

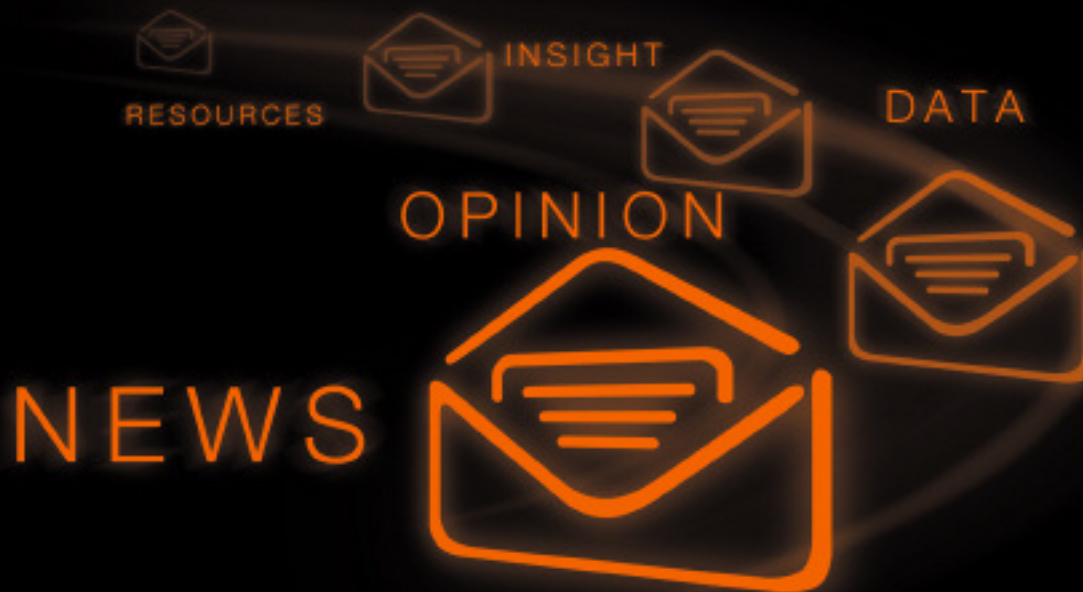


www.govopps.co.uk

Government Opportunities

POWERING THE PUBLIC PROCUREMENT DEBATE

BE THE FIRST TO KNOW



**The leading authority on public procurement
and supply chain management**

Connecting buyers and suppliers 24/7, 365 days per year

media pack 2011

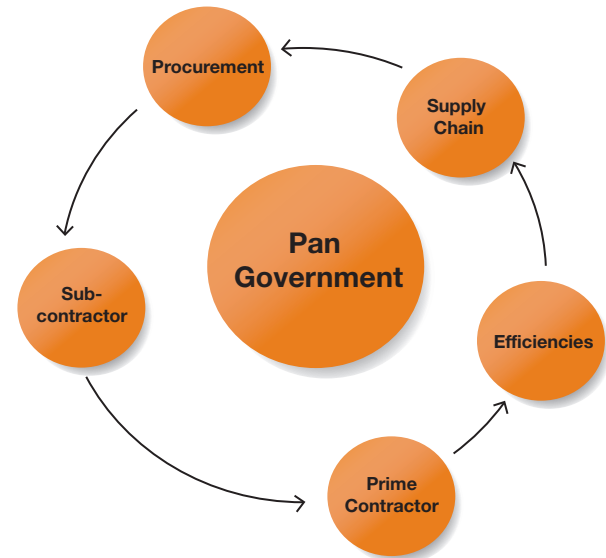
NEWS | OPINION | DATA | INSIGHT | RESOURCES



Overview

Government Opportunities is the voice of UK public procurement. An indispensable and trusted source of breaking news, industry analysis, legislation, policy and supplier insight, www.govopps.co.uk supports a community of influential procurement and commissioning professionals operating across the pan-government market.

Used daily by procurement staff, policy makers and heads of department, www.govopps.co.uk stands alone as the UK's largest, independent public procurement forum, providing a unique platform for buyers and suppliers to interact, debate, share knowledge and help determine the outcomes for public procurement for the years to come.



Get Connected – Stay Informed

Reform across the UK public sector will open up a wealth of commercial opportunities to the growing supplier community. As the entire public sector undergoes a period of transformation, we will see government take control of its procurement and manage its supply chain in a more effective and transparent way.

Such change will create a real opportunity for a wider range of British businesses to prove themselves as public sector suppliers, which will make for a more competitive marketplace and improved quality of service.

Whether you are an existing or new supplier to this market, www.govopps.co.uk can provide you with a unique arena in which you can showcase your capabilities to key decision makers operating throughout the pan-government market.

Whatever your ambition, we can work with you to ensure that your company stays ahead of the competition in this high-value sector.

To discuss your requirements, call 0845 270 7066 or email advertising@bipsolutions.com



Connecting with the www.govopps.co.uk procurement community

With a pan-government audience comprising:

- Procurement Directors/Managers
- ICT Directors
- Contract Managers
- Commissioners
- Estates Managers
- Heads of Department
- Chief Executives/Finance Directors

www.govopps.co.uk can provide suppliers to this £220 billion sector with unparalleled penetration into the UK public sector purchasing community.

