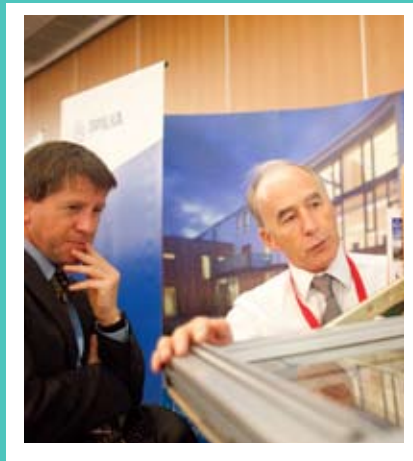




2011/12

SFHA media pack



**advertising -
commercial membership
exhibitions - sponsorship**

Highlight your organisation's work with an array of promotional services from the SFHA. Utilise the skills of our professional in-house teams to raise our profile, promote your services, secure deals and recruit high calibre staff - all at highly competitive prices.

We're Housing Scotland®

www.sfha.co.uk

“ ACHA was very pleased with the quality and the layout of our spotlight article, as a relatively new association it gave us a great opportunity to highlight our work and progress to date to our stakeholders in a professional way. ”

Alastair MacGregor,
Chief Executive, ACHA



advertising

Housing Scotland Magazine & Spotlight Supplement

The SFHA publication Housing Scotland Magazine and Spotlight Supplement is the only monthly housing magazine dedicated to the Scottish affordable housing sector. It is produced in-house and aims to be self-financing through advertising.

The magazine features topical and political events of the moment as well as news and views from across the industry and is read by politicians, convenors, housing professionals as well as staff and management from Scotland's housing associations and partnering organisations.

The spotlight supplement showcases the work of SFHA member organisations and is supported by our commercial associates.

“ The Spotlight feature in Housing Scotland Magazine has been of great benefit to North Glasgow Housing Association. Apart from the initial impact made when the magazine came out, we found that the extra copies we received proved invaluable when meeting with potential investors, partners and anyone who just wanted to find out more about North Glasgow Housing Association. ”

Brian R. Davey, Media Officer,
North Glasgow Housing Association

“ Williamsburgh Housing Association were delighted with the positive response to the spotlight supplement, which celebrated the Association's 30th anniversary. Not only did we receive significant assistance from those who supported the feature but the attractive supplement served to introduce our Association to those who knew little about us and remind our stakeholders about the Association's achievements to date. ”

Gordon Williamson, Director,
Williamsburgh Housing Association

Housing Scotland Magazine & Spotlight Supplement

Why Advertise?

Advertising works! Organisations that succeed are usually strong, steady advertisers. Look around. You'll find the most aggressive and consistent advertisers are almost invariably the most successful.

Advertising Options:

- Run of magazine advertising
- Specific advertising features
- Commercial advertorial slots
- Supported advertising in the housing association supplement
- Leaflet insertions

Distribution

The magazine is mailed to 4,000 subscribers who consist of:

- Housing Associations
- Individual Subscribers
- Associate Members
- Commercial Members
- Local Authority Housing Convenors/Directors in Scotland
- Community Planning Partnerships in Scotland
- Regional Fire Brigade Chief Officers
- Police Chief Constables in Scotland
- Social Enterprises in Scotland
- Voluntary Organisations in Scotland
- MSPs
- MPs
- European Parliament

Our readership includes a Who's Who of Scottish Housing - people with influence and decision making capabilities. Advertisers can be reassured that their promotion is reaching their target audience.

Other advertising benefits include:

- Showing support for the sector
- Raising brand awareness
- Showcasing products and services

Advertising Rates All rates are subject to VAT.

