

Daily Dose

An important sponsorship opportunity

'When Daily Dose headlined our new web site the number of people expressing interest in e-mail updates on the site trebled practically overnight. It's a fabulous way to get information to the people who need it.'

Mike Ashton, editor of Drug and Alcohol Findings

Daily Dose, www.dailydose.net, launched in January 2001 by Wired In, is a unique information portal on substance use and misuse. The web site is updated daily, and provides links to the most important material from governments, specialist organisations, NGOs, the popular media, and 'voices' in the community, from around the world. It provides readers with ready access to key news, professional reports, research, blogs, podcasts and film material, thereby saving time and effort and reducing information overload.

Daily Dose provides a unique range of free services:

- 365 Daily Doses per year
- A Weekly Dose, highlighting the more important articles of the week
- A daily and weekly subscription service that delivers Daily Dose to your Inbox
- An archive for all Daily and Weekly Doses, as well as for professional reports.

In addition to site visitors (200,000 hits per week), Daily Dose has over 5,500 daily subscribers and 1,700 subscribers to Weekly Dose. For a number of years, Daily Dose has been top of millions of Google listings when searching for "Daily Dose", demonstrating an enduring quality and strength of brand. The site is linked to by more than 150 other web sites, many of them belonging to major international organisations (e.g. World Health Organisation, United Nations), government departments and NGOs.

The Main Sponsors of Daily Dose are currently Action on Addiction, Addaction, Castle Craig Hospital, the Centre for Drug Misuse Research at the University of Glasgow, Concateno plc, Drugscope, FRANK, HIT, the National Treatment Agency, and the Scottish Government.

We are now looking for sponsors for the coming year to help us maintain and develop Daily Dose further. For **£5,000 per annum**, our sponsors will have a logo prominently displayed on the front page of Daily Dose, as well as on the subscription page that goes out daily and weekly. The subscriber list contains a large number of UK professionals, in particular those working in government bodies, health and social services, police and probation, GPs, and treatment agencies. Many members of the general public, including people with a substance use problem and their families, access Daily Dose.

Sponsors will also be able to use Daily Dose to link to four major press releases a year from their organisation, as well as to a fixed number of adverts they can place for free in a new 'Jobs & Events' section. We aim that this cost-effective promotional and advertising platform facilitates the activities of sponsors and enhances their profile in the field.

Daily Dose is funded by the charity Wired International Ltd, which comprises part of the Wired In initiative. Learn more about Wired In at <http://wiredin.org.uk/about-us/overview>. Please contact us for further details about our new sponsorship deal. We hope you will take this opportunity to become a sponsor of Daily Dose. Thank you.

Professor David Clark, Director of Wired In (david@wiredin.org.uk)

Jim Young, Editor of Daily Dose (jim@wiredin.org.uk)

Lucie James, Lead Consultant of Wired International Ltd & Wired In (lucie@wiredin.org.uk)

Wired International Ltd is a charity (Charity No. 1077312) and registered limited company (Company No. 3776111). The registered address is Webs House, Woodborough Road, Winscombe BS25 1AD, UK.