

# Crip Life™ Advertising Offer 2026

By Joanna and Emma



## Pay What You Can Advertising – What You Will Get

Once your PWYC (Pay What You Can) fee is agreed and paid, choose **one** option from the following:

### 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 Crip Life™ platforms: Facebook, Threads, Instagram and LinkedIn
- One photo or image
- 50 words
- One link to a website
- Five hashtags (#)
- Your organisation's @
- Permanent post

### 4) Slot in Newsletter

- One photo or image

- 75 words
- One link to your website
- Permanent post

### Combinations of Options 1–4

- Any two: fee + 25%
- Any three: fee + 40%
- All four: fee + 50%

### Extensions

- Extend article or banner to 6 months: fee + 10%
- Extend article or banner to 12 months: fee + 25%

### Series Options

- Series of 2 articles, newsletter slots, or social media posts: fee + 25%
- Series of 3 articles, newsletter slots, or social media posts: fee + 50%

### Bespoke Packages

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

Examples include:

- Dedicated newsletter
- Product review
- Interview
- Survey
- Anything else

Fee on application.

### Contact

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

joanna@criplife.co.uk  
or  
emma@criplife.co.uk

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If you'd like, I can also:

- Rewrite this in **web-ready copy**
- Simplify it for **accessibility**

- Turn it into a **one-page text flyer**
- Proofread and correct minor spelling/consistency issues