Magazine and Spotlight Supplement Advertising Rates:

• Double Page Spread	£2,000
• Outside Back Cover	£2,000
• Inside Front Cover	£2,000
• Inside Back Cover	£1,500
• Full Page	£1,250
• Half Page	£795
• Quarter Page	£450
• Eighth Page	£350
• Strip Banner	£300

Commercial advertorial rates:

Full Page with small picture/logo	£1000
Half Page with small picture/logo	£695

Leaflet Insertions

Leaflet Inserts are available with rates negotiable depending on number required, weight etc

Spotlight Supplement

The high profile Spotlight supplement is available as an A4 8 page, 12 page or 16 page supplement inserted into the main magazine. This is available to Housing Associations to raise organisation's profile and showcase the work. The editorial/ photographic content comes from the featured organisation and is designed and produced by the HSSE media team. 500 additional copies automatically come with the Spotlight and more are available on request.

Spotlight Supplement

Costs vary depending on size of supplement

A list of potential advertisers must be provided for the HSSE team to contact in relation to supporting the feature otherwise higher charges will apply.

Our advertising rates are highly competitive and we have something available for all budgets, whilst we also offer significant discounts for bulk bookings. So why delay to promote your organisation to the housing sector, contact: **Robert Aitken on 0141 567 6234, raitken@sfha.co.uk or Phil Campbell on 0141 567 6248, pcampbell@sfha.co.uk**

Advertising rates are based on advertisements made up to correct size and supplied via the appropriate format by e-mail. If advertisers fail to comply the appropriate design fees will be applied. Cancellations will only be accepted in writing no more than seven working days after space confirmation. All artwork supplied must be saved as jpeg or pdf and emailed to: adverts@sfha.co.uk.

Sizes

• Full Page	260 x 180mm
• Half Page	128 x 180mm
• Quarter Page	128 x 90mm
• Eighth Page	60 x 90mm
• Strip Banner	180 x 40mm

A professional design service is available to all advertisers unable to supply their own fully designed, ready to print copy.

Design Rates:

- Full Page £200 • Half Page £125 • Quarter Page £75
- Eighth Page £50

To discuss design requirements please contact:

Mike Fitzhenry on 0141 567 6230, design@sfha.co.uk

ADVERTISING FEATURES 2011

Feb	HR, Document Management and Software Systems
Mar	Care and Supported Housing
Apr	Sustainability, Renewables and Energy Efficiency
May	Innovation within the Housing Association Sector
Jun	Insurance, Warranties and Professional Services
July/Aug	Wider Role and Regenerating Communities
Sept	Procurement and Compliance
Oct	Property Maintenance
Nov	Finance and IT
Dec/jan	Heating, Insulation and Energy Advice

**Booking Deadline for each issue 20th of Previous Month,
Copy Deadline 22nd of Previous Month.**



online advertising

Housing Scotland Today - Jobs & Tenders Online

Whether you're recruiting or job-hunting in the housing sector, Housing Scotland Today is the place to go. With many jobs advertised on Scotland's best-read housing newsletter, more people than ever are using us to find the perfect new additions to their teams.

Produced by the sector, for the sector, by the SFHA's experienced media team, Housing Scotland Today features all the news, jobs and tenders from the sector and is the ideal place to advertise and find the perfect new addition to your team.

Jobs Online offers a highly competitive advertising service that's updated daily - allowing organisations to keep recruitment costs low. The vacancies are also listed on the SFHA website at no extra cost.

Delivered daily direct to 6000 housing contacts, Housing Scotland Today & Jobs Online is the ideal vehicle to spread your message across the sector.

“ Sidey have found being members of the SFHA highly beneficial - through advertising in Housing Scotland magazine, exhibiting at conferences and online advertising on Housing Scotland Today we have increased our brand awareness amongst a key target audience and helped bolster existing client relationships as well as forming many new ones. ”

Mandy Gunn,
Advertising and Marketing Manager

Housing Scotland Today Jobs & Tenders Online

Advertising Options

- Banner and kicker advertising
- Jobs Online
- Tenders Online

Distribution

The newsletter is mailed to approx 6,000 subscribers who consist of:

- Housing Associations
- Individual Subscribers
- Associate Members
- Commercial Members
- Local Authority Housing Convenors/Directors in Scotland
- Community Planning Partnerships in Scotland
- Voluntary Organisations in Scotland
- MSPs

Advertisers can be reassured that their promotion is reaching their target audience.

