



RACE TRANSGENDER
AGE RELIGION BELIEF
GENDER DISABILITY

Equality Britain[®]

working for an inclusive society

EDUCATION media pack

Despite increased efforts to promote equality throughout the UK, recent figures demonstrate that there are still significant barriers faced by people across the UK due to their race, age, gender, disability, religion or belief, sexuality or transgender status.

Equality Britain is one of the UK's longest running and most established annual publications promoting equality and diversity within education and employment.

We all recognise that stereotyping and prejudice can be deeply entrenched and if we are to address inequality and discrimination we need to use many different approaches.

Equality Britain is distributed free of charge throughout the UK to relevant organisations where it will be seen by all sections of the community.

Positive action demonstrates your attitude to rights and equality. It makes sure that your equality policy's goals are translated into real changes and improvements in your working practice.

Equality Britain provides an avenue for you to actively promote your stance on diversity and equality and to promote your jobs and courses to people from all walks of life.



Distribution details and advertising rates follow.

The publication will be produced on a regional basis and will take the format of a full colour high gloss wall planning chart produced to the largest possible size for maximum effect.

The centre of the chart will contain a multi-faith calendar highlighting events and festivals relevant to all strands of equality to ensure the planning charts are used for a twelve month period. Around the calendar there are a limited number of spaces (21 maximum) available where a strong message can be delivered to all sections of the community offering encouragement and promoting opportunities.

Distribution:

Distributed free of charge to:

- Job Centres
- Citizen Advice Bureaux
- Central Libraries
- Universities & Colleges
- Race Equality Councils
- BME community centres
- Specialist schools & colleges
- Special needs housing associations
- Relevant charities and organisations representing all strands of equality

Planner size: B1 (720mm deep x 1020mm wide) Printed in full colour

Advertising Rates:

Double Block Portrait	(191 mm x 106 mm)	£950.00 + VAT
Double Block Landscape	(94 mm x 215 mm)	£950.00 + VAT
Middle Block Portrait	(142 mm x 106 mm)	£850.00 + VAT
Middle Block Landscape	(94 mm x 160 mm)	£850.00 + VAT
Single Block	(94 mm x 106 mm)	£750.00 + VAT

All prices are inclusive of artwork, design and typesetting should you require it.

All bookings on Equality Britain planning charts come with free advertising on our website www.equalitybritain.co.uk

For further information contact our sales team on 0151 707 6688

These are just a few testimonials we have received from our advertisers more can be found at www.equalitybritain.co.uk

Brunel University, School of Arts Publicity

"The School of Arts at Brunel University has found that Equality Britain is excellent for promoting our undergraduate and postgraduate arts programmes. We have advertised on a regular basis and the on-line marketing facility will no doubt increase our student recruitment opportunities."



The Together Trust

"The Together Trust has been using Equality Britain for numerous years to advertise our organisation and job opportunities across the Trust and the staff that we deal with are incredibly helpful and efficient. Both the wall planner and the directory have been excellent ways of raising our profile and the use of the Equality Britain website to advertise specific vacancies has been useful. "The Directory itself is great as it gives you useful contact numbers of local organisations promoting diversity, as well as the opportunity to advertise your organisation."



Florence Nightingale School of Nursing & Midwifery King's College London

"Having advertised in Ethnic Britain/Equality Britain for several years we have found it to be an excellent way for us to present our courses to diverse sections of the community. The quality and content of Equality Britain has always been of the highest standard and we are confident that it is a publication which is referred to on a regular basis by potential applicants from all backgrounds."



Juniper Training

"Ethnic Britain, now Equality Britain, has been useful to us as we promote Equality and Diversity throughout all of our centres. The information provided within the book is beneficial to us as a company as it provides employer information and useful contact information that we can use to help support learners within our centre. This is helpful as the book is readily available should anyone have an issue or concern that they do not feel that they can discuss with us initially. Further help and support can then be given."



Copy Specifications

Adverts can be provided on Compact Disk or Floppy Disk.

Artwork can also be supplied via email artroom@pearsonpresslimited.co.uk

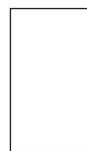
For Mac:

Quarkxpress, EPS documents and PDF* documents

For PC:

Microsoft Word documents (Ads will be reset and forwarded to you)

Artwork will be run @ 60 lpi and all printing will be in CMYK.



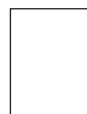
DOUBLE BLOCK PORTRAIT

191 mm x 106 mm £ 950.00



DOUBLE BLOCK LANDSCAPE

94 mm x 215 mm £ 950.00



MIDDLE BLOCK PORTRAIT

142 mm x 106 mm £ 850.00



MIDDLE BLOCK LANDSCAPE

94 mm x 160 mm £ 850.00



SINGLE BLOCK

94 mm x 106 mm £ 750.00

All sizes are trim size with no bleed required.

*note:

We cannot accept MS-Powerpoint or MS-Publisher files for your artwork.
Artwork not supplied electronically will be reproduced to our specification.

COLOUR REPRODUCTION can only be guaranteed with adverts sent in quarkxpress or as eps files with cmyk colour separation. We cannot accept liability for colour accuracy with adverts/logos that have been supplied as PDF documents or with a RGB colour separation.

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