

Feature Story

- Four-day partnership (10 hours prep)
- Includes £50 boost across all social channels
- Minimum 12,000 circulation* guaranteed
- Total of FIVE (5) different social media actions
- 'Feature story' written and researched
- Use of 4 good-quality images*
- 500-word article on our new site www.glasgowwestendtoday.scot
- 300-word extract on Facebook and/or caption with link to web
- 300-word extract on Instagram grid ...
- Or post on Instagram Story with link to web story
- Twitter: Caption and weblink tweeted on our feed
- Permission to use/repurpose all content
- Performance report

◦ £220 (Incl VAT)

- Note: we accept submitted photos but only if they 'work' for our site. We are not a photography agency but can gather good-quality images at no extra cost. We can source professional images at extra cost.
- We retain copyright but permit the use of words and pictures as long as full credit is given to Glasgow West End Today with prior notification.
- Circulation is total reach, impressions, views and visits.

Campaign Extra

- Seven-day partnership (14 hours prep)
- Includes £75 boost across all social channels
- Minimum 18,000 circulation* guaranteed
- Total of EIGHT (8) different social media actions
- Newsletter item with deep caption and link
- 'Feature story' written and researched
- Short social media video, 20 secs.
- 'Social news post for Twitter and/or Instagram
- Use of 5 good-quality images*
- 500-word article on our new site www.glasgowwestendtoday.scot
- 300-word extract on Facebook and/or caption with link to web
- 300-word extract on Instagram grid ...
- Or post on Instagram Story with link to web story
- Twitter: Caption and weblink tweeted on our feed
- Permission to use/repurpose all content*
- Performance report

◦ £340 (Incl VAT)

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Content Plus

- 14-day partnership (20 hours prep)
- Includes £100 boost across all social channels
- Minimum 24,000 circulation* guaranteed
- Total of TWELVE (12) different social media actions
- Web advertising over 14 days (creatives £30 extra)
- Newsletter sponsorship, link and banner ads (1 edition)
- Edited social media video, 40-60 secs.
- 'Social news post' for Twitter and/or Instagram
- Use of 6 good-quality images*
- 'Feature story' written and researched
- 500+ word article on our new site www.glasgowwestendtoday.scot
- 300-word extract on Facebook and/or caption with link to web
- 300-word extract on Instagram grid ...
- Or post on Instagram Story with link to web story
- Twitter: Caption and weblink tweeted on our feed
- Permission to use/repurpose all content*
- Performance report

◦ £450 (Incl VAT)

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