



Lloyd's Motor Club

LMC Review & LMC Newsletter Rate Card

Introduction

LMC launched a restyled LMC Electronic Newsletter to the club membership and our other contacts in the Lloyd's and London insurance markets in March 2010.

- This electronic Newsletter highlights the planned LMC events, contains event booking facilities and a number of opportunities available to our contacts.

The current LMC Newsletter can be viewed at: <http://lmc.vitacity.co.uk/>

Advertising & Sponsorship Opportunities

LMC Newsletter

The LMC Newsletter provides a single sponsor and multiple advertisers with a low cost opportunity to bring their organisation, goods and services to the LMC circulation list in both electronic and paper formats.

The sponsorship and advertising opportunity is open to any organisation with goods and services of interest to the Lloyd's and London insurance markets.

Publication Frequency

The LMC Electronic Newsletter is issued on the 1st of each month through an email communication with our members and other contacts in the Lloyd's and London insurance markets.

Circulation

The LMC Electronic Newsletter is sent by email to all LMC members who have provided an email address (circa 300 members) and a further 2000 email contacts in the Lloyd's and London insurance markets.

Rates

LMC Newsletter Sponsorship

Exclusive Annual sponsorship of the LMC Electronic Newsletter.

Newsletter Home page sponsorship recognition for 12 months.

One of max 6, scrolling News items with a click on advert for the period of the sponsorship. Content may be edited or replaced once each month.

Annual Sponsorship fee £2,500.

Sponsors will provide the full page advertisement in their own style and format.

In addition, our Sponsor will be recognised in the LMC Review. The LMC Review is a publication that reviews the most recent LMC events and is incorporated in electronic form within the LMC Newsletter. We target 6 on line LMCReview publications each year 4 of which will be printed and circulated to each Underwriter box (330 copies) in the Lloyd's insurance market and 270 copies circulated throughout the insurance market.

LMC Newsletter Advertising

One of max 6, scrolling News items with a click on advert of a period of 1 month.

Advertising fee £100 per month

Advertiser will provide the full page advertisement in their own style and format

LMC Review Advertising

Advertisers taking Newsletter advertising space will also benefit from advertising space in our LMC Review.

The LMC Review is a publication that reviews the most recent LMC events and is incorporated in electronic form within the LMC Newsletter. We target 6 on line LMC Review publications each year 4 of which will be printed and circulated to each Underwriter box (330 copies) in the Lloyd's insurance market and 270 copies circulated throughout the insurance market.

Advertisers will provide a half A4 landscape page advert in the LMC Review. The advertisement will be carried in the LMC Review until such time as the LMC Review is reissued. Each LMC Review advert will have a minimum shelf life of 2 months.

Advertisers requiring LMC Review advertisements only should contact one of the LMC representatives below to discuss their requirements.

Lloyd's Motor Club Contacts

If you would like discuss sponsorship or advertising opportunities please contact any one of the following Lloyd's Motor Club Committee members:

Derrick Rowe Tel: 07525042300 email : treasurer@lloydsmotorclub.com

Martin Robinson Tel: 07717487953 email: martin.b.robinson@blueyonder.co.uk

Brian Hunt Tel: 0207 105 485 email: secretary@lloydsmotorclub.com

Graham Faggetter email: webmaster@lloydsmotorclub.com