

Community Hospitals Association - Commercial Sponsorship Opportunities



About the CHA

The Community Hospitals Association is an independent membership organisation and a unique voice for community hospitals across the UK. Established over 50 years ago, the CHA supports hospitals in England, Scotland, Wales and Northern Ireland by sharing knowledge, experience and information on the vital role community hospitals play in the health and wellbeing of patients and communities. With a growing network, the CHA advocates for community hospital services, staff and patients while promoting collaboration and innovation.

Newsletter Sponsorship and Advertising Information

On behalf of the Community Hospitals Association, we are excited to extend this sponsorship offer to support the Community Hospital Association's newsletter.

The CHA newsletter is published up to six times per year and features a wide range of information on community hospitals news and events, new publications and research as well as blogs and opinion pieces. The newsletter is circulated directly to over 550 community hospitals colleagues and supporters and shared across social media platforms LinkedIn, X and Facebook to over 2500 fans and followers. The newsletter is also shared via SystmOne to 8000 community hospitals colleagues across the UK.

Why sponsor the CHA newsletter?

Sponsorship of the CHA newsletter offers a unique and valuable opportunity to raise awareness of your products and services to a relevant and engaged audience. Here are some of the great reasons to support the CHA newsletter:

- **Targeted audience:** The CHA has a growing network of newsletter subscribers, many of whom are CHA organisational and individual members. Advertising in our newsletter therefore allows brands to reach a relevant, targeted and engaged community hospitals audience.
- **Brand visibility and recognition:** Sponsoring the newsletter provides a unique opportunity for brand visibility among healthcare professionals. It also enhances brand recognition and trustworthiness amongst community hospitals staff and supporters.
- **Lead generation:** Featuring in our newsletter can serve as a valuable lead generation tool. By adding a hyperlink to your website, interested subscribers can learn more about your products and services, ultimately leading to potential new business.
- **Cost-effectiveness:** Compared to some traditional advertising channels, sponsoring the CHA newsletter is cost-effective, especially considering the targeted audience and potential return on investment it offers.
- **Community engagement:** Sponsoring our newsletter allows a unique opportunity to highlight your corporate social responsibility and commitment to supporting community hospitals. In turn this generates a positive brand perception amongst our readers.

"The national voice for Community Hospitals"

Community Hospitals Association Ltd Registered Company: 08469880 Registered Address: Suite 3 1 - 3 Warren Court, Park Road, Crowborough, East Sussex TN6 2QX
Email: info@communityhospitals.net

Who should sponsor the CHA newsletter?

We welcome organisations and individuals who provide goods, services and consultancy to community hospitals. We also welcome sponsorship from businesses not directly affiliated to community hospital but who are interested in taking the opportunity to connect with a new audience.

CHA newsletters can be viewed here [CHA Newsletter](#).

#32 Nov 2024



#31 June 2024



#30 February 2024



#29 Dec 2023



#28 September 2023



#27 July 2023



#26 May 2023



#25 Feb 2023



"The national voice for Community Hospitals"

Community Hospitals Association Ltd Registered Company: 08469880 Registered Address: Suite 3 1 - 3 Warren Court, Park Road, Crowborough, East Sussex TN26 2QX

Email: info@communityhospitals.net

What sponsorship opportunities do we offer in our newsletter?

The Community Hospitals Association newsletter offers businesses a range of options to promote their products and services to our newsletter subscribers and members six times throughout the year.

Below are a range of newsletter sponsorship options to choose from.

1. Newsletter 'sponsored by' and ½ page advertisement

- Your Company/Organisation logo prominently displayed on the front cover of the CHA newsletter with a 'sponsored by' tag.
- ½ A4 page full colour advertisement within the CHA newsletter.
- All graphics to be provided by the sponsor.
- Inclusions – single issue, 2 issues or 4 issues.
- Please be aware one 'sponsored by' option is available per newsletter

Artwork requirements

- Please provide your company logo in full colour PNG format.
- Please provide advert artwork in **landscape** 210 mm x 148.5 mm (half the height of A4) in PDF or PNG formats.
- You are welcome to change the artwork for each issue.

2. Advertisement only

- Full colour advertisements within the newsletter. These can be placed strategically throughout the newsletter content or in specific sections.
- Full colour advert options:
 - ½ A4 page (landscape 210mm x 148.5mm)
 - ¼ A4 page (vertical 105mm x 148.5mm)
 - Small banner/strip (landscape 210mm x 50mm)
- All graphics to be provided by the sponsor.
- Inclusions – available of the below advert sizes in 1, 2 or 4 issues.
 - **½ page adverts**
 - **¼ page adverts**
 - **Small banner/strip**

Artwork requirements

Adverts

- For ½ page adverts, please provide artwork in **landscape** 210 mm x 148.5 mm (half the height of A4) in PDF or PNG formats. 3mm bleed is not required.
- For ¼ page adverts, please provide artwork in **vertical** 105 mm x 148.5 mm (quarter of A4) in PDF or PNG formats. 3mm bleed is not required.
- For small banners/strips, please provide artwork in **landscape** 210mm x 50mm in PDF or PNG formats.
- You are welcome to change the artwork for each issue.

"The national voice for Community Hospitals"

3. Sponsored content

- The CHA newsletter features a wide range of engaging content such as blogs, events notices, updates on publications and research papers, calls for submissions, local community hospitals news and opinion pieces
- We welcome sponsored content from sponsors. Items should be no more than 300-words max. This can include topics related to the sponsor's products, services or industry insights etc.
- Items should be clearly labelled as sponsored content, with sponsor logos and can include hyperlinks to the sponsor's website. It can also include the article's author, role and contact details as necessary.
- Content/artwork to be provided by the sponsor.
- Inclusions -include your sponsored content in a single issue, 2 issues or 4 issues.

Artwork requirements

- The content should be within 300 words. Please provide this in PDF or PNG formats to fit 1/3 (third) of A4 page in ***landscape*** 210mm x 99mm. This should include your logo, written content and images etc.
- Alternatively, please provide the 300 words in an email or word document, along with your company logo (full colour, PNG) and any images. Please indicate what type of content you are providing e.g. blog, product launch, survey etc.
- If sponsoring more than one issue, please provide new content for each issue.

Next steps

If you would like to discuss these options and request a price list, please contact us via email eleanor@communityhospitals.net or kirsty.protherough@communityhospitals.net We would also be happy to arrange a Zoom call with you.

If you would like to go ahead, please complete the '**Newsletter Sponsorship and Advertising Agreement Form**' [<hyperlink here>](#) (or attached) and return to info@communityhospitals.net or eleanor@communityhospitals.net

"The national voice for Community Hospitals"

Community Hospitals Association Ltd Registered Company: 08469880 Registered Address: Suite 3 1 - 3 Warren Court, Park Road, Crowborough, East Sussex TN6 2QX
Email: info@communityhospitals.net