

# IAPF PUBLICATIONS AND SPONSORSHIP OPPORTUNITIES

# How we can work together and optimise your relationship with other IAPF members

## Sponsorship of Events

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## Appear prominently in the IAPF Yearbook

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## Be involved with the Irish Pensions Magazine

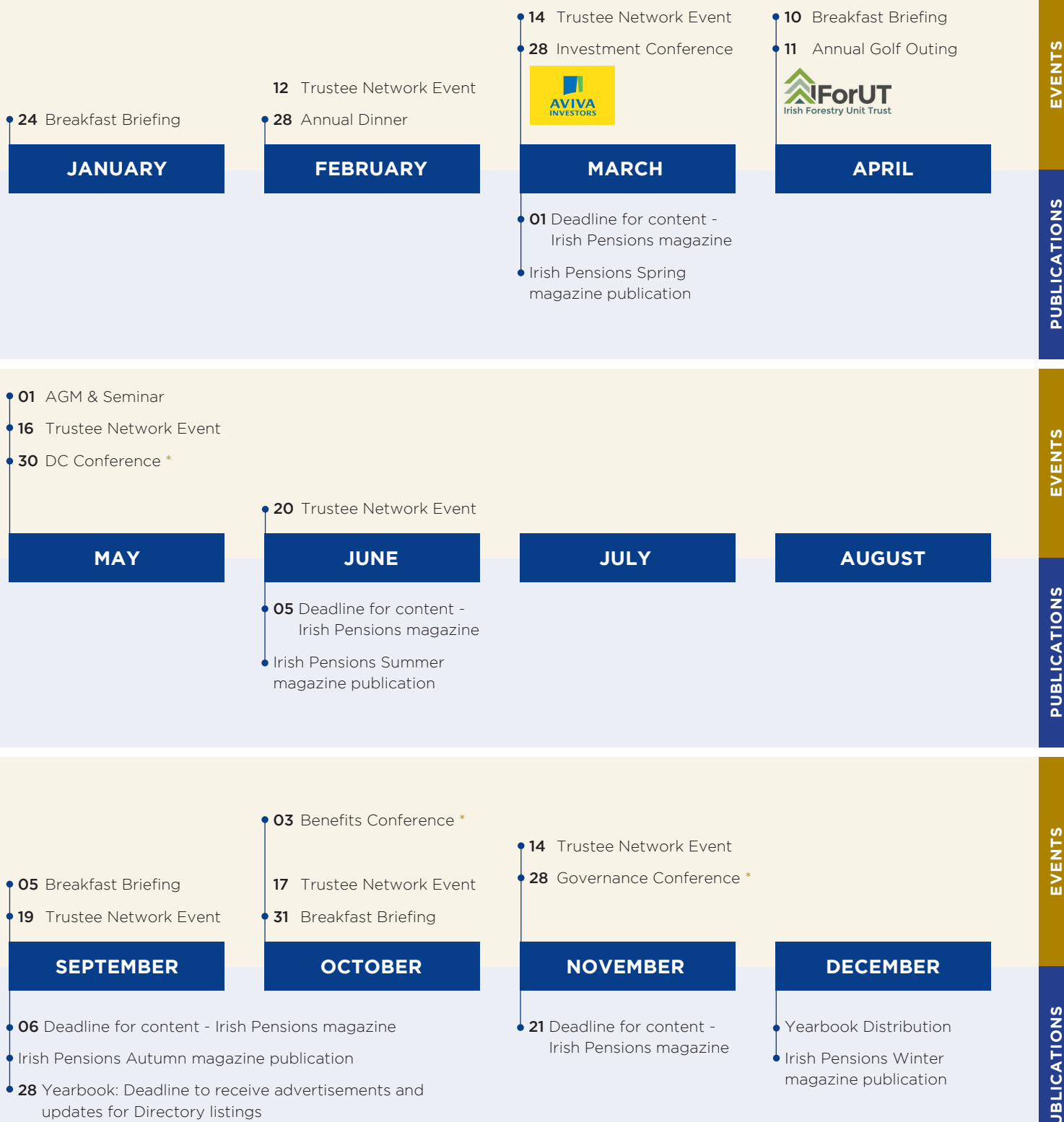
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# Timeline 2019

Please note dates are subject to change.

