

# Advertising Offer 2024

## CRIP LIFE™

Dismantling disabling barriers  
one article at a time

Pay what you can  
advertising - what you will  
get!

By Joanna and Emma



# Once your PWYC fee is agreed and paid, choose one from....

**CRIP LIFE™**

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## 1) Article

Two photos or images

500 words (provided by you and crafted for SEO by us)

Published on one page of Crip Life™

Permanent post for 3 months.

## 2) Banner

One photo or image

12 words

One link to a website

Published on one page of Crip Life™

Permanent post for 3 months.

## 3) Social Media Shoutout

One post on the Crip Life™ platforms; Facebook, Twitter, Instagram and LinkedIn

One photo or image

50 words

One link to a website

Five #s

Your organisation's @

Permanent post.

## 4) Slot in Newsletter

One photo or image

75 words

One link to your website

Permanent post.

## Combinations of 1) to 4):

Any two - fee plus 25%

Any three - fee plus 40%

All four - fee plus 50%.

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Extend article or banner to 6 months - fee plus 10%

Extend article or banner for 12 months - fee plus 25%.

Series of 2 articles, slots in newsletter, or social media posts - fee plus 25%

Series of 3 articles, slots in newsletter, or social media posts - fee plus 50%.

## Bespoke Packages

Want something that's specific to your organisation's campaign or feature?

Dedicated newsletter

Product review

Interview

Survey

Anything else?!

Fee on application.

To start your PWYC advertising  
journey with Crip Life™ email:

[Joanna@CripLife.co.uk](mailto:Joanna@CripLife.co.uk)

or

[Emma@CripLife.co.uk](mailto:Emma@CripLife.co.uk)

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