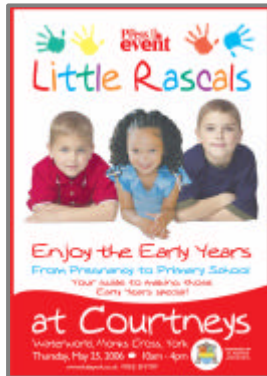




Media Pack

EVENTS



The Events Team at Newsquest (York) organise Events in and around York and Ryedale every year. Regular events include; the Training and Recruitment Event, the Wedding Events in York and Ryedale, the Business to Business Event, and the Early Years Event.

An Events package includes a stand, an advertisement in the dedicated event supplement published, and a web listing with a link to their own website where appropriate.

Pre-event Promotion consists of:

- Advertisements in all our newspaper titles
- Advertisements on thepress.co.uk
- A supplement in the relevant newspaper on the week of the event giving full information on the event, including editorial, exhibitors, stand layout, times, competitions, goody bags, prizes etc
- Posters are distributed to over 650 newsagents in our circulation area
- Flyers are handed out in York City Centre
- Tickets are distributed if relevant
- Invitations are sent out if relevant

On the day Promotion consists of:

- Advertisements on thepress.co.uk
- Flyers are handed out in York City Centre
- Tickets are distributed if relevant
- On the day banners are displayed in the area of the event
- Signage leading to the event
- Competitions and Demonstrations
- Goody Bags are available



Facts:

95,306 adults attended an exhibition in 2007 (Source: BMRB, Experian 2007)

CONTACTS

The Events Department can be contacted on 01904 567255

Kate Smith-Lawrence –
kate.smithlawrence@thepress.co.uk