The Royal Life Saving Society UK

The Royal Life Saving Society UK (RLSS UK) is The Drowning Prevention Charity. Around 400 people drown in the UK every year and RLSS UK aims to prevent drowning through the delivery of water safety education.

RLSS UK is the UK’s leading provider of training and education in lifesaving, lifeguarding, water safety and life support skills.

Our awards and programmes teach lifesaving skills ranging from life support (CPR) to water survival and rescue skills.

The following outlines the opportunities to advertise on the RLSS UK website, social media and in the quarterly magazine, Lifesavers.
The Royal Life Saving Society UK official website is the go-to destination for all lifesaving and lifeguarding information, resources and latest news.

Advertising
RLSS UK’s website can offer a variety of advertising services to suit your business or organisation’s needs. We have advertising space in different locations and sizes, all at competitive rates. RLSS UK’s website is the first port of call for all lifesaving and lifeguarding disciplines.

Users
With more than 28,000 users accessing the RLSS UK website each month, this is a key platform for all lifesaving and lifeguarding activity in the UK, from elite level athletes to leisure providers and lifeguards.

To access the website, please visit www.rlss.org.uk
Website Technical Specifications

Advertising

The size required for a horizontal banner advertising space is 728 x 90 pixels or 160 x 600 pixels for a vertical banner advertising space. We would require your artwork as a .jpg or .png file. Please see screens opposite for banner advertising placement on the website.

Horizontal Banner 728 x 90 pixels

Vertical Banner 160 x 600 pixels
# Website Advertising Rates

<table>
<thead>
<tr>
<th>Page</th>
<th>Description</th>
<th>Price (excl. VAT)</th>
<th>Time Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>Horizontal banner at the bottom of the homepage</td>
<td>£275</td>
<td>One month</td>
</tr>
<tr>
<td>About Us</td>
<td>Vertical banner at the side of the page</td>
<td>£275</td>
<td>One month</td>
</tr>
<tr>
<td>Support Us</td>
<td>Vertical banner at the side of the page</td>
<td>£275</td>
<td>One month</td>
</tr>
<tr>
<td>Water Safety</td>
<td>Vertical banner at the side of the page</td>
<td>£275</td>
<td>One month</td>
</tr>
<tr>
<td>Awards and Activities</td>
<td>Vertical banner at the side of the page</td>
<td>£275</td>
<td>One month</td>
</tr>
<tr>
<td>Professional Qualifications</td>
<td>Vertical banner at the side of the page</td>
<td>£275</td>
<td>One month</td>
</tr>
</tbody>
</table>

Rates available on request for sub-pages and pages not listed in the table above.
Job Listings

To advertise a job vacancy on the job listings page, a Word document with the following information is required:

- Job title
- Location
- Company name
- Roles and responsibilities
- Ideal candidate qualities
- Five bullet point summary of the vacant position
- Salary (optional)
- Closing date

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Price (excl. VAT)</th>
<th>Time Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Listing</td>
<td>One job listing for one month rolling</td>
<td>£99</td>
<td>One month</td>
</tr>
<tr>
<td>Job of the month</td>
<td>If you have already paid for a £99 job listing, you can pay an additional fee for your advertisement to be placed at the top of the listings</td>
<td>£50</td>
<td>One month</td>
</tr>
</tbody>
</table>
Social Media Advertising Rates

Advertise your job vacancies via the Royal Life Saving Society UK Facebook and Twitter pages with a social media graphic.

Please note: This is a bolt on option which can be combined with the banner ads. This is not a stand alone option.

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Price (excl. VAT)</th>
<th>Time Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Graphic Advertising</td>
<td>One social media graphic posted once on both Facebook and Twitter</td>
<td>£100</td>
<td>--</td>
</tr>
</tbody>
</table>

Technical Specifications

For each option please supply artwork for both Facebook and Twitter and we would require your artwork as a .jpg file.