Other advertising benefits include:

- Showing support for the sector
- Raising brand awareness
- Showcasing products and services

Advertising Rates All rates are subject to VAT.

Banner and box adverts

Banner or box advertisements can be animated and linked to a specified website. You may also change box adverts on request.

Banner (400 wide x 60 pixels)

- Standard Banner (one month) £400
- Standard Banner (three months) £800
- Standard Banner (annual) £1,600

Box (182 wide x 80 pixels)

- Standard Box (per month) £300
- Standard Box (three months) £600
- Standard Box (annual) £1,200

Jobs Online

Job of the Day

- Job of the day for one month on until closing £500
- Job of the day for one week on until closing £350
- On until closing £200
- On for two weeks £175
- On for one week £150

FREE Tenders

Tenders are advertised FREE for members

Our advertising rates are highly competitive and we have something available for all budgets, whilst we also offer significant discounts for bulk bookings. So why delay to promote your organisation to the housing sector, contact: **Robert Aitken on 0141 567 6234, raitken@sfha.co.uk or Phil Campbell on 0141 567 6248, pcampbell@sfha.co.uk**



advertising

SFHA Annual Directory

Our annual directory is an industry bible. It is the first port of call for anyone seeking information about more than 200 housing associations and the SFHA's army of commercial members.

“ We are delighted with the exposure we have received through our support of the SFHA and we have benefited greatly from it over the past two and half years. Exhibiting at both the Annual and Property Maintenance conferences provided us with a great opportunity to meet with existing and potential new clients. Advertising in 'Housing Scotland' and 'Housing Scotland Today' and sponsoring the '2010 Annual Directory' have helped to put our brand in front of thousands of decision makers across the Social Housing sector. ”

*Peter Barrow, Marketing Manager,
Forster Roofing*

SFHA Annual Directory

Advertising Options

- Sponsorship of the Annual directory, includes:
 - Sponsor introduction
 - Full page advert
 - Logo on front page and throughout sections
- Advertising

Distribution

The directory is mailed to all SFHA members:

- Housing Associations
- Associate Members
- Commercial Members

Our readership includes the who's who of Scottish Housing - people with influence and decision making capabilities. Advertisers can be reassured that their promotion is reaching their target audience.

Other advertising benefits include:

- Showing support for the sector
- Raising brand awareness
- Showcasing products and services

Advertising Rates All rates are subject to VAT.

Sponsorship	£10,000
Outside Back Cover	£4,000
Inside Front Cover	£3,500
Inside Back Cover	£3,000
Facing Inside Front Cover	£2,500
Facing Inside Back Cover	£2,200
Facing Title Page	£2,200
Facing Introduction	£2,200
Facing Contents	£2,200
Facing Foreword	£2,200
Run of Directory Corporate Profiles (2 pages)	£3,000
Near to Members Page	£1,800
1/2 Page	£1,100
1/4 Page	£650
Early Front Page	£2,000
1/2 Page	£1,250
1/4 Page	£750
Members Discount	10%

Sizes

Type Area	
Double Page Spread	190mm x 276mm wide (allow 20mm gutter)
Single Page	190mm x 128mm wide
1/2 Page	92mm x 128mm wide
1/4 Page (portrait)	92mm x 61mm wide
1/4 Page (landscape)	45mm x 128mm wide
Bleed	
Double Page Spread	210 x 297mm wide + 3mm bleed
Single Page	210 x 148mm wide + 3mm bleed

Advert Specifications

- All artwork should be supplied as hi-res PDF or jpeg
- All images should be 300dpi
- All ads must be sent electronically

Our advertising rates are highly competitive and we have something available for all budgets, whilst we also offer significant discounts for bulk bookings. So why delay to promote your organisation to the housing sector, contact: **Robert Aitken on 0141 567 6234, raitken@sfha.co.uk or Phil Campbell on 0141 567 6248, pcampbell@sfha.co.uk**

A professional design service is available to all advertisers unable to supply their own fully designed, ready to print copy.

