

**Title: Review of Services for Children with Special Health Needs  
Supplementary Information on Advertising Costs**

Annex 2 to the Committee paper suggests the journals in which the Review should be advertised. We have obtained estimated costings for putting brief notices in them and also some other key journals. This information is contained below. Where minimum costs are given this is for a mono-colour notice, but there is a more expensive colour option.

The Committee's remaining budget this year is £9,700. The Committee will need to earmark some of this if it is decided to meet away from Cardiff.

Having regard to the constraints on publication dates, the circulation of the journals and the cost, we recommend that the Committee advertises in:

Community Care	£2,538
Western Mail	£659
Liverpool Daily Post	£495
Nursing Times	£1,996
Special Children (subject to meeting the deadline for Nov /Dec)	£810
<b>Total</b>	<b>£6,498</b>

**British Dental Journal**

Minimum Cost: £1,620

Deadline: Tuesday before each issue. (Fortnightly publication)

Circulation: 18,641

**Community Care**

Minimum Cost: £2,538  
Deadline: Tuesday (Weekly publication)  
Circulation: 46,175

### **Community Practitioner**

Minimum Cost: £1,123  
Deadline: 5<sup>th</sup> November (Publication 1<sup>st</sup> and 15<sup>th</sup> of every month)  
Circulation: 18,500

### **Community Mental Health**

Cost: £1,620 (inclusive of colour)  
Deadline: 24<sup>th</sup> October ( Quarterly Journal now working towards Spring 2002 edition)  
Circulation: 22,000

### **Special Children**

Cost: £810 (this includes colour)  
Deadline: 22<sup>nd</sup> October for November/December Issue  
17<sup>th</sup> November for January Issue (3 issues per term)  
Circulation: 12,000

### **Nursing Times**

Minimum Cost: £1,996  
Deadline: Friday at 4pm (weekly publication)  
Circulation: 58,785

### **Western Mail**

Minimum cost £659. £723 (Public Notice)  
Deadline: Normally two days prior to publication  
Circulation: 60,308

### **South Wales Echo**

Minimum cost: £732 £953 (Public Notice)  
Deadline: Two days Prior to publication  
Circulation: 78,434

## **Liverpool Daily Post**

Minimum cost: £495 £967 (Public Notice)

Deadline: Two days prior to publication

Circulation: 72,352