

housing news

delivered daily to the inbox of your target audience

With **8 e-newsletters**

covering all of the UK, Housing News offers you the opportunity to reach either a specific regional audience or to combine areas and cover the UK.

To view a sample of each e-newsletter go to the following addresses, or access them through the Housing News website.



www.scottishhousingnews.com

www.northeast.housingnews.co.uk

www.northwest.housingnews.co.uk

www.eastern.housingnews.co.uk

www.westmidlands.housingnews.co.uk

www.london.housingnews.co.uk

www.southwest.housingnews.co.uk

www.southeast.housingnews.co.uk

With a wide range of advertising options, Housing News can cater for all your advertising needs on a daily basis, whether you are looking to recruit or raise your profile within the sector.

email: housingnews@hucksters.co.uk or call 01892 784804

Advertising options . . .

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Display advertising



Banners and buttons are a visual and informative way of advertising your products and services to our readers, with the opportunity to create static or moving images, in colour, linked to your website or any document of your choice



Recruitment

Housing News gives both readers and advertisers an instant response to their recruitment needs with the following recruitment advertising options:

- **Job of the week £350:** is sent out daily on the e-newsletter(s) for the region of your choice. It takes prime position at the top of e-newsletter for every day that week, and can be in colour. With a copy of your logo and a link to a pdf or job description, there is no word limit to this service. Job of the week runs Monday to Friday.
- **Today's Jobs £200:** All jobs other than a 'Job of the week' will be a text listing sent out on each e-newsletter(s) every day throughout that week and can be in colour, with a copy of your logo and a link to a pdf or job description. Today's Jobs can start on any day of the week.

Rates...

Banners & buttons

Banner

1 month - all regions	£1200
3 months - all regions	£1800
6 months - all regions	£3500
1 month - 1 region	£550

Button

1 month - all regions	£900
3 months - all regions	£1350
6 months - all regions	£1800
1 month - 1 region	£450

Recruitment

Job of the week

1 region	£350
Additional regions	£250
All England regions	£1200

Today's Jobs

1 region	£200
Additional regions	£150
All England regions	£450

Tenders

Tender of the week

1 month - 1 region	£425
1 month - All regions	£600

Production details

- The maximum width for banners is 450 pixels and no deeper than 150 pixels.
- There is a 100 word limit (approx) on Today's Jobs advertisements. Just email us your copy.
- Button adverts are 120 x 120 pixels.
- All display adverts should be either jpgs, gifs or animated gifs.
- There is no word limit on **Job of the Week** advertisements. Please supply a jpg, gif or pdf of the company logo and email your copy. Or provide the whole advertisement as a pdf, gif or jpg.

**Contact us: To advertise please call 01892 784804
or email: housingnews.co.uk**

Views on Housing News...

"We recently used the e-newsletters to advertise for a vacancy on our Board, I'm pleased to say we had the highest number of responses for this position than any other advertisement we placed, it was excellent value for money. As a marketing professional I look forward to receiving the e-newsletter, it helps keep me up-to-date with local, regional and national news. And the best part is it's free!"

**Jenny George
Marketing & Communication Assistant
Two Rivers Housing Association**

"Just to thank you for Housing News! It's brilliant and I wouldn't be without it. I feel like I get the latest Housing News in the quickest possible time, and without the spin and negativity. Thank again and keep up the good work!"

**Shaun Fisher
Ethos public relations**

"We had a very good response and alot of applications were returned from our advert on Housing News. We would certainly advertise with Housing News in the future."

**Natalie Brooks
The Community Housing Group**

"Daily Housing News has proved extremely useful to SHG. The newsletter is very well rounded, with news and jobs throughout the region - it lets us know what everyone else is up to. We are always extremely pleased to get coverage from daily Housing News, this is testament to it's popularity within the industry - we know that anything that gets published by the team will be seen by competitors, employees, partners and potential stakeholders."

**Sharon Appleby
Head of communications
Sunderland Housing Group**

"The whole process of placing an advert was easy, simple and very cost-effective. The team are very accomodating and helpful and I will Definatly consider Housing News for all future Vacancies."

**Gemma Bilotta
Internal team manager
Work communications**

"I would like to say what a high value I put upon Housing News and how much it helps me in my day to day job as PR/general communications expert at Severn Vale. It is great to have such quality news stream arrive in my inbox by lunchtime each day and I truly value it's content. Thanks for a great read and good wishes for it's future growth and success."

**Jane Thorndale
Public relations officer
Severn Vale Housing Society**

"A number of staff here at Helena Partnerships receive your daily updates and we find them very interesting and valuable. The eail bulletin is being shared widely amongst our teams."

**Caroline Tubb
PR and marketing officer
Helena Partnerships**