

## Voscur Advertorial Package Proposal 2020

Aim: use the advertorial service promoted by Voscur to advertise a service, event or campaign.

Voscur's promotions can reach a wide audience of VCSE professionals and those who work with the VCSE sector.

An advertorial package is recommended by Voscur for maximum promotional impact. This is because:

- It is more mutually beneficial than the standard service Voscur can provide its members, where each member on the same membership level should receive the same treatment to avoid bias.
- Advertorial marked clearly as such falls within the guidelines of the [Advertising Standards Agency](#), which would consider Voscur a 'publisher' in this instance (for publishing website or social media content).



**Fund It! 2018**  
Funding Remixed

Supporting  
Developing  
Representing

featuring:

- How to diversify your income
- Insight from major charitable trusts
- Where to find new income streams
- Keynote from NCVO

Wednesday 7 November 10.00 - 16.00  
VWS Narrow Quay, Bristol BS1 4QA

Book now

13 September 2018

Welcome to Voscur's monthly ebulletin: the first after our summer break. This month's highlights include an event with the Metro Mayor, and the all-important details of our [Fund It! 2018 conference](#), which will

In this issue:

**Top Tweet** earned 2,470 impressions

Our #DigitalLeaders project with @dotprojectcoop, @CVSSouthGlos, @wesportap and @banes3sg tapped into the tech needs of local #VCSE organisations. Great for large and small organisations to have questions answered by the experts in person and online. [pic.twitter.com/F95tGIMZAx](https://pic.twitter.com/F95tGIMZAx)

2,470

intend to make a change to their approach as a result of the training

Voscur, wesport, CVSS, 3SG, Digital Leaders for Digital Culture, Media & Sport



"Children bring fun into the household; it makes it even more special when you know the background they may have come from and the new experiences they are embracing. Providing a child with love, stability and security, and seeing the responses from that every day, is immeasurable."

Mark and George, foster carers, Bristol

fosterwithbristol



Help a foster child find their voice

Specialist foster care roles now available in Bristol

TFCO

bristol.gov.uk/fostering

fosterwithbristol

## Voscur's bespoke advertorial packages

(Subject to submission or agreement of advertorial content from your organisation by a mutually agreeable date)

### Option A: Complete advertorial package

- 1. A piece of advertorial in the 'news' section, selected as 'featured news' for one week, which places it prominently on the Voscur homepage. The advertorial will be informative and career-focused ([click here for an example](#)). Content can be provided by you if desired, but Voscur retains editorial control to fit house style.**

**Background:** The Voscur website received over 356,000 page views in the past quarter (October-December 2019). This news article will include a link to your website and your event listing, helping drive traffic to both and providing quality content.

The homepage is the second most popular landing page (the page visitors are most likely to arrive on) for the entire site – the first being the jobs page - and is therefore an important place for you to place content, as the 'shop window' of Voscur.

In the past quarter, the Voscur homepage recorded nearly 11,000 sessions (periods of time when a user is actively engaging with a website), and 4,000 visitors to the homepage were new users.

- 2. The subject and headline article (described in point 1) in our next full ebulletin or jobs and events ebulletin (if your promotion relates to a job or an event).**

**Background:** The full ebulletin is published once a month (as opposed to our jobs and events ebulletin, which is more frequent), and is sent to 1,800 subscribers. There has been a 61.56% increase in the open rate of full ebulletins since GDPR regulations came into force, creating a more engaged mailing list than ever before. The subject line is the most powerful place to be mentioned, as it is instantly visible when a subscriber checks their inbox, even before they open the email itself.

- 3. 3 promotional tweets and 2 Facebook posts highlighting your organisation, the callout and the event (in line with ASA guidelines, these must be marked '#ad'). These can include images supplied by you or stock imagery sourced by Voscur.**

**Background:** Voscur's [Twitter profile](#) currently has 4,894 followers. In November 2019, Voscur's tweets had 82,000 [impressions](#).

In November 2019, Voscur's Facebook page posts had 1,200 engagements. 1,293 people 'like' the [Voscur Facebook page](#); 1,539 people 'follow' the Voscur Facebook page.

The best times to reach Voscur's Facebook audience are at 11am, 1pm or 4pm.

**Cost to you: £545 +VAT**



## Option B: Starter advertorial package

1. Listed as 'Featured event' or 'featured news' (as applicable) on the homepage of the Voscur website for one week.

If selecting news, you would be given the first story of a member news round-up, and included in the title of the round-up. Once the week has passed, news content can still be found on the Voscur website.

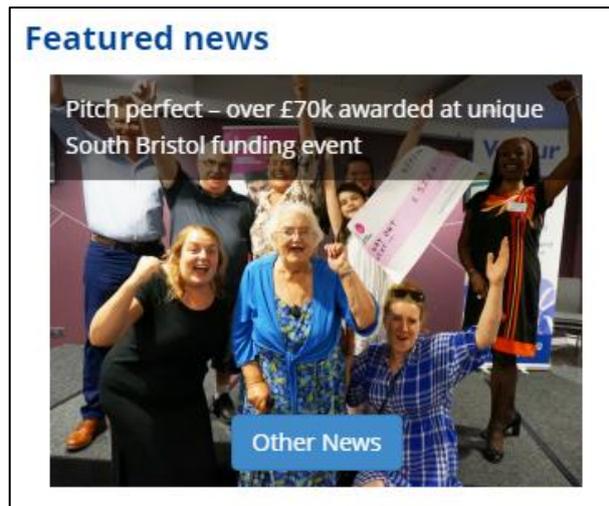
If selecting event, you would be given an events listing that remains on the Voscur website calendar until the event date.

**Background:** The Voscur website received over 356,000 page views in the past quarter (October-December 2019).

2. A link to the event/news listing and a featured content position in our next full ebulletin or jobs and events ebulletin (depending on time-scale required, and if you are promoting a job, event, service or campaign).

**Background:** The full ebulletin is published once a month (as opposed to our jobs and events ebulletin, which is more frequent); both bulletins are sent to 1,800 subscribers.

There has been a 61.56% increase in the open rate of full ebulletins since GDPR regulations came into force, creating a more engaged mailing list than ever before.



**Advertorial:** [IAPT partnership event with AWP and Second Step](#)  
Tuesday 11 December 2018, 9.30am - 12:30pm at Broadmead Baptist Church  
Join AWP (Avon & Wiltshire Partnership Mental Health Trust) and Second Step for a community partnership event on Tuesday 11 December in central Bristol. They will discuss a CCG tender bid for a new IAPT contract in Bristol, North Somerset and South Gloucestershire, making a real difference to people's lives through psychological and social support. If you're part of a community support organisation, AWP and Second Step would like to meet you to talk about the potential for this new service, which will combine therapeutic interventions with meeting social needs in the local area.  
[Click here](#) for full details and to sign up.

**SECOND STEP**  
PUTTING MENTAL HEALTH FIRST

Avon and Wiltshire **NHS**  
Mental Health Partnership NHS Trust

**Cost to you: £169 +VAT**

We look forward to discussing these advertorial package options further with you.

Please contact:

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