# Advertise with the Institute of Employment Rights



10,000 audience

### Your message delivered to the labour movement from just £50

The UK's longest-serving independent think tank for the trade union movement now offers cost-effective advertising space, reaching 10,000 trade unionists, policymakers, lawyers, academics and campaigners who view our website, follow our social medial channels, and receive regular weekly correspondence in the form of a news brief.

As well as promoting our services directly to our target audience, our advertising space is also an easy and affordable way for us to support the important work of the IER in developing policy ideas for a fairer world of work."

#### Who we are

CTR 125% higher

than industry

average

The IER is a network of leading lawyers and employment rights experts, working with trade unions to develop and popularise a framework of law for the 21st century.

225.000

impressions

290

clicks pcm

Established in 1989, we provide employment law education, research and analysis, public policy proposals and briefings to inform the debate over progressive alternatives to the status quo.

#### Ready to book? Get in touch

Email: office@ier.org.uk Call : 0151 207 5265 Visit: ier.org.uk

- Chief Executive, Pellacraft



## News brief advert

Prime position on our weekly news brief for a clickthrough rate that is 125% higher than industry average

Advert includes image with URL link and optional title and/or short body of text (no longer than 50 words) and optional customised 'read more' text
JPGs at ratio of 5:3, at least
1,000x600pxs
Price is per advert, per newsletter

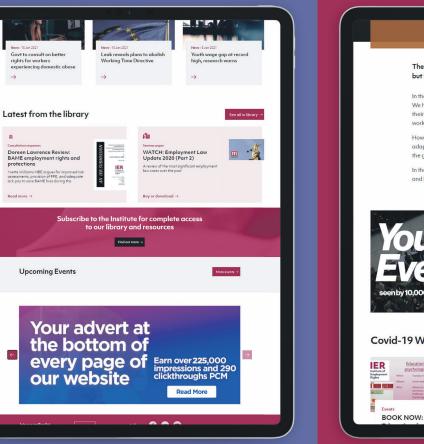
### Website carousel advert £100pcm

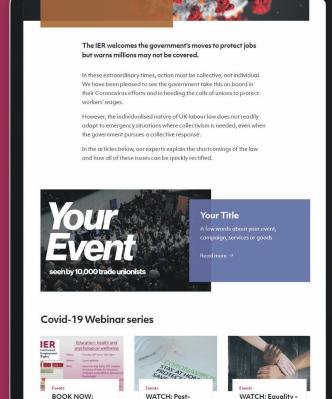
Advertisers on our website carousel earn over 225,000 impressions and 290 clickthroughs per month.

Advert includes image and URL link
JPGs: 2,000x890pxs
Price is per advert, per month

Prime position and video content £200 pcm Your advert front and centre on your choice of our mostvisited pages with the option of video content to promote your current campaign.

Advert at top or centre of your choice of our most visited pages.
Advert includes URL, text and either image or video
JPGs: 1264x760





# The Full Package - All of the above for just £300pcm



from £50