

# Campaigns menu

\*Other promotional activity can include running a giveaway across our social media platforms or hosting a blog post on one of our webpages.  
We love big, bold ideas and campaigns so do be in touch to see how we can be of assistance.

Campaign Type*	Audience	Host Platform	Feedback	Add-on Cost (+VAT)
Point of Sale (PoS) or activity packs (print or digital)	Library Users	Packs are requested from The Reading Agency's shop and used in libraries or online	Collated social media posts or photos of library displays, reach and library feedback	£450
Read and Review	Reading Groups	Reading Groups for Everyone or Chatterbooks website	Reader reviews and social media posts	£350
Support for author tour of up to five locations hosted by library or schools	Library and school users and general readers	Libraries' preferred platform (eg. Zoom)	Pitches and event feedback from librarian and/or audience	£450 Additional visits can be added into tour for £150 per location
Website feature with competition shared on Twitter and Facebook or Instagram (minimum one post on each)	Visitor to the Reading Groups for Everyone or Summer Reading Challenge website	Reading Groups for Everyone or Summer Reading Challenge website	Page views, number of competition entries	£350
Consumer insight/reading group focus group	Reading groups	Online platform eg. Zoom	Reader insight and feedback	£450