

## Appendix 2

### Local Clockwise Credit Union Provision – Promotion Options

#### NONE RECOMMENDED/SUPPORTED OPTIONS:

MEDIA	ACTIVITY	COSTS
Local Press Advertising	<p>Hinckley Times quarterly advert:</p> <ul style="list-style-type: none"> <li>- Half page advert (17cm depth x width of page)</li> <li>- 'strip' advert (15cm wide x 24cm deep). Both include paper and web adverts and web will have link to Clockwise website.</li> </ul> <p>There is an opportunity to share costs by working with Charnwood BC, advertising in the Loughborough Times at the same time</p>	<p>Quarterly half page advert £630.30  <b>Total annual cost:£2521.20</b></p> <p>Quarterly strip advert £477.50  <b>Total annual cost: £1,910</b></p> <p>Quarterly half page advert in both Hinckley and Loughborough Times £447.35 per Borough  'strip' advert £369.50 per Borough  <b>Total annual cost per Borough</b> depending on options chosen: <b>£1,789.40 or £1,478</b></p>
Local Radio Advertising	<p>Comprehensive package via Touch Radio or Oak FM, professionally produced 30 second radio commercial to be played 35 times per week/seven times a day for 13 weeks. The commercial is estimated to reach 28,000 listeners in Hinckley and Nuneaton during the 13 week campaign, and would offer an insight into Credit Unions and the local benefits that can be provided.</p> <p>Potential to explore joint arrangement with Nuneaton &amp; Bedworth BC</p>	<p><b>£3,500 for a 13 week</b> campaign including production costs</p>