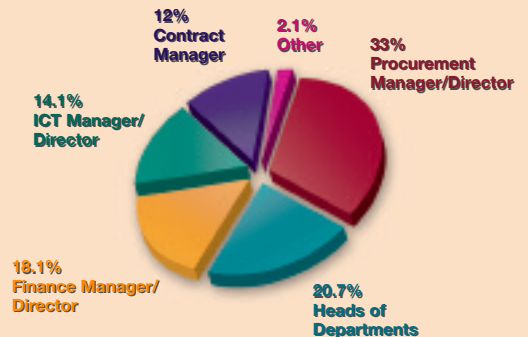
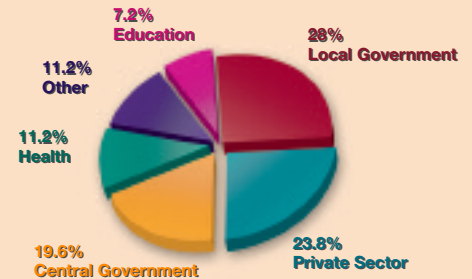
Offering a variety of online marketing opportunities, www.govopps.co.uk provides a unique platform for new and existing suppliers who wish to expand market share across the public sector.

Key benefits of online marketing include:

- Brand Awareness
- Visibility of client capabilities
- Expansion of customer base
- Increased market share
- Development of strategic business relationships for long-term sustainable business growth
- Showcasing innovation

Passionate about marketing, we believe that successful publicity is not about shouting loudest but shouting at the right time, at the right level and to the right people. We have demonstrable expertise in working with clients to facilitate high-impact campaigns to meet measurable objectives.

Audience Demographics



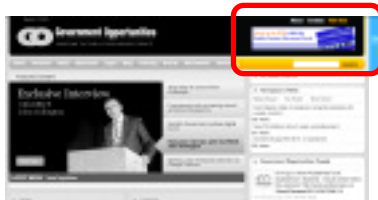
To position your organisation at the forefront of the public sector supply chain, call the Media Solutions Division now on **0845 270 7066** to create a bespoke campaign aligned to your organisation's objectives.



Advertising Opportunities

Price

Top Banner / Leader board



Leader boards (or top banners) appear across the top of every page on www.govopps.co.uk. Offering excellent visibility, this is most effective with strong creative and a definite call for action

£1000 per calendar month

Dimensions: 290 wide x 62 deep (pixels)
Formats: JPG | GIF | FLASH

Right Sky Scraper 1



www.govopps.co.uk features a high impact skyscraper position on each of the lead pages, affording advertisers a prime position placement of your message. Skyscrapers are extremely effective for both branding campaigns and click generation.

£900 per calendar month

Dimensions: 140 wide x 500 deep (pixels)
Formats: JPG | GIF | FLASH

Right Sky Scraper 2



www.govopps.co.uk features a high impact skyscraper position on each of the lead pages, affording advertisers a prime position placement of your message. Skyscrapers are extremely effective for both branding campaigns and click generation.

£800 per calendar month

Dimensions: 140 wide x 300 deep (pixels)
Formats: JPG | GIF | FLASH

To discuss your requirements, call 0845 270 7066 or email advertising@bipsolutions.com



Advertising Opportunities

Category Sky Scraper



Category Sky Scrapers are exclusive to News, Law, Features and Blog sections of www.govopps.co.uk affording advertisers a to reach a more targeted audience with a specific message. Dynamic, and high impact they are a very effective medium and ideal for companies wishing to reach a targeted audience with a bespoke message.

Price

£850 per calendar month

Dimensions: 120 wide x 500 deep (pixels)
Formats: JPG | GIF | FLASH

Multi-Purpose Unit (MPU)



Multi-Purpose Units are strategically positioned within www.govopps.co.uk to afford advertisers the opportunity to display an eye-catching advert as an image, animation or video file.

£800 per calendar month

Aspect Ratio: 16:9
Video Size: 300 wide x185 deep (pixels)
Formats: FLV | AVI | MP4 | WAV | M4V

Get connected to buyers operating across the UK pan-government market. Call the Media Solutions Division on **0845 270 7066** to discuss your online requirements.



Advertising Opportunities

Button Advert



Positioned throughout the www.govopps.co.uk portal, the Button Adverts offer excellent value for organisations wishing to increase brand awareness

Price

£500 per calendar month

Dimensions: 140 wide x 150 deep (pixels)
Formats: JPG | GIF | FLASH

eNewsletter

[A]



Distributed weekly to 4500 subscribers, www.govopps.co.uk eNewsletter provides the GO community with breaking news reports and in-depth analysis of the latest key issues impacting upon public procurement. A limited number of sponsorship packages are available within the eNewsletter, providing a unique platform to drive home a core message to market.



[B]

£POA

Header Banner [A]

Dimensions: 225 wide x 62 deep (pixels)
Formats: JPG | GIF (static)

Right Sky Scraper [B]

Dimensions: 155 wide x 570 deep (pixels)
Formats: JPG | GIF (static)

Feature Advert

Word Count: 50
Image Formats: JPG | GIF (static)
Image Size: 135 wide x 115 deep (pixels)

Get connected to buyers operating across the UK pan-government market. Call the Media Solutions Division on **0845 270 7066** to discuss your online requirements.



www.govopps.co.uk

BiP Solutions Ltd Media Solutions Division

Responsible for a diverse media portfolio comprising print media, online solutions and events/exhibitions, the Media Solutions Division excels in working with a the supplier community to facilitate the creation of bespoke media campaigns, targeting pan-government buying communities and business to business purchasing professionals.

Along with a working knowledge of public procurement practices, we have demonstrable expertise in working with clients to facilitate high-impact marketing campaigns to meet measurable objectives including:

- Strengthening of brand
- Visibility of client capabilities
- Expansion of customer base
- Increased market share
- Development of strategic business relationships for long-term sustainable business growth

To ensure that your organisation increases market share across the public sector, call the Media Solutions Division now and set the foundations for sustainable business growth in this high-value sector.



DELIVERING
EXCELLENCE
THROUGH
INNOVATION

Tel: **0845 270 7066**

Email: **advertising@bipsolutions.com**

Web: **www.govopps.co.uk**