

Email Advertising Service

Communications and Management for Sustainability (CMS)

(Version: 01032017)

Contacting CMS

We will be pleased to discuss any queries, please email bob.earll@coastms.co.uk or call 07930 535 283. Alternatively email jayne.onions@coastms.co.uk or call 07759 134801 – on Monday-Thursday 10am-4pm.

Our email advertising service offers an engaging and cost effective opportunity of circulating an advertisement by email to the sustainability, water, environmental and marine community. We have been mailing and working with our listing of 9000 recipients for more than a decade; these comprise independent professionals, government bodies and charitable organisations. The recipients on our lists are interested in marine, water and environmental topics and vacancies. During this time we have sent emails for over 252 clients.

Advertising your Vacancies

Vacancy advertisements will firstly be emailed to the people who have asked for this information to be sent to them directly (3400+ contacts), **details will then be uploaded to the [CMS website](#) and included in the CMS Weekly Newsletters.** We are now circulating two CMS News mailings - **MARINE & COASTAL on Tuesdays** and **WATER on Thursday**, 9000+ contacts. The job vacancies will be included in both mailings until the closing date. (MSc vacancies will be advertised on the CMS website for 60 days.) News, tenders, consultations and other advertisements will also be included in the CMS Weekly Newsletters.

Vacancies - Price / mailing
£150 + VAT (20%) (per mailing)
<i>(note: multiple vacancies can included in the one advert)</i>

Advertising Your Events CMS Rate Card and key points

The table below sets out the main Event advertising options. We have developed this over 17 years of advertising our own and clients' events. The central pricing idea is that if the advert produces just one booking then it will have paid for itself: in reality the booking rate is likely to be much greater. Having run over 200+ events using this system we have the experience to help you successfully promote your events and can provide free advice to help you with this.

	Events that are free or the delegate fee is less than £150	Events where the delegate fee is more than £150
Targeted Email Events These emails go to our contact listings – up to 9000 contacts	£150 + VAT If you take this option your event will be advertised free in the 'Events' section of our website and the CMS News for the duration of the lead in to the event	The standard delegate fee for the conference + VAT If you take this option your event will be advertised free in the 'Events' section of our website and the CMS News for the duration of the lead in to the event

Training & Courses	<p style="text-align: center;">£150 + VAT</p> <p>If you take this option your event will be advertised free in the 'Events' section of our website and the CMS News for the duration of the lead in to the event</p>	<p style="text-align: center;">£150 + VAT</p> <p>If you take this option your event will be advertised free in the 'Events' section of our website and the CMS News for the duration of the lead in to the event</p>
Reports, Publications etc	<p>£150 + VAT - Direct mail and advertised free in the weekly CMS News</p>	

Notes for Advertising your Vacancies, Events and other activities

If you have any questions or special requirements please ring Jayne or Bob.

1. **Real time testing and feedback - Try it and see** You might want to see this advertising as a trial and we'd be happy to engage with you on this and provide feedback as necessary.

You might want to consider a programme of adverts for the event. We find that what you promote varies from the beginning to the days leading up to the event.

2. **We can provide free advice on promoting your event** – on wording, approaches and timing of advertising since we have been working on this for over 200+ events that have used emailing approaches for over 17 years.
3. **Discounts** We offer 10% discount for 3 or more adverts and 20% discount for 10+ adverts; these will be payable in advance. Please contact Jayne or Bob to discuss (contact details above).
4. **Statistical Reporting** We will report within 14 working days on the response your advert has prompted. Job Vacancies will receive a report after the closing date (MSc vacancies after four weeks). Separate figures will be provided for the direct email and CMS News. For other adverts a report listing the number of clicks will be provided a week after the advert has been circulated. Included in this service to clients is a benchmarked feedback on the success of your advertisements.
5. **VAT** will be charged at the standard rate.
6. **Circulation Lists** Below are our circulation lists showing the number of recipients. Advertisements will be circulated to the relevant list(s). Vacancies will only be circulated to the vacancies list, although they will also be included in the CMS Weekly Newsletters (9000+ recipients) which provides 2 x weekly exposure for the duration of the vacancy.

Circulation Lists	Recipients
All Lists	9000
Vacancies	3400
Marine	5600
Water	5500

7. You can see recent endorsements and our client list on pages 5 & 6 'We have worked with over 500 clients during the last 17 years; these are illustrated below.

Please see below for the booking form and what you need to provide

ORDER FORM - CMS Emailing Service

YOU NEED TO PROVIDE:

- a) Completed order form
- b) Logo – File format PNG, GIF or JPEG – *High Resolution*
- c) Advertisement Copy – Word Document
- d) Web-links – to relevant information on your website

**We will email you a draft for approval before sending it out.
This will usually be within 2 working days of receiving your order.**

Advertisement copy, logo and order form should be emailed to bob.earl@coastms.co.uk.

