

Daily Dose

An important sponsorship opportunity

The new "DDeal" - an attractive package for sponsors of Daily Dose

This year we intend to change the way that we work, by becoming more active participants in our interactions with Daily Dose sponsors, helping promote their work and facilitate their activities. There are several ways we intend to do this. Each of these ways is part of the sponsorship package and is therefore at no extra charge (unless otherwise stated) to our annual sponsorship fee (£5,000 per annum).

1. Sponsors' logos will continue to be displayed in rotation on the right-side of the Daily Dose website and these will link to sponsors' websites. In addition, a larger logo is randomly selected on each page impression to be shown at the top of the website.

2. We are developing a new **Jobs & Events** section for the Daily Dose website, which will also be prominently featured on the home page. Sponsors will receive a fixed number of credits for **FREE** advertising of their jobs and events, each for a fixed time period, in this section. Sponsors will be able to submit job and event listings online using a simple form. If sponsors wished to purchase additional advertising, this will be available at a discounted rate.

3. Sponsors will have the opportunity to promote up to four press releases (or announcements) a year through the Daily Dose website and daily email. These will feature as one of the headlines in the main Daily Dose listings, and will link to a page or document on the sponsor's website. You will have to prepare the page or document on your own website yourself but we will write the promotional line which appears in the Daily Dose listing.

4. Both the press releases and the Jobs & Events Listings will be accessible via the daily and weekly mailings that are sent out to our subscribers.

5. We will shortly be launching a new improved version of Daily Dose, designed to provide users with a much improved experience regardless of whether they follow Daily Dose online, via email, RSS or even using mobile devices. During this next year, we will also be engaging with social networking platforms such as Twitter to further extend the reach of the website and also enhance the profile of our sponsors.

We believe that this '**New DDeal**', as we have decided to call it, will provide our sponsors with a cost-effective advertising and promotional platform in a medium that has a unique and continually growing readership in the drug and alcohol field. You can read more about Daily Dose in our attached one-pager.

Please contact us if you need further information.

Our very best wishes,

David, Jim and Lucie

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