

agendaNi Public Sector Yearbook and Directory 2016



Media pack

Public sector

Although entering a period of major change, the public sector continues to dominate the Northern Ireland economy, with significant numbers either directly employed in public services, or in those industries supporting service delivery. It is therefore appropriate that there is a dedicated annual publication to serve this important sector.

Yearbook and directory

The third agendaNi Public Sector Yearbook and directory will publish in November 2015. This annual publication will feature editorial articles focused on the public services and government departments and agencies in Northern Ireland. It will include a directory covering the key sectors within government, which is an invaluable reference resource. This special supplement will also be distributed at agendaNi's public policy conferences throughout the year.

The publication provides an excellent platform for organisations and businesses involved in, or supporting, the delivery of public services, to profile their goods or services and to highlight areas of expertise.

Profile opportunities include:

- Display advertising
- Branded-style advertorial articles
- Front cover profile
- Sponsorship of the supplement
- Round table discussion features

Editorial

The Yearbook and Directory will include articles covering aspects of public service delivery in each of the sectors, including:

- Health and social care
- Education and skills
- Justice system
- Local government
- Enterprise development
- Housing and urban regeneration
- Environment and planning policy
- Economy

Interested organisations have the opportunity to submit advertorials within any of the above sections.



Advertising opportunities

- 1. Front cover profile:** Includes front cover photography and 3 page article within the Yearbook. Provides an excellent profile opportunity for an organisation to highlight key issues and ensures a high level of exposure to the key stakeholders who will read the supplement.
- 2. Sponsorship of the Yearbook:** Includes organisation's logo on the front cover and an opportunity to provide a written 'foreword' to the Yearbook, along with a two page advertorial style article (contributed by the organisation) and a single page display advertisement within the content of the publication.
- 3. Round table feature:** Discussion hosted by a sponsor organisation with a number of other key stakeholder representatives (maximum 5). The event would be written up and photographed over 6 pages in the Yearbook (agendaNi would look after all organisational elements of the round table).
- 4. Advertorials / Branded style articles:** Organisations have the opportunity to provide content for the publication through the provision of advertorial/thought-leadership pieces. Each advertorial will include text and images and can be designed by agendaNi to the client's requirements.
- 5. Display advertising:** For those organisations with 'camera-ready' style display advertisements, a range of sizes are available. Options include high-profile positions such as outside and inside covers.



Planned content

Northern Ireland Assembly & Westminster

- An A-Z of MLAs
- Contact details of 108 MLAs
- Listing of Assembly committees
- North South implementation bodies
- Northern Ireland in Parliament - the 18 new MPs
- 2015 Westminster election results: constituency by constituency

Government departments and agencies

- Northern Ireland's 12 departments: Unique listings
- Non-departmental public bodies

Local government

- Profiles of the 11 new 'super councils'
- Overview of 2014 local election results

Health care

- Organisations in health and social care in Northern Ireland
- A-Z of hospitals

Housing

- Northern Ireland Housing Executive
- Housing associations in Northern Ireland

Education

- Education and skills
- Education organisations including third level colleges / universities

Justice system

- Directory of all organisations involved in criminal justice system

The European Union

- Institutions of the European Union
- Profiles of MEPs
- 2014 European election results in detail

Economy

- Overview of key sectors / industry profiles
- Local enterprise agencies

Representative groups

- Business organisations, trades unions, charities



Sponsorship available for individual chapters

Rate card for advertisement	
Double page spread	£2395
Full page colour	£1595
Half page colour	£995
Quarter page colour	£695
Special positions	
Inside front cover	£1895
First right hand page	£1695
Outside back cover	£1995
*Series discount rates available • All prices are exclusive of vat	

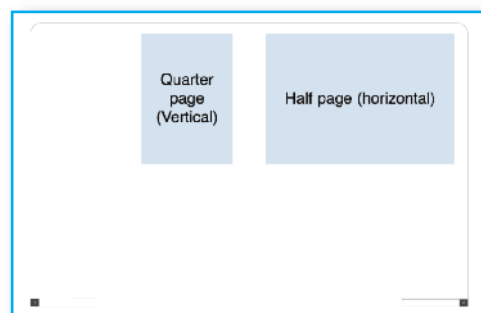
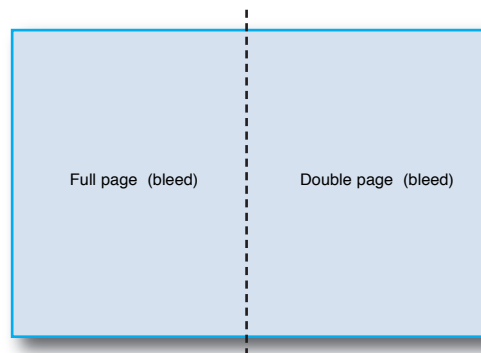
Public sector Yearbook and Directory

Rate card for advertorial	
2 Pages	£2395
4 Pages	£3595
6 Pages	£4595
8 Pages	£5395

**Full Page is STANDARD A4
with 3mm bleed all around**

Mechanical data

- Double page spread
Bleed - 426mm x 303mm
Trim - 420mm x 297mm
- Full page
Bleed - 303mm x 216mm
Trim - (A4) - 297mm x 210mm
- Half page horizontal
180mm x 120mm no bleed
- Quarter page - 87mm x 120mm



General

1. All artwork should be supplied in digital format,
2. All fonts, scanned images and graphics should be included on the disk or email (even though they may also be embedded into the artwork).
3. All fonts should be Postscript format.
4. All artwork, scanned images and embedded graphics must be CMYK ink separated for printing.
5. Scanned images and graphics should be saved as 'eps' files (filename.eps) or 'tiff' files (filename.tif). Photographic files may also be saved as 'jpeg' (filename.jpg).