

Promote your brand and generate more business

Publishing Events is delighted to have been appointed as the official publisher of the PESGB Membership Directory.

The PESGB Official Membership Directory is used as a vital reference source for members. Profiling in the Membership Directory is free as one of your membership benefits. Read on to find out more about how you can **boost your profile** with enhanced options for an additional charge.

The printed edition of the Membership Directory will be mailed out to all members and is therefore the perfect opportunity to showcase your products and services to a targeted market.

Maximise your presence and increase business with one of our promotional packages, exclusively available to members of the PESGB.



Pages from the 2017/18 edition

The official Membership Directory will be printed in an A5 format and includes the following information:

- ✓ Association objectives
- ✓ Lists of current and past officers
- ✓ Honorary members and sustaining sponsors
- ✓ PESGB Year Review
- ✓ Full directory of individual members including contact details
- ✓ Full directory of members' company address and contact details
- ✓ Details of PESGB company representatives and special interest groups

5 ways the Official Membership Directory can help your business

- 1** Maximise visibility & increase sales – A higher profile, more awareness and more key industry contacts take notice of your organisation/company which improves your opportunity to speak to your customers and make more quality contacts throughout the year.
- 2** Raise your industry profile – Your profile and standing within the industry is enhanced, helping you to elevate your brand above your competitors'.
- 3** Promote your products and services – The Directory is the perfect place to draw your customers' attention to the products and services you are promoting or launching.
- 4** Long lasting benefits – The Directory is a 'must keep' publication that plays a key marketing role throughout the whole year, and is used as a sourcing guide and research tool by multiple decision makers.
- 5** Maintains marketing momentum – Advertising in the Directory supports other marketing activity to provide an integrated campaign and multiple touch points for your potential clients.



For more information call Jay Pawas today on +44 (0)20 7841 5962 or email j.pawas@publishingevents.com

Directory sponsorship

Logo on the contents page with accreditation, double page spread in an early position, and a premium enhanced 'Directory of Addresses' listing for your company*

POA

Display advertising options – guaranteed positions

	Before end July	After July
Outside back cover	£2390	£2510
Inside front cover	£1915	£2010
Inside back cover	£1625	£1710
Full page – guaranteed position	£1195	£1255

Display advertising options – run of paper

	Before end July	After July
Double page spread	£1915	£2010
Full page case study / advertorial* Includes text, images and a company logo – Publishing Events will lay out the page in keeping with the design of the Membership Directory	£1195	£1255
Full page*	£1195	£1255
Half page*	£695	£730

* 10% Discount for Sustaining Sponsors

Enhanced member listing options

	Before end July	After July
Premium enhanced 'Directory of Company Addresses' listing for your company** Includes a company logo with your company listing in the 'Directory of Company Addresses' section of the Membership Directory, plus up to 350 characters of company description <i>Please ensure you have the necessary authority to purchase and approve this option.</i>	£195	£210
Logo enhanced 'Directory of Company Addresses' listing for your company** Includes a company logo with your company listing in the 'Directory of Company Addresses' section of the Membership Directory <i>Please ensure you have the necessary authority to purchase and approve this option.</i>	£135	£145
Description with your 'Directory of Company Addresses' listing for your company** Includes a description of up to 350 characters with your company listing in the 'Directory of Company Addresses' section of the Membership Directory <i>Please ensure you have the necessary authority to purchase and approve this option.</i>	£95	£105

** Standard free-of-charge 'Directory of Company Addresses' listings include: company address, company telephone, email, website, members' surname and first name, job title and telephone number.

NEW – Advertising Branding Strips

Guaranteed position in either the Individual Members or the Directory of Company Addresses Section. Strips are 10mm deep and the width of the page margins - turn over for visual examples.

	Before end July	After July
1 x strip advert	£135	£145
5 x strip adverts – save £125!	£550	£600
10 x strip adverts – save £350!	£1000	£1100

**ADVERTISING COPY
DEADLINE:
FRIDAY 17 AUGUST 2018**



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Please send your artwork files to Anna Gusev:
a.gusev@publishingevents.com
 For any production queries, please call +44 (0) 20 7841 5961

**ADVERTISING COPY
 DEADLINE:
 FRI 17 AUGUST 2018**

➤ DISPLAY ADVERT DIMENSIONS & SPECIFICATIONS:

3MM BLEED

FULL PAGE

148mm wide x 210mm deep

We do not specify type area but recommend that you avoid placing text or important graphics within 12mm of the page edge.

If you are bleeding the advertisement, please add 3mm all round and add crop marks only (no registration or bleed marks).


HALF PAGE

124mm wide x 90mm deep

No bleed

For half page adverts, please set your page size to the appropriate dimensions and do not include any crop marks.

IMPORTANT: SPOT COLOURS



Please check that all spot colours used in your artwork – including those contained within eps files, such as company logos – have been correctly converted to CMYK process colours BEFORE creating your PDF. This will include Pantone CMYK spot colours and any unusual inks that may have been used. If this is not done correctly, the colours on the final printed page may not appear as expected. If you are in any doubt, please contact our production team who will be happy to help.

➤ LOGO / PRODUCT PICTURE / QR CODE SPECIFICATIONS:

Applicable for enhanced profile bookings, product category sponsorship bookings and floor plan sponsorship bookings.

Logos

Preferred file formats: EPS, AI, PDF
 Other accepted file formats: JPG, TIF
 Minimum width: 60mm
 Minimum resolution: 300dpi

Product Images

File formats: JPG, TIF
 Minimum width: 80mm
 Minimum resolution: 300dpi

QR Codes

Please send the full URL / Text / Phone Number / SMS to the email above. We will then generate a QR code in the required format.

IMPORTANT INFORMATION ABOUT YOUR ARTWORK:

PRESS-READY ARTWORK
 Artwork should be supplied as a press-optimised / high-resolution PDF file. All images should be CMYK at 300dpi and all fonts should be embedded and subset below 100%. We recommend converting large / headline text to curves / outlines. If your artwork contains transparencies, these should be flattened before creating the PDF to avoid unpredictable results.

Whilst we of course endeavour to check all artwork before going to print, we cannot guarantee predictable results from incorrectly processed PDF files. If you have any questions about PDF creation or for any reason need to supply your artwork in a different format, please contact our production department before sending.

If your design packages offer the option, please supply PDF/X compliant files.

SENDING YOUR FILE TO US
 Creative / artwork can be sent via email to the address at the top of this page (please contact us if your file is over 15MB). Where time permits, please send a full colour proof by post along with your artwork.

IF YOU REQUIRE ASSISTANCE CREATING YOUR ADVERTISEMENT
 Publishing Events Ltd can offer assistance with typesetting and basic layout. Our standard production fee is £60 per hour. Please contact the production department if you would like to discuss our services and they will be happy to help.

IF YOU ARE UNSURE WHAT YOU NEED TO SUPPLY, OR CAN'T FIND THE SPECIFICATIONS FOR YOUR BOOKING, PLEASE GET IN TOUCH WITH THE PRODUCTION DEPARTMENT ON +44 (0) 20 7841 5961