

## Advertise

Last Updated Sunday, 08 July 2012

Throughout the year, Positive Action in Housing offers unique advertising opportunities to your company AND demonstrate your support for Positive Action in Housing's work.

Any profits from advertising go straight towards funding our humanitarian and charitable work.

You can advertise in the following ways:

Quickmail

Annual Report - Deadline August of each year

Multifaith Wallplanner - Deadline November of each year

Directory of New Migrant, Refugee, Asylum Seeker and Minority Ethnic Services and Projects

Quickmail

QuickMail is a regular email bulletin of news, jobs, events and training aimed at workers and volunteers within the voluntary sector, BME organisations, refugee agencies, equality organisations, councils, social housing providers and individuals from the minority ethnic, refugee and new migrant communities.

It has the largest and most diverse and socially conscious subscriber list in Scotland - over 24,000 subscribers. Subscribers often forward news, events and jobs to their service users by email, print outs, on noticeboards and by word of mouth.

QuickMail is ideal if you want to advertise jobs, news or services. Job adverts and paid events cost £230 each zero VAT (free to members) while news and events listings are free up to a maximum of 100 words. All profits from QuickMail go towards our humanitarian work.

You can contribute an item for the News, Jobs or Events sections of QuickMail. Just email [quickmail@paih.org](mailto:quickmail@paih.org) or call 0141 353 222 with your text and invoice details, if required.

We also offer Quickmail Advertising for £395 for the year. This option is for Non Members who wish to take advantage of advertising more than once in the year. After paying the Annual Fee, organisations can advertise as many jobs as they wish.

## Annual Report

By advertising in our forthcoming 2012 annual report, you can promote your service to over 24,000 plus contacts, including policy makers, key influencers, government, social housing providers, non-profit organisations and people from diverse, multiracial communities across Scotland. Your advertisement will also support a good cause - this charity's humanitarian work with those facing poverty, homelessness and destitution. A copy of last year's report with advertisers and more information about our work can be found [here](#).

We will be launching the report at our AGM in autumn in front of 200 members and invited guests. We will also be posting out copies across Scotland to BME/refugee/new migrant groups, housing and voluntary organisations, politicians, faith groups, equality organisations, government officials and many others with an interest in our work. A PDF format will be sent out electronically to over 24,000 subscribers. By taking out an advert you are guaranteed excellent exposure across Scotland and are supporting our humanitarian work.

A full page advert costs £595 (zero vat), and a half page advert costs £295 (zero vat). There are also premium positions and lower costs listed below. If you'd like to take out an advert, just email us stating your preferred size and relevant contact details. We will then contact you about artwork and invoicing. (If you have previously advertised, we may already have a copy &ndash; so let us know). The deadline for artwork is 12 Noon Monday 30 July 2012.

We are facing a tough financial climate and increasing pressure to deliver our humanitarian work. The proceeds after paying the printers go straight to our humanitarian work, including the hardship fund, destitution project and homelessness support service. We would therefore encourage you to get your organisation or company to take out an advert.

To book an advert, please email [home@paih.org](mailto:home@paih.org) to confirm you wish to go ahead and provide details of the relevant contact person for artwork and invoicing. Should you require any other information, please feel free to get in touch by calling 0141 353 2220.

## COSTS

The all-inclusive costs for advertising are as follows:

£195 ¼ page (127mm head to foot x 85mm width)

£295 ½ page (125mm head to foot x 180 width)

£595 Full page (265mm head to foot x 180mm width)

## Premium positions

Inside front cover:  
SOLD

Inside back cover: £895 Full page (265mm head to foot x 180mm width)

Back cover:

£ 1200 Full page (265mm head to foot x 180mm width)

£ 650 Half page (125mm head to foot x 180 width)

## ARTWORK SPECIFICATION

What your advert could include:

Your advert could be your organisation's logo and contact details - along with a message of support, e.g. We are pleased to support Positive Action in Housing, OR Congratulations to everyone at Positive Action in housing for all your hard work in 2008.

#### Artwork specifications

Artwork should be supplied in one of the following formats: Adobe Illustrator; Freehand; Quark Xpress; PDF; Indesign

Please note: There is an additional small charge should you require our designers to prepare artwork for adverts.

If your artwork needs to be designed, the additional charges for this will be as follows:

¼ page - £50

½ page - £70

Full page - £100

Deadline for artwork to reach us: 12 Noon on Monday 30 July 2012

All queries to [home@paih.org](mailto:home@paih.org)

#### Multifaith Wallplanner

Every year we produce a Multifaith Wallplanner. This is extremely popular with advertisers and our supporters.

#### The Planner

is an excellent 'diversity tool'. It has all the dates of the major religious festivals as well as public holidays, to help you to plan your meetings or events sensitively around key religious festivals which may be celebrated by your members, service users or employees.

The profits generated from the planner, after paying for the print costs, go straight to our humanitarian projects.

We

distribute 1,000 Wallplanners across Scotland, to to our members, all minority ethnic, refugee and new migrant groups and organisations, registered social landlords, voluntary organisations, politicians and our funders and supporters. Public bodies and politicians will also get complimentary copies, giving you year round advertising. By booking an advert you will also be demonstrating your support for our humanitarian work too.

A full colour 70mm(h) x 90 mm (w)  
advertising space costs £325 in total.

Copies of the planner are available at a cost of £15 each.

To buy a copy or to  
book an advert in the 2013 Wallplanner just email [home@paih.org](mailto:home@paih.org)  
and we will reply straight away. Artwork should be sent to [home@paih.org](mailto:home@paih.org) - if you have previously  
advertised, we may already have it

Please note: The Deadline for the 2013 Wall planner is November 10th 2012.

## SCOTTISH ETHNIC MINORITIES DIRECTORY 2012

The Scottish Ethnic Minorities Directory is now available to buy  
at a cost of £25 (incl p&p) - all proceeds go to our destitution  
service and hardship fund which provides free shelter, food and  
practical support for destitute women, families and young people.

The Directory lists hundreds of local and national Black/Minority Ethnic  
(BME), Refugee and New migrants groups, organisations and services.

- There is no other accurate or up to date database of contacts within the BME, refugee and new migrants sector.

- Hundreds of new groups

- A must-have resource for anyone wanting to build links with BME, refugee and new migrant groups.

- No public body, housing provider, voluntary organisation or anyone trying to reach diverse groups within their communities of operation should be working without it.

To place your order please email [home@paih.org](mailto:home@paih.org). Bulk discounts are also available.

Existing advertisers & purchasers please note - your Directory is already on its way to you.

The Scottish Ethnic Minorities Directory online

Our online browsable directory featuring an interactive map of all the organisations is now launched!!