	✗	✓	✓
Event Listing Page Ad 300x600 *	✗	✗	✓
Home/About/Contact Page Ad 300x300 *	✗	✗	✓
Promotional blog piece / sponsored content	✗	✗	✓
Surrey Care Email and Bulletins			
Dedicated news bulletin for your promotion	✓	✓	✓
Banner 468x60px	✗	✓	✓
Featured email editorial	✗	✗	✓
Social Media			
Promoted tweet	✗	✓	✓
Promoted Facebook post	✗	✓	✓
Offline marketing			
Newsletter - quarter page advert	✗	✓	✗
Newsletter - half page advert	✗	✗	✓
Newsletter - editorial	✗	✗	✓
Costs			
	£750	£2,250	POA

* Frequency to be agreed