

Advertise

Last Updated Wednesday, 04 August 2010

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 - Deadline to be set

Quickmail

Very popular. Promote your jobs and services each week through Quickmail and reach ten thousand subscribers from black & minority ethnic communities/organisations, disability and women's groups, voluntary organisations, Registered social landlords, local authorities, trade unions, educational establishments, politicians, individuals with an interest in diversity issues, and many many others. It costs only £150 per advert for the duration. we will invoice you. Just email quickmail@paih.org with your text and we will do the rest.

Annual Report

We take bookings for adverts for the annual report during May and June each year. Extremely popular. The annual report is circulated widely to our 200 members, 450 minority ethnic organisations, 300 voluntary organisations, every Registered Social Landlord and local authority in Scotland, as well as charitable trusts and others who support our work. Cost The 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 OR Inside back cover: £595 - ½ page (125mm head to foot x 180 width) £795 - Full page (265mm head to foot x 180mm width) Back cover: £ 1000 - Full page (265mm head to foot x 180mm width) For the above prices, we guarantee full colour adverts, and circulation to 208 members, 450 minority ethnic organisations, 300 voluntary organisations and every housing organisation in Scotland, as well as charitable trusts and others who support our work. NB: There is an additional small charge should you require our designers to prepare artwork for adverts. For more info on this please contact Jamie on 0141 353 2220 or email home@paih.org).

Artwork specifications Artwork should be supplied in one of the following formats:

· Adobe Illustrator · Freehand · Quark Xpress · PDF · Indesign

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

Multifaith Wallplanner

Our 2008 wallplanner is now complete and will be distributed to all black & minority ethnic groups, councils, Registered Social Landlords, housing providers, the voluntary sector, our members as well as charitable trusts and others who fund our work.

The Multifaith Wallplanner (shown above) helps to pay for Positive Action in Housing's humanitarian work.

As an advertiser you will benefit from all year round exposure to staff and customers in BME, social and voluntary sector organisations, community centres, housing organisations, the offices of Members of Parliament, and in lots of other places too.

The wall planner can be used for routine office planning. It also gives the dates of all major religious festivals and national public holidays too - helping you to plan events sensitively for different faith groups.

52 spaces are available each year. 5,000 wallplanners are printed and distributed across Scotland in early December.

Wall Planner 2010 Costs

Full colour 70mm x 90mm advert £395

Member rate £295

For the above price, we guarantee full colour adverts, and circulation to all black & minority ethnic groups, councils, Registered Social Landlords, housing providers, the voluntary sector, our members as well as charitable trusts and

others who fund our work.

Advertisers will also receive a supply of wallplanners for their own customers in December 2010.

Additionally, you can buy a Wallplanner for £10. Just send a cheque for £10 to Positive Action in Housing Ltd and we will send you a Wallplanner. Again the costs of this goes towards our humanitarian work.

To secure an advert

If you would like to place an advert,

please email us and confirm you wish to place an advert. Please also tell us who, if not yourself, is responsible for placing the advert. We will then confirm your order, liaise with you over artwork and issue an invoice.

Deadline for artwork

The deadline for artwork to be received by us is 13th October 2009. Finally, thank you very much for supporting our work and we look forward to hearing from you.

Any Questions?

If you have any queries, please call Jamie on 0141 353 2220 or please email us .

A hard copy of this unique and popular publication will be available in late 2010, we will be taking bookings for full colour adverts in October 2010. We will place more info on this page.