Advert Type	Charge / Mailing (VAT will be charged at the standard rate)	Cost
Job Vacancies – price per mailing	£150 + VAT	
Event Mailings (conferences) for events where the standard delegate fee is greater than £150	The standard delegate fee + VAT	
Event Mailings (conferences) for events where the standard delegate fee is free or less than £150	£150 + VAT	
Training and Courses – irrespective of fee	£150 + VAT	
Reports, Publications, News items	£150 + VAT	

Name: _____ Organisation: _____

Invoice Address: _____

Email address: _____ Tel No: _____

Total Amount: _____ Your Ref/Order Number: _____

We wish to pay by BACS*/Credit Card*/Cheque* (please delete)

To pay by credit card please phone CMS on 01531 890415

CMS ADVERTISING SERVICE – Endorsements

Pete Alfano, University of Leicester (March 2017)

“Easy to book, good value, but most importantly, extremely effective in getting our message out to the right potential clients. I would recommend them without hesitation.”

Chelsea Chandler, Gardline (March 2017)

“Thank you to Jayne and Bob at CMS for their services in listing some of our environmental roles! We received a very large amount of experienced applicants for each role!”

Cecilia Freeman, Tidal Lagoon Power (November 2016)

“An extremely well-organised, efficient and cost effective service.”

Sean Gaffney, Marine Environmental Data and Information Network (MEDIN) (August 2016)

“We are absolutely delighted with the response to the advertisement we placed with CMS for our data management workshops. The advert was placed extremely quickly and we received wonderful service from CMS. The marketing effect of CMS was so powerful that our workshops were filled within three hours of the advert going out. We will definitely be using CMS again and would highly recommend them.”

Kate Pirie, Heriot-Watt University Orkney Campus (April 2016)

“Very pleased with response to recent Teaching Fellow position we advertised through CMS. Great service, thanks!”

Jane Delany, Director of Dove Marine Laboratory, Newcastle University (April 2016)

“We used CMS for advertising our 13 Capturing our Coast vacancies in summer 2015 and had a fantastic response of very high calibre applicants. This is the ‘go to’ place for marine graduate jobs, and we got a far higher response from this than other advertising routes that we used.”

Lisa Johnson, Event Manager on behalf of North Sea Marine Cluster (March 2016)

“We have been very impressed with the service received from CMS for marketing our event. The advert was turned around very quickly and the service very professional, including receipt of advertising statistics a couple of weeks after the mailing. The traffic received on our event webpage was clear to see via Eventbrite analytics. Would definitely recommend.”

Tricia Marshall, Flood & Coast 2016 (March 2016)

“Your email blasts proved to be one of our most effective marketing tools.”

Francesca Moore, Black & Veatch Ltd (February 2016)

“We are very pleased with CMS’ services and support in preparing and sharing an article on our behalf. Their support was second to none. We were particularly impressed with the statistical summary we received after the article was published. We will definitely use CMS again in the future.”

Dan Edwards, AECOM (January 2016)

“Many thanks CMS for providing this invaluable service. We received numerous applications for the Marine Scientist post and have now successfully appointed a high-calibre candidate. We would certainly use you again.”

Joanne Hill, HaskoningDHV UK Ltd (November 2015)

“We received an excellent response to our experienced Graduate Environment Consultant job advert. The quality of applications was very high in comparison to other methods of advertising and we have now offered the position to a candidate who applied via CMS/Bob Earll.”

Colin Trundle, Cornwall IFCA (October 2015)

“Many thanks for the stats report, interesting reading. We received 93 completed applications for the post. Although we can’t pinpoint where people found the vacancy, I’d be confident that the

majority came via CMS. Thank you."

Jane Delany, Newcastle University (September 2015)

"We advertised our 13 marine scientist posts across 7 institutions for the Capturing our Coast project with CMS and had a fantastic response. It is increasingly becoming the 'go-to' portal for marine science graduates seeking employment. The CMS team are eternally efficient and helpful."

[Click here](#) to read more testimonials

Track Record

The following companies have used the CMS Emailing Service (many companies use our service on a regular basis)

