

Marketing opportunities with EAC

About EAC

EAC delivers a highly regarded, independent advice and information service to help older people improve or change their housing circumstances. 10,000 clients use the service each year.

Its website www.HousingCare.org delivers a comprehensive 'housing options' package to 350 individuals every day – 13,000 a year. And its *Housing & Care Options CD* and *Guides to Housing and Care Homes* deliver information to hundreds of other advisory services that reach older people – from local Age Concerns to Employee Assistance Programme providers.

EAC's unique database of all UK sheltered and retirement housing underpins each of these services. It contains detailed information about almost all UK schemes, both rented and for sale.

Through all its delivery channels, EAC reaches potential customers for your sheltered housing:

- Two thirds of people who use EAC's personal advice service are thinking of a move to retirement or sheltered housing.
- *Housing Finder* is by far the most popular part of the website, CD and printed Guides products.

Advertising & sponsorship opportunities

New sponsorship and advertising opportunities enable you to enhance the presentation of your organisation and housing schemes:

1. General advertising

EAC's new Sheltered Housing Reports (sample enclosed) are produced to match the specific requirements of each client, and despatched to 6,500 people a year, of whom:

- 3,000 are looking to buy, and 2,000 to rent, and
- a further 1,500 want to explore both purchase and rental options.

2. Sponsorship

Most of EAC's literature and its website are supported, or could be

supported, by appropriate sponsorship. Examples include:

- *For You & Yours* – an introductory booklet about housing and care options. Around 15,000 copies distributed annually by EAC and many other outlets.
- Website – banner messages on home page.

3. Advertising new sales, re-sales and rental vacancies

Both the personal client reports (above) and the website *Housing Finder* now provide an opportunity to advertise your vacancies.

EAC is keen to negotiate advertising and / or sponsorship arrangements with a limited number of housing providers. Advertising of housing vacancies is available to all. Indicative costs are shown below.

Major housing provider package - c.£500 per month

- ½ page advertisement in all Sheltered Housing Reports to EAC clients
- Advertising of all vacancies, with fortnightly updates
- Sponsorship acknowledgement and logo on website homepage
- Sponsorship acknowledgement & logo on back of *For You & Yours* booklet

Mix 'n Match Menu

- ½ page advertisement in Sheltered Housing Reports to EAC clients – either rental or purchase options. £500 per annum / 2,000 Reports.
- Advertising of all vacancies in Sheltered Housing Reports and on website, with fortnightly updates. From £50 per month.
- Sponsorship acknowledgement and logo on website homepage. £2,000 per annum.
- Sponsorship acknowledgement and logo on back cover of *For You & Yours* booklet. £500 for 10,000 copies.