



Advertising at Silverdale School

Thank you for enquiring about advertising at Silverdale School. We charge reasonable rates to help cover our administrative costs and to generate income for the school.

We are happy to promote businesses and organisations that tie in with our school values. However, we reserve the right to refuse adverts that conflict with the school values or are in competition with any services we provide. Inclusion of adverts is not an endorsement by the school/Trust.

Advertising rates are shown overleaf.

To book your advert or enquiry about availability contact:

Nikki Belfield

PR, Communications and Marketing Manager at Silverdale Trust.

Tel: 0114 235 7982

Email: nbelfield@silverdaletrust.org

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Type of advertising	Frequency/duration	Format	Costs	
Leaflet distribution to pupils in school.	Charged per drop, per year group. Year 7 = 240 pupils. Years 8 to 11 = 180 pupils per year group. Lower sixth: 230 pupils. Upper sixth: 168 pupils.	A4 or smaller fliers, to be delivered to school reception. If choosing 'pre-bundled' option, you must bundle in form group (we can provide exact numbers). If distribution needed by certain date, must be delivered at least 3 working days beforehand.	Non-bundled: £25 per year group if school is to bundle them.	Pre-bundled: £15 per year group if pre-bundled by form.
Leaflets in reception	Rate per leaflet per week or per half term.	A4 or smaller fliers, to be delivered to school reception. Quantity – suggest 50 so can be refilled over time.	£5 per week for wall dispenser. £10 per week for reception desk dispenser.	£25 per half term (£145 annual) £40 per half term (£230 annual)
Posters in 6 th form common room.	Rate per event or half term.	Up to A3 size.	£5 per week	£25 per half term (£145 annual)
Advert in school newsletter	Per issue. Newsletter is sent every few weeks via email to all 1,360 students' families, governors, staff, stakeholders and some residents, and promoted on website and via social media. Paper copies are available on reception.	Quarter of A4 page Third of A4 page Half of A4 page Full A4 page	£10 per issue if artwork supplied. £20 per issue if artwork supplied. £30 per issue if artwork supplied. £50 per issue if artwork supplied.	£45 if design of advert required. £60 if design of advert required. £75 if design of advert required. £100 if design of advert required.