Design Rates:

- Full Page £200
- Half Page £125
- Quarter Page £75
- Eighth Page £50

To discuss design requirements please contact:
Mike Fitzhenry on 0141 567 6230, design@sfha.co.uk



commercial membership

The SFHA was established in 1975 and exists to support the work of housing associations and co-operatives by providing services, advice and policy guidance. The SFHA Affiliate Membership currently accounts for over 270,000 properties in Scotland. By joining us as a commercial member, your organisation will be closer to this sector that is continuously growing despite the wider economic context and who are collectively responsible for annual turnover of more than £1 billion.

Commercial membership provides your organisation with the ideal business platform if you have a product or service which is suitable for this market. It also shows your support for the sector as a whole and can open many potentially lucrative doors.

“*Solas has found our association with SFHA to be hugely beneficial - our client group is made up of many RSLs across West Central Scotland and we believe they find our commitment to SFHA coincides with their's and demonstrates a shared aspiration between them and Solas to develop and deliver the best possible services to their tenants and customers. Supported by and working alongside SFHA helps Solas achieve our objective of addressing and eradicating Fuel Poverty - an objective we have in common with SFHA. Whether it is leveraging CERT funding, carrying out cavity wall and loft insulation or performing void response EPCs for SFHA fellow members, we are proud to do this with the SFHA at our back.*”

*Graham McLennan,
Commercial Director, Solas*

SFHA Commercial Membership

Benefits of commercial membership are:

- A copy of and listing in the annual SFHA Directory/e-directory, which list's key contacts within housing associations (names, position, telephone and email). This is the industry bible – distributed to housing association senior staff, commercial members
- An 'excel' database of key contacts within housing associations to assist you in segmenting the contacts for mailings
- Your company listed on our website and e/directory with a hyperlink to yours
- A copy of 'Housing Scotland', Scotland's only monthly housing magazine
- Reduced exhibition rates at SFHA Conferences
- Reduced advertising rates in both SFHA print and online media
- Exclusive access to commercial members' area in SFHA website
- Allowed to use the SFHA Commercial Associate Member logo on your correspondence
- An introductory press release for your company on our daily e-newsletter Housing Scotland Today
- Invitations to networking events and PR opportunities within the sector

There are four different Commercial Membership packages aimed to suit all budgets – they all offer exceptional value and help bring you closer to a thriving sector that has constant growth.

Types of commercial membership

Standard Membership £745

This includes Commercial Membership only

Silver Membership £1,540 (Saving £100)

This includes Commercial Membership and standard exhibition stand at a conference of your choice

Gold Membership £3,445

This includes Commercial Membership, 2 standard exhibition stands at conferences of your choice, 2 half page adverts in Housing Scotland Magazine over the membership year.

Bespoke Membership

This includes building your own package from our extensive range of promotional options at a preferred rate, options include – sponsorships, additional exhibition space, advertising in Housing Scotland Magazine/Spotlight, advertising in SFHA Annual Directory, online advertising via Housing Scotland Today e-newsletter.

For more information on commercial membership please contact: Robert Aitken on 0141 567 6234 raitken@sfha.co.uk or Phil Campbell on 0141 567 6248 pcampbell@sfha.co.uk

Please Note – all promotional packages must be utilized within a 12 month rolling period from confirmation of membership.



conference exhibitions

The SFHA offer numerous exciting exhibition opportunities throughout the year at the five major residential conferences, in addition there are various one day events over the year where we also offer promotional platforms.

