

# ethical performance

CSR Professional Services Directory 2012

## Advertising in the directory

With more than 500 service providers listed under 60 different categories, plus full contact details and summaries of the services they provide, the CSR Professional Services Directory is an indispensable guide to what's on offer.

Take advantage of our discounted packages

### Full Page advertising package

A full page advertising package gives you:

- Full page advert in print
- Gold entry in print and online
- listing in up to 10 categories
- button advert in all your categories online

### Half Page advertising package

A Half page advertising package gives you:

- Half page advert in print
- Gold entry in print and online
- listing in up to 5 categories
- button advert in all your categories online

### Inline adverts

New for this year we are offering smaller strip and block ads in amongst the directory listings themselves. Examples of these adverts can be found on the next page.

### Button adverts

You can also separately book a button advert on the home page of the online directory or on the main search results page. Both of these advert options remain on the site for the full year.

To view the online directory go to:

[www.ethicalperformance.com/csrdirectory/index.php](http://www.ethicalperformance.com/csrdirectory/index.php)

Advertising sales contacts

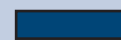
Carla Thorne on +44 (0) 1227 720 900 or email [carla@ethicalperformance.com](mailto:carla@ethicalperformance.com)

Send advertising materials to: Carla Thorne, Dunstons Publishing, Stodmarsh Enterprise Centre, Undertrees Farm, Stodmarsh, UK or email [carla@ethicalperformance.com](mailto:carla@ethicalperformance.com)



## advert sizes

strip ad  
179mm W  
x 35mm H



block ad  
52mm W  
x 36mm H



Full page  
179mm W  
x 257mm H



Half page  
179mm W  
x 127mm H



Technical data

Button ad for website: 120px x 60px static image.

Page ad: High res. min 300 dpi. Highlight Range 3–5%, Shadow Range 90–95%. Colour graphics, tints, pictures and illustrations CMYK, compensated for Dot Gain and containing no device-dependent profiles. Black type to contain no other colours. Please do not process post-script or PDF files with crop marks on. Quark 6, Photo-shop, Illustrator AI & EPS and Indesign CS 1 files. Word or Powerpoint documents as a lay-out guide only. Bleed min 3mm.

## Examples of the CSR Professional Services Directory inline adverts

### BM TRADA Certification

Chiltern House  
Stocking Lane  
Hughenden Valley  
High Wycombe HP14 4ND  
United Kingdom  
+44 (0)14 9456 9700  
enquiries@bmtrada.com  
www.bmtrada.com

**Specialist categories:**  
Assurers and Certifiers

Block ad  
Dimensions  
Width: 52 mm  
Height: 36mm

### Boltzmann Institute of Human Rights

Freyung 6, Hof 1, Stiege 2  
Vienna 1010  
Austria  
+43 (1) 4277 27431  
csr.bim@univie.ac.at  
www.univie.ac.at

**Specialist categories:**  
Human Rights

### Boston College Center for Corporate Citizenship

Carroll School of Management  
55 Lee Road  
Chestnut Hill  
02467-3942 MA, USA  
+1 617 552 4545  
ccc@bc.edu  
www.bccorporatecitizenship.org

**Specialist categories:**  
Training

### Brahm

Alma Road  
Headingley  
Leeds LS6 2AH  
United Kingdom  
+44 (0)11 3230 4000  
m.cowing@brahm.com  
www.brahm.com

**Specialist categories:**  
Public Relations

### Brainbows Informationsmanagement

Köllnerhofgasse 6/3/10  
A-1010 Vienna  
Austria  
+43 (0)1 796 5444  
office@brainbows.com  
www.brainbows.com

**Specialist categories:**  
Sustainability

### Brand Reputation

18 Soho Square  
London W1D 3QL  
United Kingdom  
+44 (0)20 7025 8083  
enq@brandrep.co.uk  
www.brandrep.co.uk

**Specialist categories:**  
Reputation Management

### brands & values GmbH

brands & values  
management consultants

Karl-Ferdinand-Braun Str. 2  
28359 Bremen  
Germany  
+49 (0)421 960 9630  
martin.blumberg@brandsandvalues.com  
www.brandsandvalues.com

brands & values is an international team of experts in CSR strategy, organization and communication.

We support our clients in realising economic value and strategic advantage from sustainable business practice on four levels:

- 1 Sustainable economic performance
  - Integration of sustainability measures into business processes and systems to maximize the effectiveness of business operations
  - Development and implementation of sustainable product and corporate brand strategies and communications programs
- 2 Sustainable social performance
  - Development and implementation of good corporate citizenship programs which enhance corporate reputation among critical stakeholder groups
- 3 Sustainable environmental performance
  - Development of climate strategies and programs which minimize the impact of business operations on ecosystems and maximize the efficiency of energy

and resource utilisation

- Design of eco effective alternatives for non-sustainable products and packaging solutions
- 4 Sustainable corporate governance
    - Development and integration of codes of business ethics and Key Performance Measures along the supply chain to reduce potential risks associated with social and environmental misbehavior
    - Development of tailor-made sustainability awareness events and skill development trainings to enable employees to take action within companies and in their home lives

Our consultancy approach with businesses and NPO's is the combination of creative strategic thinking with an active involvement and participation of all relevant stakeholders within the change process.

**Specialist categories:**

Benchmarking | Business Ethics | Cause Related Marketing | Climate Change | Codes of Conduct | Communications | Corporate Governance | Corporate Strategy | CSR Management | Environmental Management | Ethical Trading | Leadership and Mentoring | Marketing | Non-financial Reporting | Report, Design | Report, Writing | Reputation Management | Research | Risk Management | Stakeholder Relations | Supply Chain Management | Sustainability | Training | Volunteering | Website, Design

### Braun & Partners Network

Törökvész út 6/A.  
H-1022  
Budapest  
Hungary  
+36 (0)1 349 2939  
torokvesz@braunpartners.hu  
www.braunpartners.hu

**Specialist categories:**  
Corporate Strategy

Strip ad  
Dimensions:  
Width: 179mm  
Height: 35mm