

ADS SME Spotlight – Your Promotional Tool

The goal of the SME Spotlight is to provide an enhanced service for new ‘SME’ members. The Spotlight showcases the profiled SMEs to the wider ADS membership, Government, and its agencies as well as other stakeholders with procurement remit. It provides a platform for SME members that are facing uncertainty and require assistance in attracting collaboration and business development opportunities. This document will map out the benefits included within the SME Spotlight; how they work, the requirements needed, and why they’re beneficial. This will consist of:

- Screen Advertisement
- Website Post
- Social Post
- Member’s Bulletin Inclusion

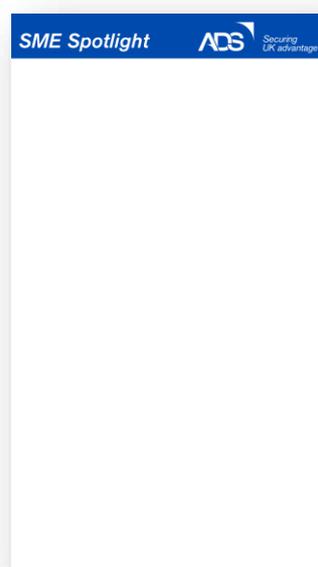
For any queries on these SME Spotlight benefits please contact adam.doyle@adsgroup.org.uk and/or marley.sookool@adsgroup.org.uk.

Screen Advertisement

In our London office we have four screens placed strategically (below on the left). The office is frequently visited by members, stakeholders, and Government officials. This is a great place to have your content featured, and you will be featured on these for the Spotlight’s duration of the SME Spotlight. It is guaranteed that your content will be continuously seen and will majorly help your brand. Your content will be placed on top of a graphic to highlight it as a part of the SME Spotlight (below on the right).

Content specifications:

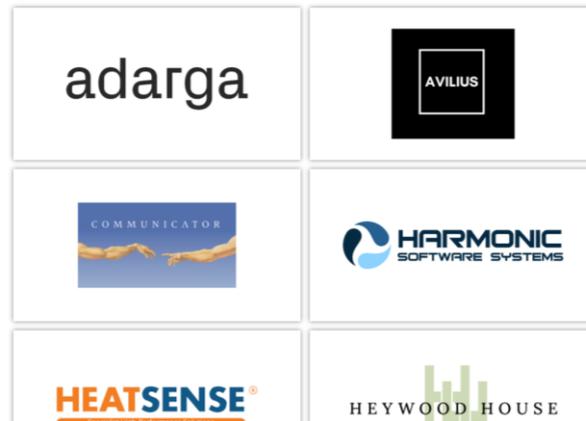
- Size – **1080 x 1764px in portrait**
- Image-based content – **JPG or PNG**
- Video-based content – **MP4 and silent**



Website Post

The **ADS website** receives more than 200,000 views per month, and part of our SME Spotlight programme allows you to advertise your business on a rolling basis, please see an example [here](#) and below. For this post we use your company's logo so please send over as **JPG or PNG**. In these posts we link to your individual member profiles on our website, these are completely customisable, and we encourage you to edit them to include any relevant information and contact details. For help on this please contact adam.doyle@adsgroup.org.uk.

Welcome to ADS' monthly SME spotlight. We're kicking off the year with these nine fantastic companies that specialise in everything from manufacturing to software development. Press on each company's tile to view their member profile!



Social Post

The ADS social media accounts have a highly engaged following 30,000+ people from across the UK's advanced manufacturing sectors. As part of the SME Spotlight programme, we release a carousel post on our [LinkedIn](#) and [X](#) (formerly Twitter) where we link to the website post, please see an example below.

This post consists of:

- Your logo – please send over as **JPG or PNG**.
- We will derive your company information from your individual member profiles on our website, these are completely customisable, and we encourage you to edit them to include any relevant information and contact details. For help on this please contact adam.doyle@adsgroup.org.uk.
- It will link to the website post to drive attraction your member profiles.
- We will tag your company – please send over your company's handles.

Please understand if we are not provided with your handles, you may not be tagged.



Member's Bulletin Inclusion

We have a weekly Member's Bulletin that goes out every Friday, if you are not already on this distribution list and would like to join, please opt in on the [members area](#). This Bulletin goes out to 23,000+ people and is a great chance for other companies to see you and help build awareness, communications, and growth. You will be featured in this once over the span of the Spotlight. For this we will need your company's logo as a **JPG or PNG**. This will link to the website post, please see an example below.



SME Spotlight - February 2025

ADS Securing UK advantage

DSV
Global Transport and Logistics

primetake

Requirements Analysis AI

Salt
Secure Communications

Welcome back to ADS' SME spotlight. This spotlight allows us to showcase the depth of skills and capabilities from our SME members. [Find out more about the companies here.](#)

[Find out more about our work and support for SMEs here.](#)

If you would like to be featured in a future SME spotlight, contact [Adam Doyle](#), ADS SME Success Manager.