- Annual conference
- Property Maintenance conference
- Finance conference
- Development conference
- Housing Management conference

SFHA Conference Exhibitions

Why Exhibit?

The exhibition is the networking hub of the conference and an ideal platform to:

- Get in front of the key decision makers within the sector
- Showcase your solutions, services and products to the HA market
- The event is backed by the leading figures associated with the sector
- Meet face-to-face to cement existing relations and develop new ones
- Raise your company's profile across the sector
- Network and develop partnerships
- Keep your organisation up-to-date with current trends while reinforcing your commitment to the sector

Exhibition Stands Rates:

Premium Location:

Non Member	£2,000
Member	£1,250

Standard Location:

Non Member	£1,250
Member	£895

All stands include:

- 3m x 2m exhibition stand
- Two exhibitors per stand
- Lunch for two on both conference days
- Tea and coffee for two on both conference days
- Two power points per stand
- Invitation to wine reception
- Evening entertainment
- Wi-Fi (if available)
- 80 to 100 words company biography and contact details in conference brochure

If you wish a specific location please request on receipt of confirmation and the exhibition floor plan – these will be allocated on a first come first served basis. Otherwise your space will be randomly selected.

Please Note – all promotional packages must be utilized within a 12 month rolling period from confirmation of membership.

The standard cost of exhibition space for non members is £1,250.

2011-12 Conferences

SFHA Annual Conference

22nd & 23rd September 2011 - Central Hotel, Glasgow

The Annual Conference is the SFHA's flagship event and attracts housing association Directors, senior staff and Committee Members, as well as delegates from local authorities, private sector, voluntary sector, academics and the media.

Property Maintenance Conference

8th & 9th November 2011 - Crieff Hydro

Property Maintenance is our most popular event for exhibitors as it is aimed at the staff involved in the maintenance function, including budget holders, who are responsible for procurement, partnering agreements and maintenance of properties.

Finance Conference

15th and 16th November 2011 - Crieff Hydro

Finance is a very popular event, which is aimed at Management Accountants, Finance Directors, Chief Executives and Senior Managers.

Development Conference

2nd and 3rd February 2012 - Dunblane Hydro

Development is aimed at Development Directors, Managers and other staff who are interested in Development of communities, regeneration, sustainability, planning and policy.

Housing Management Conference

February 2012 - Date and Venue (TBC)

Housing Management is aimed at Housing Management staff who are the frontline of the housing sector. They know what tenants are looking for and can be influential in product choice.

For more information on exhibitions please contact: **Robert Aitken on 0141 567 6234**
raitken@sfha.co.uk or **Phil Campbell on 0141 567 6248**
pcampbell@sfha.co.uk



conference sponsorship

We have a wide range of sponsorship opportunities available to enhance company profiles to visitors and delegates. These packages allow maximum exposure and brand awareness for your company among the key figures and purchasers associated with the sector.

Please let us know if you have something in mind that you don't see here. We will be happy to craft an opportunity that will make you stand out.

“ With over 30 years experience of the English & Welsh social housing market we decided to expand our presence in Scotland last year. Membership of the SFHA has been an ideal vehicle to establish both our presence and credibility within the social housing market in Scotland. Since the beginning of our membership staff at the SFHA have been extremely supportive and helpful, offering us competitive sponsorship packages that allow our business to become more recognised in the sector. We have already benefited from a membership by our involvement in several tenders for provision of insurance services and have grown our portfolio of clients within Scotland. ”

Jo Tompkins,
Marketing Executive, FARR

SFHA Sponsorship Opportunities

Types of Sponsorship

Main Sponsorship **£10k + vat**

The top package and gives fantastic exposure, includes:

