



# NEPIC DIRECTORY 2020

Digital Advertising Options & Specification

[www.nepic.co.uk/the-nepic-directory](http://www.nepic.co.uk/the-nepic-directory)



# NEPIC DIRECTORY 2020

## Advertising Options & Rates

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**As a business we are committed to providing a service that enables our community to communicate, network and do business. During these unprecedented times, your NEPIC team will work tirelessly to deliver our promise to you. This includes offering you an alternative to our usual annual printed Membership Directory.**

The NEPIC Directory is a vital tool in marketing North East England as the place of process sector investment and showcasing the capabilities and passion for growth that lie within.

Packed with insightful content and 300+ company profiles, it provides an informative and practical resource guide to the extensive products and services available within our network.

We would like to offer our members the same great publication as a digital offering, hosted on the NEPIC website. As everything will be digital this year, it will give us more scope to offer you increased promotion through live links from the Directory to your online company profile and company website.

We also have extended our range of advertising options to give you maximum exposure, all at the reduced rate of £300 +vat for a full page advert, plus our usual offer of editorial packages.

Read on to see how you can get the most from xxxxxxx?

### What's Included?

Your advert or advertorial within the NEPIC Directory 2020 also includes:

- Link to your company profile page from your advert
- Link to your company website from your advert
- Follow up email marketing campaign to the NEPIC database alongside the rest of this year's advertisers
- Social media promotion with link to your company website
- Social media graphic for your own use to promote your inclusion to your followers
- Company banner advert\* on the NEPIC Directory webpage for 1 month, with a link to your Members Hub profile
- Company banner within 1 issue of the NEPIC weekly e-newsletter, with a link to your company website or your Members Hub profile

*\* The banner will be sent to you for approval to check that your logos and company details are correct before upload. All advertiser banners will be added one at a time in alphabetical order and will remain in place for one month.*

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### Advert Size Options

### Rates

#### Full Page

h 263mm x 198mm (+3mm bleed)

£300 +VAT

### Editorial Word Counts

#### Full Page

600 + 1 full colour image

£300 +VAT

## How to Supply your Files

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### Advert Files

Complete adverts should be supplied as high resolution pdf files.

Please ensure all fonts are embedded.

### Logos

Logos should be supplied as high resolution (300 dpi) CMYK files saved as jpeg, Eps or Tiff format.

### Images

CMYK jpeg files at 300dpi.

**Fonts:** We hold a comprehensive library of fonts. If any specialist fonts are required within your editorial content, please contact us to discuss, or supply fonts within a Zip file.

**Please Note:** NEPIC will accept no responsibility for any error occurring where the client has not provided content at a suitable resolution or with inaccurate colour matches.

**Contact Louise Gwynne-Jones to discuss your advertising package:**

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