

Outsourcing Yearbook

**The UK's definitive guide to
the outsourcing industry**

CREATIVE AND MARKETING OPTIONS

The Outsourcing Yearbook 2012 can offer you a range of creative marketing ideas, which can be adapted to help your company get its message in front of the industry's key decision makers.

1. SECTION SPONSORSHIP

What sections can I sponsor and what subjects will be covered?

We have 19 sections for you to choose from, ranging from a choice of vertical sectors (telecommunications, utilities, public sector) to best practise guides (the skills gaps, the Cloud, human resource outsourcing). There is also the opportunity to sponsor the general sections (Review of 2011, predictions, Ones to watch).

The full list of sections are:

1. Review of 2011
2. Predictions for 2012
3. Ones to watch
4. Views from the top
5. NOA Awards winners
6. Destinations (package available on application)

Focus on best practice guides:

7. The skills gap
8. Back to British
9. The Cloud
10. Consumerisation of technology
11. BPO (including HRO, KPO, FAO, LPO)
12. Innovation and collaboration

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sourcing
focus.com
sourcing is our subject



- 13. Acquisition strategies
- 14. End users: do you know what you really want?

Vertical insights:

- 15. Public sector
- 16. Financial services
- 17. Telecommunications/utilities
- 18. Retail
- 19. Pharmaceutical

What do I get for sponsoring a section?

- Case study (half page, apprx. 400-500 words)
- Broadcast opinion/comment (filmed at your office by the Buffalo team) on the subject area provided by a senior company representative. Also available in text format (100 words)
- Full page advert
- Guide sponsored by (a company logo)

Cost of each section sponsorship:

January issue – hard copy/online only - **£6,000**

January issue – hard copy/online only plus 3 updates - **£8,000**

2. ADVERTISING IN THE YEARBOOK

As well as having your advert prominently on display in both the hard copy and the online version, you can maximise year-long visibility by also placing your advert in three further yearbook updates (online only) which we will be publishing throughout the year.

Advertisement	January issue	
	Hard copy/online only	Hard copy/online + 3 updates
Half page	£1,500	£2,200
Full page	£2,200	£3,500
Inside back cover	£3,750	£4,400
Inside front cover	£4,000	£4,700
Outside back cover	£4,500	£6,000

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3. SUPPLIERS DIRECTORY - SPONSORSHIP AND ADVERTISING

The Suppliers Directory is fast becoming a reference guide of renown in its own right in the outsourcing world.

The Suppliers Directory will be made available in the January issue (hard copy and online only).

Advertisement	
Basic listing: Includes company name, contact details and service line	
NOA member	FREE
Non-member	£100
Enhanced listing: basic + logo + 50 words	
NOA member	£150
Non-member	£250

To discuss your advertising and sponsorship requirements, or for further information, please contact Buffalo sales on +44 (0) 207 292 8686 or email: kerry.hallard@buffalo.co.uk

Please note all costs exc. of VAT

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