- Premium exhibition stand for three people
- Prominent branding of conference venue with your pop up's or similar
- Opportunity to address delegates at the opening plenary
- Chair's thanks at the opening plenary
- Logo on the conference booking forms
- Logo on conference badges
- Word from sponsor in conference brochure
- Lunch, teas and coffees for three over both days
- Evening dinner and entertainment for three at conference dinner
- Single insert supplied by sponsor for insertion into conference delegate packs
- Month-long banner linked to your website on SFHA daily e-newsletter service in the run up to the conference and beyond
- Full page advert in Housing Scotland magazine immediately prior to the conference

Delegate Bags **£5k + vat**

Great coverage at the conference and beyond, includes:

- Prominent Logo on bags
- Acknowledgement in the conference brochure
- Single Insert in Conference Delegate Pack
- Exhibition stand for two people
- Tea and coffee for two over both conference days
- Lunch for two over both conference days
- Evening dinner and entertainment for two at conference dinner

Dinner **£3k + vat**

Excellent exposure at the main social event of the conference, includes:

- Opportunity to welcome the delegates at dinner
- Prominent branding of dinner area
- Logo on all dinner tables
- Chair's thanks
- Evening dinner and entertainment for two
- Word from sponsor in conference brochure
- Logo in conference brochure
- 80 to 100 word biography and contact details in conference brochure
- Exhibition stand for two
- Lunch for two over both conference days
- Tea and coffee for two over both conference days

Drinks Reception **£2.5k + vat**

Maximum coverage at an ideal networking event, includes:

- Opportunity to welcome the delegates at the drinks reception
- Prominent branding of drinks reception area
- Word from sponsor in conference brochure
- Logo in conference brochure
- 80 to 100 word biography and contact details in conference brochure
- Exhibition stand for two
- Lunch for two over both conference days
- Tea and coffee for two over both conference days
- Evening dinner and entertainment for two at conference dinner

Lunch Sponsorship **£2k + vat**

Ideal brand recognition over both conference days, includes:

- Branding of lunch area with pop ups or similar
- Your logo on all lunch tables over both conference days
- Word from sponsor in conference brochure and logo
- Exhibition stand for two
- Lunch for two over both conference days
- Tea and coffee for two over both conference days
- 80 to 100 word biography and contact details in conference brochure
- Evening dinner and entertainment for two at conference dinner

Tea and Coffee **£1k + vat**

Ideal opportunity for coverage in focal point of exhibition, Includes:

- Branding of the tea and coffee area
- Logo and acknowledgement in conference brochure.
- Single insert in conference delegate pack
- Evening dinner and entertainment for two at conference dinner

Delegate Bag Inserts **£300 + vat**

Make delegates aware of your latest news, products and services.

For more information on sponsorship please contact:
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Phil Campbell on 0141 567 6248, pcampbell@sfha.co.uk**



benefits of promotion with the SFHA

There are numerous exciting promotional platforms available via SFHA – advertising in Housing Scotland magazine and Spotlights, sponsorships, exhibiting at conferences, advertising in our annual directory, online advertising via the daily Housing Scotland Today e-newsletter and bespoke commercial packages.

There are numerous benefits of promotion with the SFHA including:

- We represent the majority of Scotland's housing associations and co-operatives
- We are a not-for-profit organisation
- We have many local authority supporting members
- We work with key figures in the housing sector
- We value our commercial members
- We promote the housing sector industry
- We build up customer trust and brand awareness
- We provide networking and face-to-face opportunities
- We provide residential and one-day conferences
- We produce the only monthly housing magazine in Scotland
- We have key decision makers at conference exhibitions
- We provide services to build up customer loyalty
- We provide the ability to reach local communities through our advertising Initiatives
- We offer advice on marketing/advertising campaigns
- We offer a professional graphic design service at competitive rates
- We offer a wide range of bespoke packages for comprehensive coverage at the lowest possible rates

To discuss any of our promotional opportunities,
contact: Robert Aitken on 0141 567 6234, raitken@sfha.co.uk or
Phil Campbell on 0141 567 6248, pcampbell@sfha.co.uk

We're Housing Scotland®

www.sfha.co.uk