See [www.iapf.ie/events](http://www.iapf.ie/events) for event details and updates.



# IAPF Events and Sponsorship

**The IAPF is the leading organisation representing pensions in Ireland. We are a powerful voice in promoting the cause of provision for retirement. We provide a wide range of Events that allow members to keep abreast of developments and enhance their pensions and investment knowledge. IAPF events are ideal channels for companies to showcase their brand, products and services to the Irish pension community.**

Sponsorship of an IAPF event is exclusive to IAPF members only. Your brand will be at the centre of attendee awareness before, during and after the event. You have the opportunity to make key decision makers aware of your philosophy and views which can lead to new business conversations and opportunities while networking with the Irish pension community

## **Sponsorship (either exclusive or jointly) of an IAPF event will include the following:**

- Promotion across our communication channels; direct email (to the 1,750+ member contacts), IAPF website, IAPF Yearbook & IAPF Digital Magazine as well as our Press Releases and eUpdates. Increased visibility and reinforcement of your industry leadership

- Logo placement on IAPF website Events Page and in all conference communiqués (email and social media). This includes a link to your website
- Sponsor may provide a conference speaker to cover a topic which will be of educational interest† to the audience and that fits with the conference programme
- Complimentary Delegate passes (worth €375pp for Conferences)
- Prominent placement of your Exhibition Stand
- Shared branding with the IAPF on conference brochure and PowerPoint
- Opportunity to provide promotional leaflets, pens and gifts to the delegates
- Permission to use the IAPF logo in the context of sponsoring our event, which offers you the opportunity to leverage your positive association with the IAPF
- Dedicated member of IAPF staff to liaise with on logistics, before, during and after conference

† Precise details to be agreed by sponsor and IAPF in written agreement

EVENT	DURATION	APPROX. ATTENDEES	TRUSTEE ATTENDANCE (approx.)	CPD Hours	Cost (full)
Conference	4-5 hours	200-350	50%	4	€22,000-€27,000
Trustee Network	1.5 hours	25-50	100%	1	€3,500
Briefing	1.5 hours	25-60	75%	1	€5,000

For a full breakdown of event details and opportunities, please contact **Deirdre Ross**.



# The IAPF Annual Yearbook

## IAPF Annual Yearbook and Membership Directory

The IAPF Annual Yearbook provides invaluable information on services provided by the IAPF and is a very useful reference document detailing a comprehensive list of the most up to date information and contact details of Irish pension schemes and their service providers.

The IAPF Yearbook is a highly valued printed reference source and is provided FREE of charge to all IAPF members in December. This ensures a wide distribution among scheme managers, employers, trustees and service providers.

A PDF Version is also available to members to download online. To view the 2019 Yearbook, please [log in](#) as a Member to our website. [Click here](#) to view the IAPF Yearbook 2018.



AD LOCATION	PRICE	SPECIFICATIONS
Outside Back Cover	€3,650	150x245mm with 3mm bleed
Inside Front Cover	€3,500	150x245mm with 3mm bleed
Inside Back Cover	€3,400	150x245mm with 3mm bleed
Inside Membership Directory Cover	€3,400	150x245mm with 3mm bleed
Opposite Membership Index	€3,150	150x245mm with 3mm bleed
Within Membership Directory	€3,150	150x245mm with 3mm bleed
Opposite Contents Page	€3,150	150x245mm with 3mm bleed
Full Page	€2,600	150x245mm with 3mm bleed or else they can supply 130x228mm with no bleed
Half Page	€1,800	130x112.5mm with no bleed
Logo in Listing	€125	vector (.ai, .eps) or high-resolution image (.jpeg, .png, .tiff @ 300dpi CMYK)
Loose Inserts	By Arrangement	

### Readership of Yearbook

Trustees | Pension Managers | HR Directors | Finance Directors | Service Providers | Employers

## Irish Pensions Magazine

### IAPF's free of charge online quarterly magazine

The IAPF's online Irish Pensions magazine features up to date articles and editorial comment in relation to pensions in Ireland. Advertising in the IAPF online magazine offers you access to a large audience of members and trustees in a focused way.