Facebook 504 x 504 pixels  
@RLSSUK

Twitter 440 x 220 pixels

Facebook

Twitter
Lifesavers

Official magazine of the Royal Life Saving Society UK
This quarterly magazine, which is delivered to more than 10,000 members, contains news, information, technical articles, awards and many other features on qualifications, lifesaving, sports and clubs.

Advertising
Lifesavers can offer a variety of advertising services to suit your business or organisation needs. We have advertising space in numerous sizes, all in full colour and at competitive rates.

Readership
Lifesavers is an exclusive magazine sent to more than 10,000 RLSS UK members. These members vary from elite level athletes to leisure providers. Including striking photography alongside editorial, interviews and features, the magazine is a must for all lifesaving and lifeguarding enthusiasts. Covering all lifesaving disciplines, Lifesavers is at the forefront of all lifesaving activity in the UK. Once published, Lifesavers is placed on the RLSS UK website and promoted on the homepage to its 28,000 monthly users.
Lifesavers Technical Specifications

Full Page
140mm W x 206mm H

Half Page
140mm W x 100mm H

500+ Voluntary Lifesaving Clubs across the UK and Ireland
# Lifesavers Advertising Rates

<table>
<thead>
<tr>
<th>Artwork Formats</th>
<th>Single (excl. VAT)</th>
<th>2 issues (excl. VAT)</th>
<th>4 issues (excl. VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>£272</td>
<td>£454</td>
<td>£780</td>
</tr>
<tr>
<td>Half page</td>
<td>£162</td>
<td>£280</td>
<td>£550</td>
</tr>
</tbody>
</table>

**N.B.** We cannot be held responsible for colour variations, picture quality or incorrect fonts where they have not been embedded. These are the responsibility of the sender. Please include colour proof where possible.

[84.3 MILLION PEOPLE REACHED BY 2014 DROWNING PREVENTION Week]

[2,500 SAFER SWIMMING POOLS]
Email Advertising

The Royal Life Saving Society UK sends out regular email communications to its 10,000 members, 90,000 lifeguards and affiliated organisations. It also sends out smaller emails to niche audiences for targeted events and campaigns.

Advertising
RLSS UK’s emails can offer advertising to targeted audiences to suit your needs.

Users
With more than 10,000 RLSS UK members and over 90,000 lifeguards on our database, our emails are a key platform for all lifesaving and lifeguarding activity in the UK, from elite level athletics to leisure providers and lifeguards.

Email Advertising Rates

<table>
<thead>
<tr>
<th>Band</th>
<th>No. of recipients</th>
<th>Cost (excl. VAT)</th>
<th>Email type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Band 1</td>
<td>60,000 +</td>
<td>£375</td>
<td>Lifeguard newsletter</td>
</tr>
<tr>
<td>Band 2</td>
<td>5,000 +</td>
<td>£300</td>
<td>Membership newsletter, IQL newsletter (incl. TAs, ATCs, ATPs in one list)</td>
</tr>
<tr>
<td>Band 3</td>
<td>1,000 +</td>
<td>£250</td>
<td>One-off emails</td>
</tr>
<tr>
<td>Band 4</td>
<td>Under 1,000</td>
<td>£200</td>
<td>Club newsletter, NPMQ course emails, ATC/ATP newsletter, NWSMP newsletter</td>
</tr>
</tbody>
</table>

Technical Specifications
To advertise in an RLSS UK email, the space for a horizontal banner ad is 600 x 150 pixels. We would require your artwork as a .jpg or .png file.
For more information

For more information or to book please contact:

Marketing Department
Royal Life Saving Society UK
River House
High Street
Broom
Warwickshire
B50 4HN

Tel: 01789 773994    Fax: 01789 773995
Email: marketing@rlss.org.uk    Visit: www.rlss.org.uk

Facebook: RLSSUK   Twitter: @RLSSUK   Instagram: @RLSSUK