

NSEAD Advertising Rates

NSEAD is the art, craft and design educators' Professional Body.

Our membership spans all sectors and phases, and includes teachers, artist educators, schools, art and design departments and cultural organisations.

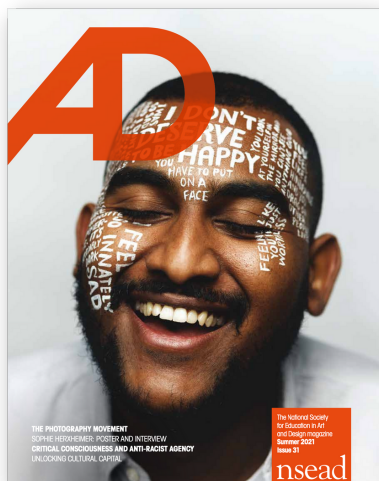
NSEAD members receive free and discounted advertising. Contact us for details.

AD MAGAZINE

AD is NSEAD's 36-page, cross-phase and cross-sector magazine.

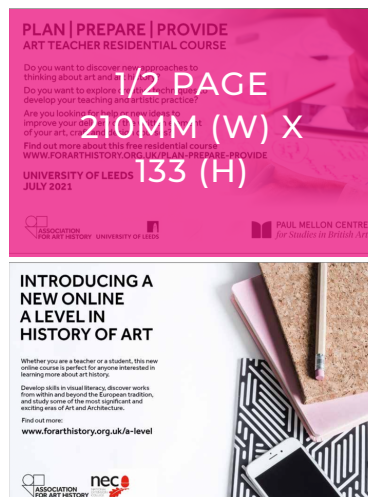
Hardcopies are distributed three times a year with a circulation of over 6,000. It is also uploaded as a pdf on the NSEAD website for members.

To view a sample of a recent issue please visit bit.ly/3IVCBco



RATES

Whole Page	£500
1/2 page	£275
1/2 page IFC	£350
IBC	£650
IFC	£700
OBC	£975



Note: NSEAD reserves the right not to publish an advert, news item or banner or to request that editorial copy edits are made. All adverts will be placed at the discretion of NSEAD.

Please contact us for information about conference sponsorship opportunities



nsead.org/publications/ad-magazine/



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NSEAD Digital Channels

NEWSLETTER

Our newsletter is emailed every fortnight with curated art, craft and design content, events, special offers, jobs, competitions, etc. We only send it to our members and claim excellent delivery rates of over 99% and open rates averaging over 40%. It is possible to book space for the types of content featured below and ad banners in our newsletter.

FACEBOOK

Our members' Facebook group 'NSEAD Online' has nearly 5K members and over 4K active monthly members. It is possible to book postings for job vacancies, events and conferences, art education resources and special offers in this group.

RATES AND SPEC

Newsletter and Facebook Content / Vacancies

≤ 100 words and 2 hyperlinks

1 jpg/png of 940 x 778 px

Or a video link

Newsletter banner adverts

1 jpg/png of 320x100 px

1 hyperlink

Rates for content / vacancy / banner

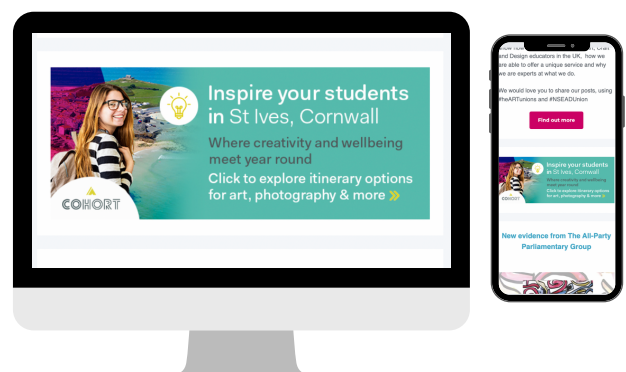
1 item = £120

2 items = £200

Up to 4 items = £300



NEWSLETTER CONTENT



NEWSLETTER BANNER ADS



An example newsletter bit.ly/37dBMOV

NSEAD Digital Channels

NSEAD WEBSITE

Our website has over 7.5k active visitors monthly and is optimised for mobile devices. It is possible to post CPD offers on the events and courses page, jobs on the vacancies pages, and banner adverts on the home page, vacancies and courses and events pages.

CPD & VACANCIES

We have dedicated sections on the website, advertising a variety of art education CPD and vacancies. Posts will be live until the booking or application deadline.

BANNER ADS

Banner ads run on home, events/CPD and vacancy pages. No more than one advert will run on a page consecutively. Banner ads are live for one month. Consecutive months receive a 50% rate discount.

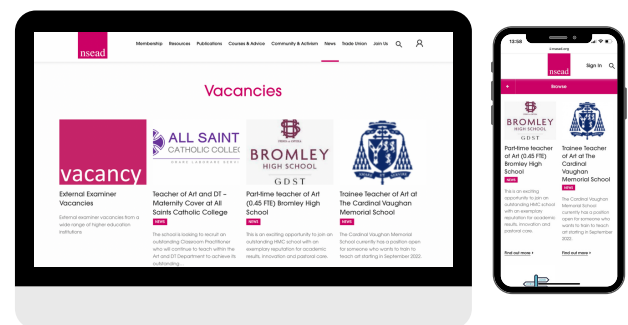
RATES AND SPEC

Website CPD content / vacancies
≤ 100 words and 2 hyperlinks
1 jpg/png of 940 x 778 px

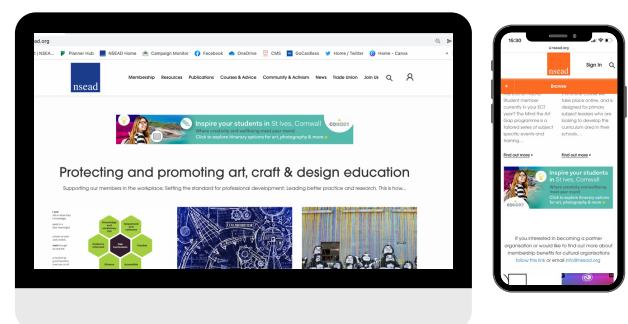
Rates for CPD content / vacancies
1 = £120 / 2 = £200 / ≤ 4 = £300

Banner adverts
1 jpg/png and 1 hyperlink
Desktop size 978x90 px
Mobile size 320 x 100 px

Rates for banners
Homepage = £320
Courses / Vacancies pages = £220



VACANCIES PAGE ADS



WEBSITE BANNER ADS