



RACE TRANS GENDER
AGE RELIGION BELIEF
GENDER DISABILITY

Equality Britain[®]

working for an inclusive society

HOUSING 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 employment, housing and education.

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 services 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

Jephson Housing

"Equality Britain is a publication we have been advertising in for a number of years. We have found the quality and content of the publication to be consistently of the highest standard and the distribution points are exactly where we are trying to send a positive message to all different sections of the community. I would have no hesitation in recommending this publication to anyone who is serious about equality and diversity in their organisation and want to actively promote that fact."



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."



Cumbernauld Housing Partnership

"Cumbernauld Housing Partnership has enjoyed a long association with Equality Britain. Our relationship helps demonstrate CHPs obligation to offer quality services to all communities and re-enforces our commitment to equal opportunities."



Action 4 Employment

"It is excellent to see organisations like Equality Britain raise awareness on equal opportunities throughout all sectors of society. At A4e Gateshead, our staff regularly refer to the Equality Britain directory and wall planners. The directory is full of extensive information, advice and guidance on equal opportunity issues, as well as providing details for organisations that promote equal opportunities within the local community. Equality Britain is a good starting point to know more about these issues."



Copy Specifications

Adverts can be provided on Compact Disk or Floppy Disk.

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

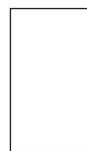
For Mac:

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.



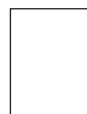
DOUBLE BLOCK PORTRAIT

191 mm x 106 mm £ 950.00



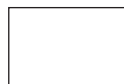
DOUBLE BLOCK LANDSCAPE

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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