



Digital Advertising Rate Card

Effective April 2023

Newsletter E-sends

Newsletter E-sends	List size	Open rates	Day of the week	Number of ads	Rate	Image size	Copy
Voice of Hope	115,552	17-20%	Weekdays	2	£665 per e-send or £1,065 for 5 days	651x291	30-55 words
Be Still and Know	14,411	25-27%	Weekdays (we normally don't include adverts for clients in this one)	2	£665 per e-send or £2,565 for 5 days	424x323	60-80 words + title
Grace for Today	6,364	27-31%	Daily	Minimum 1 month sponsorship	£2,065 a month	Logo	30-35 words
Premier Christianity	27,079	26-31%	Saturday	2	£665	651x291	30-35 words
Premier YCW	7,432	22-26%	Wednesday	2	£665	651x291	30-55 words
Premier Gospel	8,316	20-23%	Friday	2	£665	651x291	30-45 words
Premier Woman Alive	7,000	25-30%	Saturday	2	£665	651x291	30-55 words
Daily News	31,815	25-30%	Daily	2	£315 per e-send or £1,065 for 7 days	651x291	30-55 words + title
Christian Holiday Guide	68,907	18-22%	Bespoke e-send	Min 4 clients, max 6 clients	Top or middle position £465 standard position £365	800x800	60-70 words + title

Notes

Sponsorship of newsletter e-sends POA Sales Director

All ads need a URL and a short heading (3 – 4 words). The heading is included in the word count
 NB: The copy needs to be sent to us 3 days before the day the newsletter goes out.

Bespoke E-sends

Bespoke e-sends	List size	Open rates	Rate	Specifications
List A	33,753	15-20%	£1,725 + £250 production	Compulsory All e-sends need a branded header (minimum 700x150) Copy minimum 120 words & subject line Landing page – URL Optional Please also provide in text images if necessary Footer - same size as the header
List B	33,783g	15-20%	£1,725 + £250 production	
Combined (Full email list A+B)	74,801	15-20%	£3450 + £250 production	
Church Leaders	1,533	25-30%	£950 + £250 production	
Premier Christianity subscribers	12,700	20-25%	£1,725 + £250 production	
Premier NexGen subscribers	5,823	15-20%	£950 + £250 production	
Premier Gospel subscribers	5,934	15-20%	£950 + £250 production	

Premier.

Leaders in Christian Communications

Media Pack

For more information contact your Account Manager, or call 020 7316 1340 or email sales@premier.org.uk

On Air
 In Print
 Online

premier.org.uk

Digital Display Advertising - Premier Radio Stations

Banner	Description	Impressions	Rate	Size	File type
MPU	Rotates around Premier Websites	20,000 impressions (max per month; for jobsearch – 5,000 max)	£375 per 20,000 impressions	300x250	PNG, JPEG, GIF (Less than 1MB)
Leaderboard (LB)	Home page	4,000 impressions (per month)	£275 per 4,000 impressions	728x90	PNG, JPEG, GIF
Mobile Leaderboard	Home page	up to 10,000 impressions	Included with leaderboard	300x100	PNG, JPEG, GIF
Small Leaderboard	Home page	4,000 impressions (per month)	£225 per 4,000 impressions	236x90	PNG, JPEG, GIF

Digital Display Advertising – Magazines

Banner	Description	Impressions	Rate	Size	File type
CTY & WA MPU desktop	rotates around the whole website	20,000 total impressions (per month)	£375 per 20,000 impressions	300x250	PNG, JPEG, GIF (LESS THAN 1MB)
CTY & WA MPU tablet	rotates around the whole website			300x250	PNG, JPEG, GIF
CTY & WA MPU mobile	rotates around the whole website			300x50	PNG, JPEG, GIF
CTY & WA Leaderboard (LB) Desktop	home page	4,000 total impressions (per month)	£275 per 5,000 impressions	728x90	PNG, JPEG, GIF
CTY & WA Leaderboard (LB) Tablet	home page			468x60	PNG, JPEG, GIF
CTY & WA Leaderboard (LB) Mobile	home page			300x50	PNG, JPEG, GIF

NB: The banner needs to be the right dimensions and the file should be less than 1 MB

EXTENDED PACKAGES Landing Pages

Website	Requirements	Size	Rate
Premier.org.uk	Web Header	651x291px	POA – Sales Director
	Thumbnail image	108x82px	
	Copy	Unlimited	

If the client wishes to include any in text images they need to be provided too. Example www.premier.org.uk/the-300000-steps-in-may-challenge

Podcasts

Podcasts	Average monthly total download 600,000	Specifications	Rate
CS Lewis main page	22,000	Pre-roll, mid-roll and post-roll positions up to 60 seconds	£28 per 1000* downloads for audio advert or £40 per 1000* downloads for presenter read advert
The Bible for Today	4,900		
A Mucky Business	2,900		
Lucas on Life	1,100		
Ask NT Wright	128,000		
Bible in a year	67,000		
The Leadership Show	1,000		
The Profile	13,600		
Unbelievable	286,000		
BSAK	7,500		
Naked love podcast	2,500		

Adverts are rotated across all podcasts. Production charge for one audio advert or presenter read £325. *Minimum of 10,000 downloads

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Digital Advertising Rate Card

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Premier NexGen

Product	List size	Rate	Size	File Type
Full page digital advert in YCW magazine	7,270	£875	297x210 mm	PDF
MPU NexGen plus suite of Premier sites	20,000 impressions per month		300x250 pixels	PNG, JPEG, GIF (LESS THAN 1MB)
E-send	7,432			
Leaderboard position	4,000 impressions per month	£275	728x90 pixels	PNG, JPEG, GIF (LESS THAN 1MB)
Sponsored blog posts		£250	Logo and up to 500 words	PNG, JPEG, GIF (LESS THAN 1MB)

Sponsored blog posts – Magazines

Sponsored blog posts	CTY	£250	Logo and up to 500 words	PNG, JPEG, GIF (LESS THAN 1MB)
Sponsored blog posts	WA	£250	Logo and up to 500 words	PNG, JPEG, GIF (LESS THAN 1MB)



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