ABPmer	Devon Living Coasts
ADA	Devon Wildlife Trust
AECOM	Dialogue Matters
AGI Conference	DONG Energy Power
Amec Foster Wheeler	Dorset County Council
Ambios	Dover Harbour Ports
Anderson Spratt Group	East Sussex County Council
Angling Trust	Eastern IFCA
APEM	Ecological Consultancy Services Ltd
Aqua Biodiversity & Ecosystems	Ecosystems Knowledge Network
Aqua Enviro	EGS (International) Ltd
Aqua TT	EMU Limited
Artesia Consulting	English Heritage
ASG, Ireland	Entec
Association of Sea Fisheries Committees	Environment Agency
Atkins Global	Era (Lochaber Fisheries Trust)
Babtie	ERM
Bangor University	Essex County Council
Barefoot Thinking Company Ltd	European Marine Energy Centre (EMEC) Ltd
Black & Veatch	Exe Estuary Partnership
Blue Limited	EXO Environmental Ltd
BMAPA	Field Studies Council
BMT Cordah Ltd	Fisheries Innovation Scotland (FIS)
Bournemouth University	Flood & Coast (Trio Events Ltd)
British Antarctic Survey (BAS)	Forth Estuary Forum
British Energy	FRM Ltd
British Geological Survey	Fugro EMU Ltd
British Marine Federation	Future Water Association
Broads Authority	Gardline Environmental Ltd
Cadcorp	Geotek Ltd
Cadwago	GoBe Consultants Ltd
Canal Rivers Trust	Green Blue
Canterbury University College	Hambrey Consulting
CCW	Hampshire and Isle of Wight Wildlife Trust
CEDA Secretariat	Hampshire County Council
Cefas	Hanson Plc
CH2M	Hartley Anderson
Chichester District Council	Havas People
CIEEM	Heriot-Watt University
CIRIA	HR Wallingford
CIWEM	Hydrographic Data Centre
ClientEarth	Hydro-Logic Ltd
CMACS	Hydro International
CoastNET	IEEP
Colchester Borough Council	IMarEST
Conwy County Borough Council	Imperial College London
Cornwall IFCA	Institute of Civil Engineers ICE
Cornwall Wildlife Trust	Institute of Fisheries Management
Cranfield University	Institution of Mechanical Engineers
Crown Estate	International Whaling Commission
Cumbria Wildlife Trust	Intertek
Danish-UK Chamber of Commerce Ltd	Irish Sea Maritime Forum
DECC	Irish Sea Pilot Study
Defra	Isle of Man Government
Devon & Severn IFCA	Jacobs
Devon Maritime Forum	JBA Consulting
DHI	JNCC

Just Ecology
 Kent County Council
 Kent & Essex IFCA
 Kent Wildlife Trust
 Lancaster University
 Landmark Trust/Leapfrog Group
 Low Impact Fishers of Europe (LIFE)
 Marine Biological Association
 Marine Conservation Society
 Marine Ecological Surveys
 Marine Management Organisation
 MarineSeen
 Marine Stewardship Council
 MASTS, Scottish Oceans Institute
 McClean Interim Management
 Media Com
 MEDIN
 Mersey Basin Campaign
 METOC plc/Seazone Solutions Ltd
 Middlesex University
 Milford Haven Port Authority
 Mindfully Wired Communications
 Mouchel
 NAFC Marine Centre
 National Maritime Museum
 National Trust
 Natural Environment Research Council (NERC)
 Natural History Museum
 Natural England
 Natural Power
 Natural Resources Wales
 NatureBureau
 Nautilus Consultants
 Newcastle University
 NIRAS
 NORTEK UK
 North Eastern IFCA
 North Highland College UHI
 North Sea Marine Cluster (NSMC)
 Northern Ireland Marine Task Force
 Northumberland County Council
 Northumberland IFCA
 North West Coastal Forum
 North Western IFCA
 North West Regional Assembly St Helens
 Oakwood Environmental Ltd
 OceanWise
 OSPAR Commission
 Partrac Ltd
 Pembrokeshire College
 Pew Charitable Trusts
 PIANC UK
 Planet Ocean Ltd
 Plymouth County Council
 Plymouth Marine Laboratory
 Point 13 Media
 Porcupine Marine Natural History Society
 Port of Dover
 Port of London Authority
 Port of Milford Haven
 RES Offshore
 River Restoration Centre
 Routledge, Taylor & Francis Group
 Royal Haskoning DHV
 Royal Yachting Association
 RPS Energy
 RS Aqua
 RSK
 RSPB
 SAFHOS
 Sail Partnership
 SAMS
 SARF
 SBW Advertising

SBWWI
 Scottish Coastal Forum
 Scottish Environment Link
 Scottish Fishermen's Federation
 Scottish Natural Heritage
 Scottish Oceans Institute
 Scottish Pelagic Fishermen's Association
 Scottish Wildlife Trust
 Seafish
 Sea Fish Industry Authority
 Seascope Consultants Ltd
 Seastar Survey Ltd
 SeaZone Solutions
 Seiche Measurements Ltd
 SEPA
 Severn Estuary Partnership
 SFO Ltd
 Shark Trust
 Shellfish Association
 Soil Association
 SOI Group
 Solent Forum
 Southampton Institute
 Southern IFCA
 South Wales IFCA
 Sparsholt College
 Surfers Against Sewage
 Sussex IFCA
 Swansea University
 Tamar Consulting
 Teignbridge District Council
 Thames Estuary Partnership
 The Deep
 Thomson Ecology
 Trinity College, Dublin Zoology Dept
 Turnpenny Horsfield Associates
 UK Hydrographic Office
 Ulster Wildlife Trust
 University College London
 UCL Australia
 University of East Anglia
 University of Cardiff
 University of Chester
 University of Edinburgh
 University of Glamorgan
 University of Glasgow
 University of Hull
 University of Oxford
 University of Plymouth
 University of Ulster
 University of Wales Aberystwyth
 University of Washington
 University of the West of England
 Wandle Trust / South East Rivers Trust
 Wessex Archaeology
 Wessex Water
 Westcountry Rivers Trust
 Whale & Dolphin Conversation Society
 Wildfowl & Wetlands Trust (WWT)
 Wildlife Trusts
 WRC
 WWF-Scotland
 WWF-UK
 Wildlife & Countryside Link
 Yorkshire Wildlife Trust
 Zoological Society of London

