

# ADVERTISER & SUPPLIER PACK 2021



**SLCC**  
For Local Council Professionals

# What is the SLCC?

The SLCC is the professional body for clerks of town, parish and community councils and we currently represent over 5000 councils across England and Wales.

Founded in 1972, our mission is to provide training, guidance, advice and support to members so that they can develop the professional skills, knowledge and experience necessary for them to best serve their councils and communities; and through this develop the overall recognition and status of their profession.

## Promote your Products & Services with SLCC:

### **Captive audience -**

Our channels provide an unparalleled platform to engage with readers and attendees working as council clerks, deputy clerks and responsible financial officers across England and Wales.

### **Captive audience -**

Our informative conference and training agendas not only mean that we entice a large audience but also that they stay at the event for the entire day.

### **Engaged audience -**

We use techniques to try to ensure each delegate visits your stand, such as a prize draw at each event.

### **Strengthen brand -**

Our suppliers' directory is used by clerks and over 9,000 visitors to our website each month to gain supplier information and contact details.

### **New Developments -**

Learn about new developments in our sector – speak directly to your target market and identify their current wants/needs.

# SLCC

For Local Council Professionals

# COMMERCIAL WEBINAR - NEW OPPORTUNITY!

Showcase your products and services to local council officers from across England and Wales using the SLCC webinar platform.

The live format of the webinar will allow you to promote the benefits, demonstrate your product and discuss any queries with your potential customers.



Special introductory offer!

We are offering your company the chance to book a trial webinar for just £500 + VAT.

Your webinar can last up to an hour, can be on a topic of your choosing and will be listed on the SLCC website which is viewed by over 9,000 users each month. The best part is that it will be completely free to SLCC members, increasing your audience potential!

## Terms & Conditions

- Maximum of 25 delegates per webinar, delegate numbers are not guaranteed
- Limited webinar availability, the final booking date of the webinar will be made by SLCC but we will try to ensure a mutually convenient time
- The webinar will need to be booked within the months of February, March or April 2021

# ADVERTISE IN THE CLERK MAGAZINE

One of the key benefits of SLCC membership is the bi-monthly magazine 'The Clerk', which is our major piece of communication with our members. As a members-only magazine, publications are valued and retained. The content (including your advert) is read, absorbed and referred to for future purchases. The Clerk is delivered directly to the clerk themselves.

## WE'VE GONE DIGITAL!

Each publication is also available in digital form on our SLCC website featuring a click-through to the advertisers' website.

## WHO READS THE CLERK:

- The circulation is over 3,600 clerks representing over 5,000 councils.
- The majority of our members have an annual budget/turnover of £100,000 - £250,000\*.
- Our members have responsibility over the community allotments, parks and recreation grounds, waste bins, play equipment, cemetery, community centres, markets, football grounds, street lighting, grass cutting, public toilets, war memorials and more.
- 93%\* of members rate The Clerk as 'good' or 'excellent'. \*Figures taken from the 2017 membership survey

## SPECIAL FEATURES IN 2021:

- January:** Clean Neighbourhoods  
**March:** Council & Staff Management  
**May:** Encouraging Tourism & Promoting Your Community  
**July:** New Working Practices Post Covid-19  
**September:** Finance - Back to Basics  
**November:** Neighbourhood Plans



## ADVERTISEMENT SIZES

**Quarter page**  
**Size:**  
 89mm x 128mm

**Half page**  
**Size:**  
 183mm x 128mm

**Full page**  
**Size:**  
 210mm x 297mm  
**Bleed:**  
 216mm x 303mm

### Production Information

- Please use the following guidelines to create pdf files that conform to our specifications
- All files to be supplied as Hi resolution PDF's.
  - Files must be centred to the page with crop marks and 3mm bleed.
  - All images contained within the PDF must be high resolution (300dpi recommended), CMYK format.
  - All files need to be sent via wetransfer.com and you will receive an email of safe receipt. *The advertiser must have the appropriate insurance to indemnify them for any advice or information quoted on the advertisement*

If a digital proof, which must be run from the PDF file, is not supplied The Clerk cannot accept responsibility for incorrect colour match/copy.

Please email your artwork to: [advertising@slcc.co.uk](mailto:advertising@slcc.co.uk)

### 2020 Prices:

Quarter page <b>£286 + VAT</b>	Half page <b>£458 + VAT</b>	Full page <b>£688 + VAT</b>
<b>Insert £844 + VAT</b>		

# ADVERTISE IN THE SUPPLIERS DIRECTORY

Our online suppliers' directory is used by clerks and visitors to our website to gain supplier information and contact details. Add your company profile to one or more of our seventy categories!

The categories range from accounting to graffiti removal and can all be viewed here [www.slcc.co.uk/supplier-directory/](http://www.slcc.co.uk/supplier-directory/)

The screenshot shows the SLCC Supplier Directory website. At the top, there is a red navigation bar with social media icons, a phone number (01823 253 646), a search bar, and links for 'Account' and 'Logout'. Below this is a blue header with the text 'Supplier Directory' and a breadcrumb trail 'Home > Supplier Directory'. A dropdown menu on the left lists various supplier categories, with 'Accounting' selected. Below the header is a search form with fields for 'Supplier type', 'Postcode', and 'Distance', and a red 'Search' button. The search results for 'Accounting' are displayed below, showing two suppliers: DCK Accounting Solutions Ltd and Easy PC Accounts. Each supplier entry includes a logo, name, phone number, location, email, and website, along with a 'More info' link.

Supplier type: Accounting

Postcode:      Distance:      Search

Accounting      Postcode      Distance      Search

### Search results for Accounting

**DCK Accounting Solutions Ltd**  
☎ 01793 739110      ✉ admin@dckaccountingsolutions.co.uk  
📍 Swindon, Wiltshire      🌐 www.dckaccountingsolutions.co.uk  
[More info](#)

**Easy PC Accounts**  
☎ 01223 860899      ✉ info@easypcaccounts.co.uk  
📍 Waterbeach, Cambridgeshire      🌐 www.easypcaccounts.co.uk  
[More info](#)

**Advertise in one category for a year for £150 + VAT  
or multiple categories for £250 + VAT**