



MARKETING PACKAGES

THE SIR ARTHUR CONAN DOYLE CENTRE

To inquire about any of our listed marketing packages please contact The Centre on 0131 625 0700 or by emailing bookings@arthurconandoylecentre.com

WEBSITE



- Website Page (visible on drop-down tab) with your details, photo and/or logo.
- Prices, times & booking process clearly indicated.
- Link to your own website & social media platforms.
- Four posts per year on Facebook (18,000 followers) and Twitter to promote your activity. This could be articles about you and your company, new workshops or courses you're putting on, or just an update on your business.

£70 one-off fee (One Year Validity, from when you book)

SOCIAL MEDIA



- Five posts per year on Facebook (18,000 followers) and Twitter to promote.

£50 one-off fee (One Year Validity, from when you book)

“What’s On” Brochure



- Add a Advertisement with text and photo in colour, plus links to any relevant pages.
- Around 1000 copies distributed around Edinburgh bit of body text.

£25 one-off fee (Valid per brochure – quarter of an A4 page, issued seasonally)

E-Newsletter



- Distribution on our online E-Newsletter to 500+ subscribers.
- Small article or advertisement within the newsletter.

£10 one-off fee (Valid for one E-Newsletter)

FLYER DESIGN



- A professionally designed online flyer which can be used in conjunction with our E-Newsletter or Brochure Advertisements, as well as for any of your own purposes.

£35 one-off fee (includes 2 revisions)



TERMS AND CONDITIONS

Subject to the terms and conditions, The Sir Arthur Conan Doyle Centre (The Centre) undertakes to provide you (the Hirer) with the advertising services in the packages offered in exchange for paying the charges referred to.

TIMELINE

- Website Advertising is open throughout the year, and can be booked at any time. Adverts will be valid for one calendar year from the date of booking.
- What's on Brochures are produced every 3-4 months. The deadline for advertising in the brochure is 14 days prior to print (advised of deadline at first point of enquiry). Final adverts must be ready 14 days prior to print.
- E-Newsletter advertising is open throughout the year. E-Newsletters are produced 1-2 times per week.

PAYMENT

- Website Advertising – Full payment is due within 7 days from the point of booking. Adverts will not be confirmed without payment and payment is non-refundable as per our cancellation policy.
- What's on Brochure – Full payment is due 14 days prior to print (deadline advised at first point of enquiry). Adverts will not be confirmed without payment and payment is non-refundable as per our cancellation policy.
- E-Newsletter - Full payment is due within 7 days from the point of booking. Adverts will not be confirmed without payment and payment is non-refundable as per our cancellation policy.

CANCELLATION POLICY

- By the Centre: We shall use all reasonable endeavours to provide the services as specified in the packages above. If for reasons out with our control we are unable to provide any services, we shall not be liable for any resulting costs and shall refund any payment made by you less any costs already incurred by us to the date of cancellation by us.
- By the Hirer: Should you cancel your package you must notify us in writing and cancellation will take effect from the date the notice is received by us.
- By the Hirer: Should you cancel your package less than 2 months in advance we reserve the right to charge a cancellation fee as follows:
Cancellation 2 weeks or less: 100% of package price
Cancellation 1 month – 2 weeks in advance: 50% of package price
Cancellation 2 months – 1 month in advance: 25% of package price
Cancellation over 2 months in advance: deposit only