- Targeted Delivery direct to over 1,750 IAPF members from 460+ companies
- Quality engaging content = Excellent reader engagement
- LIVE back-links to your company's website
- Quarterly publication
- Service Directory list at back of magazine
- Distribution through other pension community kindred organisations

Advertorials/Sponsored Articles: Each edition of the online Irish Pensions magazine covers prominent pension topics of the moment as well as up to date news and feature articles from leading sector experts. This is your

opportunity to communicate your company's strategy for pension funds. Articles can be approximately 1,500 words and come with a complementary full page ad.

Advertisements: Connect with the pension sector, strengthen your brand, generate leads and drive your business forward with your message.

### Standard Advertising Rates for Members 2019

ADVERTISING OPPORTUNITIES	COST	SPECIFICATIONS
Advertorial	€1,500	Approximately 1,500 words in a Word document.  Include the author's name and position. Also send a hi-resolution copy of her/his head-shot as a separate JPG or PNG file.
Full page inside front cover	€850	148x210mm
Beside Chairperson's message	€650	148x210mm
Full page inside magazine	€500	148x210mm
Half page ad	€300	148x105mm
Service Directory listing (4 issues) <b>Click here for sample</b>	€1,000	Contact us for details

**To enquire about rates for non-members, please contact us.**

### Readership of Magazine

Trustees | Pension Managers | HR Directors | Finance Directors | Service Providers



# Technical Specifications for Online Magazine

MEDIA	Screen
FILE FORMAT	Artwork: PDF. Text: Word. Logo, graphs and author's photograph: JPG.
COLOUR MODE	RGB
RESOLUTION	300 dpi
DIMENSIONS	Full Page Ad - A4 portrait. 148x210mm or Half Page Ad - A5 landscape. 148x105mm
IMPORTANT NOTES	<b>Do not include bleed, bleed lines, crop marks or any whitespace aroundad unless part of the ad</b>  <b>Flatten the file</b>
TIPS	<p>The main text of the magazine articles is 11pt so ideally text in the ads should be 11pt – 12pt or higher in order for viewers to read it without zooming in.</p> <p>Sans-serif fonts are more legible on screen so preferably should be used for body text.</p> <p>The ads should be designed for screen as opposed to print therefore use colours in text that will stand out against the background they are on.</p> <p>If you are re-using ads that were previously made for printing purposes, please forward them to us well ahead of time so that they can be tested to make sure they work well in our magazine.</p> <p>Remember, important text should be in large, clear fonts in order to be legible.</p>
CONTACT	If you require any assistance or would like to arrange to see your ad tested in the magazine format, please contact Kelley McMenamin on <a href="mailto:Kelley.McMenamin@iapf.ie">Kelley.McMenamin@iapf.ie</a> or phone +353 1 6130875

## Contact us for more information

If you have any questions or would like more information on any of our advertising opportunities, please give us a call.

**Events** - for further information on Conferences, Briefings and Trustee Network events, please contact:

**Deirdre Ross**

*Commercial Operations Manager*

+353 1 6130870

**Deirdre.Ross@iapf.ie**

**Yearbook** - to place an advertisement or include your logo in your Yearbook listing, please contact:

**Amy Peat**

*Accounts & Events Administrator*

+353 1 6130871

**Amy.Peat@iapf.ie**

**Magazine** - if you would like to include an article, advertorial or advertisement for Irish Pensions online magazine, please contact:

**Kelley McMenamin**

*Director of Communications*

+353 1 6130875

**Kelley.McMenamin@iapf.ie**

**Please note:** The IAPF reserves the right to decline, omit or suspend any advertisement in any of its publications and will not be held responsible for any loss caused thereby. No liability is accepted for any loss or damage caused by an error in the printing of any advertisement. All prices quoted are correct at time of publication

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