

Put your trust at the forefront of patient choice with an enhanced listing on Binley's SHA Map of your region. With complimentary copies circulated to every GP practice, NHS trust and PCT in your SHA, this presents you with a unique opportunity to promote your services and specialties direct to GPs and patients.

*"Our Binley's SHA Map is an absolutely wonderful tool...I have just ordered more for our administration offices"*

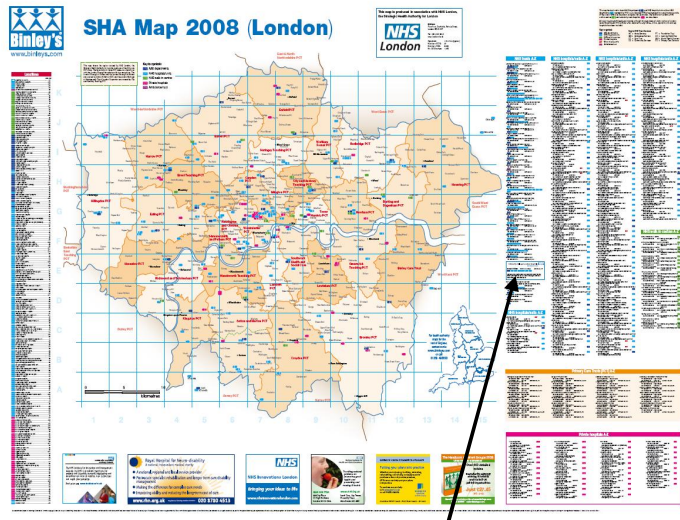
Sue Spencer, Practice Manager  
Park Lodge Medical Centre

The large, B1-sized wall maps show precise locations and listings of all PCTs, NHS trusts and hospitals, and walk-in centres. Used extensively within the **Choose and Book** service, patients and GPs refer to their SHA maps to assess hospital location, accessibility and service provision.

For just £295 +VAT, you can transform your basic listing into an eye-catching enhancement including your colour logo, bolded web address and a 25 word précis of your services.

By the start of June, every GP practice across your SHA will be referring to this map on the walls of their practice – so stand out from the crowd and get noticed!

To book your enhanced listing and guarantee year-round exposure, simply complete the attached form and supply us with your logo and 25 word entry – it's as easy as that!



See next page for examples of previous enhanced and basic entries

Enhanced listings are available on:

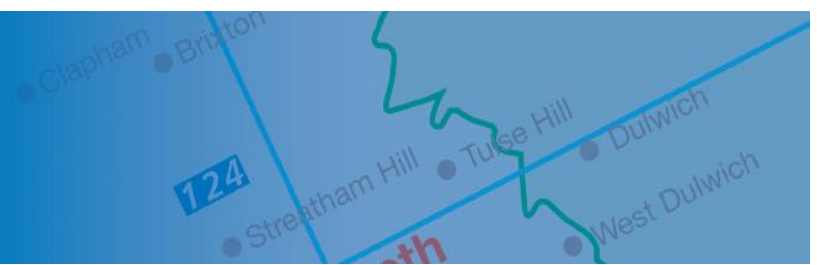
- Binley's SHA Map 2009 (London)
- Binley's SHA Map 2009 (South Central)
- Binley's SHA Map 2009 (Yorks & The Humber)
- Binley's SHA Map 2009 (South East Coast)
- Binley's SHA Map 2009 (West Midlands)
- Binley's SHA Map 2009 (South West)
- Binley's SHA Map 2009 (North West)
- Binley's SHA Map 2009 (East Midlands)
- Binley's SHA Map 2009 (East Of England)
- Binley's SHA Map 2009 (North East)

NB Maps published May 2009

For additional promotional opportunities, including display advertising on the map, call 01268 495600 or email [sales@binleys.com](mailto:sales@binleys.com)



# SHA Regional Maps 2009



**St Helens and Knowsley Teaching Hospitals NHS Trust**

- Short waiting times
- Low infection rates
- High Achieving Trust
- Winner of many awards
- £338 million investment – currently re-building 2 new hospitals

Tel: 0151 426 1600  
www.sthk.nhs.uk  
Services: AC  
Hospitals: 025 058

**Portsmouth Hospitals NHS Trust**

Tel: 023 9228 6000  
Web: www.porthosp.nhs.uk  
Services: AC  
006 021 027

With 1500 beds

With our extensive range of acute and specialist services, and working in partnership with our commissioners, we have a well earned reputation for clinical excellence.

