

CPDme
Development for Life

Advertising your Training & Development Courses





Why Advertise with CPDme?

"Since 2009, CPDme have quickly grown into a network of professionals not just seeking the opportunity to maintain a development portfolio, but also look for simple and convenient ways to find future development opportunities"

Founder of CPDme Andrew Ormerod

CPDme provide a web based CPD Portfolio Builder and FREE Mobile APP that allows the user to quickly and easily document and maintain a development portfolio that assists in meeting the professional standards required by todays Health and Social Care professionals.

Due to our simplicity, CPDme is rapidly expanding and currently has users in over 30 countries and covers over 170 different health and social care professions. Membership is currently growing at an average of 110 new users per week (November 2013).

Our Staff are made up of a collection of varied health and social care professionals. Passionate about simplifying and demystifying the way we manage, document and maintain our life long learning. Simple is Best!

“All our staff are registered practicing Health and Social care professionals. This means that we are not just another marketing company hoping for business”

So what's different about advertising with CPDme?

Simply because our portfolio investors come back to our website regularly to maintain their CPD Portfolios and interact because of the simplicity and reliability of our business. CPDme have invested lots of time and resources to ensure that we market you, as well as promote ourselves. Our unique name and search friendly website makes sure we stay on top of our game. Our slogan and ethos is “development for life”. Our guarantee is unique in our promise to you. It ain't just about what we do, its the unique way that we do it! Ask our existing customers.

Where does the magic happen?

The CPDme website is unique that it has 12 virtual characters who become CPD buddies for the interactive user. These characters constantly analyse and assist the user. This aims at encouraging and prompting learning, development, documenting and varying the individuals learning activities through feedback from our automated team. This idea was part of a masters degree project and is unique to CPDme and no other company in the world. Our success is that it works!

How does the Advertising work?

Our advertising methods are different to our competitors because we are passionate about simplifying learning and development options for professionals. We can guarantee maximum exposure using the latest in software programming and technology. We know it works because our customers tell us.

Our purpose built software is not only designed to assist our existing members find the right learning and development, but also to search and interact with targeted social media, engaging your adverts in viral trends across the internet.

Once you have paid for your advertising thats it. **There are no ongoing costs** or associated fees with making minor changes. The only fees will be additional listings or major reconstruction.

Adverts are normally constructed and listed within 7 days of payment.

Quotation Promise

All our written quotes are valid for 30 days from issue.. advertise@cpdme.com

Updated 1st November 2013

Advertising Price Structure

Number of Course Listings	Cost per Listing	Design Fee	Power Seller
1 - 5	£20	FREE	£5 Per Listing
5 - 10	£18	FREE	£5 Per Listing
11-20	£17	FREE	£5 Per Listing
21-30	£16	FREE	FREE Inclusive
31-40	£15	FREE	FREE inclusive
41-50	£10	FREE	FREE inclusive

Each course will be listed in our searchable A-Z of development and have a feature when listed on the front page of CPDme. Other options are available like Footer & Sponsorships.

The **Power Seller Options** allow the courses to be listed on our social media software that looks specifically for keywords and #HASHTAG conversations and engages your course with the conversation. This option ensures that you get both the benefit of advertising on CPDme.com and also popular social media sites like Twitter and Facebook.

The **Design and Keywords** for your listings will be done by our team FREE of Charge

Need to advertise a conference, or charity event? Contact the team today

To commence with this order, simply contact us. Payment can then be made by:

- **BACS**
- **PayPal Business Invoice**
- **Credit or Debit Card**



CPDme

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