



BOTA

BRITISH ORTHOPAEDIC TRAINEES ASSOCIATION

Advert Package Information for BOTA website

All FREE courses, webinars and opportunities will be advertised on the BOTA website for free!
This includes a post on our website and a social media post on Twitter!

Please email web@bota.org.uk for further information

Website advert = £150

- Advert on website Courses page
- Twitter social media post
- Monthly newsletter inclusion

Social Media= £75

- Twitter post
- One other social media post (Facebook / Instagram)
- Monthly newsletter mention

Featured = £300

- Advert on website Home page
- Advert on website Courses page
- 2 x Twitter and/or other social media post
- Monthly newsletter mention

Information required:

- Name and contact details of submitter
- Course Title
- Course Tagline - short one line description of course
- Course Category - type of course - options available via web form
- Location - address of course location or online
- Meeting Convenor - main meeting convenor
- Target audience - main target audience for the course. Can be specific (Post CCT fellows) or general (All trainees)
- Course description - describes the course and highlights useful and important information
- Meeting fee - put price and any relevant discount
- Contact web address - put the website address for further course details or information / booking (including http:// part of address)
- Contact email address - email address , people can contact for advert

Thing to be uploaded:

- Upload a picture for the course - **this must be 768x432 px in size for optimal image quality and formatting**
- Upload a further document - this could be a programme, further leaflet or application form