### Enhanced listing

Includes all standard information plus:

- Your logo
- Bolded web address
- 25 word description
- Border

All for just £295 + VAT

**Basingstoke and North Hampshire NHS Foundation Trust**  
Tel: 01256 473202 Services: AC, FT  
013 030

**Berkshire Healthcare NHS Foundation Trust**  
Tel: 01344 415600 Services: FT, LD, MH  
012 101

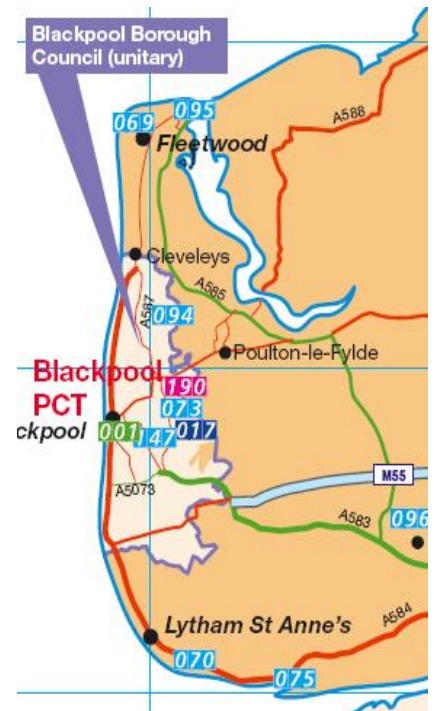
**Buckinghamshire Hospitals NHS Trust**  
Tel: 01494 526161 Services: AC  
009 011 034 053

### Basic listing

Includes standard information – phone number, services and map references

### Book now to:

- Be at the forefront of patient choice
- Promote your services to every NHS trust, PCT, GP practice and their patients in your SHA region
- Stand out from the crowd and get noticed
- Guarantee year-round exposure for a low one-off cost
- Receive 3 complimentary copies of the SHA map of your region



Booking deadline: Friday 1<sup>st</sup> May 2009

For additional promotional opportunities, including display advertising on the map, call 01268 495600 or email [sales@binleys.com](mailto:sales@binleys.com)

# Binley's SHA Maps 2009 NHS trust enhanced listing booking form



Please check the details of your order, complete your full invoice address, sign and date at the bottom, then simply return to Cara Stevens at Binley's by fax (01268 495602) or scan and email to [sales@binleys.com](mailto:sales@binleys.com) A written authorised signature (copy) is required.

## 1. YOUR ORDER Booking deadline: Friday 1st May 2009

I confirm our order for:

- One enhanced listing advertisement box on 1 x Binley's SHA Map 2009
- I understand that this box will include our trust's colour logo, web address (in bold) and up to twenty five words of descriptive text (supplied by the trust)
- Binley's agree to send an electronic proof copy of the box advertisement to be signed-off
- Binley's agree to send three complimentary copies of the final printed map to the the trust (worth £68.85)

Total Amount: £295.00 (plus VAT)

Artwork: You will be required to send the descriptive text (no more than 25 words) and a high resolution colour logo to Binley's by e-mail

Cancellation: Cancellations following receipt of the signed booking form are subject to two-thirds cancellation fee. No liability is accepted for consequential loss as a result of errors or omissions.

## 2. YOUR DETAILS

Please amend the details below if you wish your complimentary maps to be delivered to a different person and/or address. If your invoice address is different, please include in full.

NHS trust name:  
SHA region:  
Address:

Postcode:  
Contact name:  
Job title:  
Phone number:  
Email address:

## 3. PAYMENT

Payment Schedule:	<u>Amount</u>	<u>Invoice Month</u>
	£295.00 + VAT	June 2009

Please quote purchase/order reference.....Or tick • if P/O Not Required

(if necessary, your purchase order number can be forwarded at a later date)

## 4. AUTHORISED SIGNATURE

Signed..... Name (please print).....

Position..... Date.....

Return to Cara Stevens at Binley's by fax (01268 495602) or scan and email to [sales@binleys.com](mailto:sales@binleys.com)  
A hand written authorised signature (copy) is required.

For internal use only

Salesperson _____	Order Number _____
Cust No: _____	Co No: _____