

Media Pack 2024

CRIP LIFE™

Dismantling disabling barriers
one article at a time

Pay what you can
advertising



By Joanna and Emma



Crip Life™ is on a mission to...

CRIP LIFE™

Dismantling disabling barriers
one article at a time



- Raise awareness and educate what life is really like for people living with a disability and/or health condition
- Provide advice and support to disabled people and their families and
- Create a community where disabled people can share their thoughts, experiences and achievements.

We want all organisations that can support our mission to be involved...



How?

introducing "Pay what you can" advertising



why?



So, advertising is accessible to all!

The "Pay what you can" process....

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Contact Crip Life™ with details of:

- your product or service
- the advertising you would like to place
- Include your "Pay what you can" figure with justification.



- Crip Life™ will contact you to discuss your advertising options and proposed fee



- Agree both, sign your invoice, return to Crip Life™, and pay



- Provide Crip Life™ with your copy, images, and quotes etc



- Your advertising is published!



Thank you for supporting our mission!



Crip Life™ advertising options...

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- Articles
- Slot in the Crip Life™ newsletter
- Dedicated newsletter
- Social media shoutouts
- Banners
- Any combination of the above!
- Bespoke packages available.



important info...

- Crip Life™ does not offer any free advertising (editorial) (EVER!)
- The bigger your bank balance the more you are expected to be able to pay
- Your product or service must directly benefit the disabled community
- Advertising will only be published once payment has been received in full.



Why us?...

- Over a decade of experience in online advertising
- Hundreds of articles written for clients from micro-businesses to SME's, and large organisations
- Both of us have disabilities so we are part of your community!



Please contact:

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to start your "Pay what you can" advertising journey