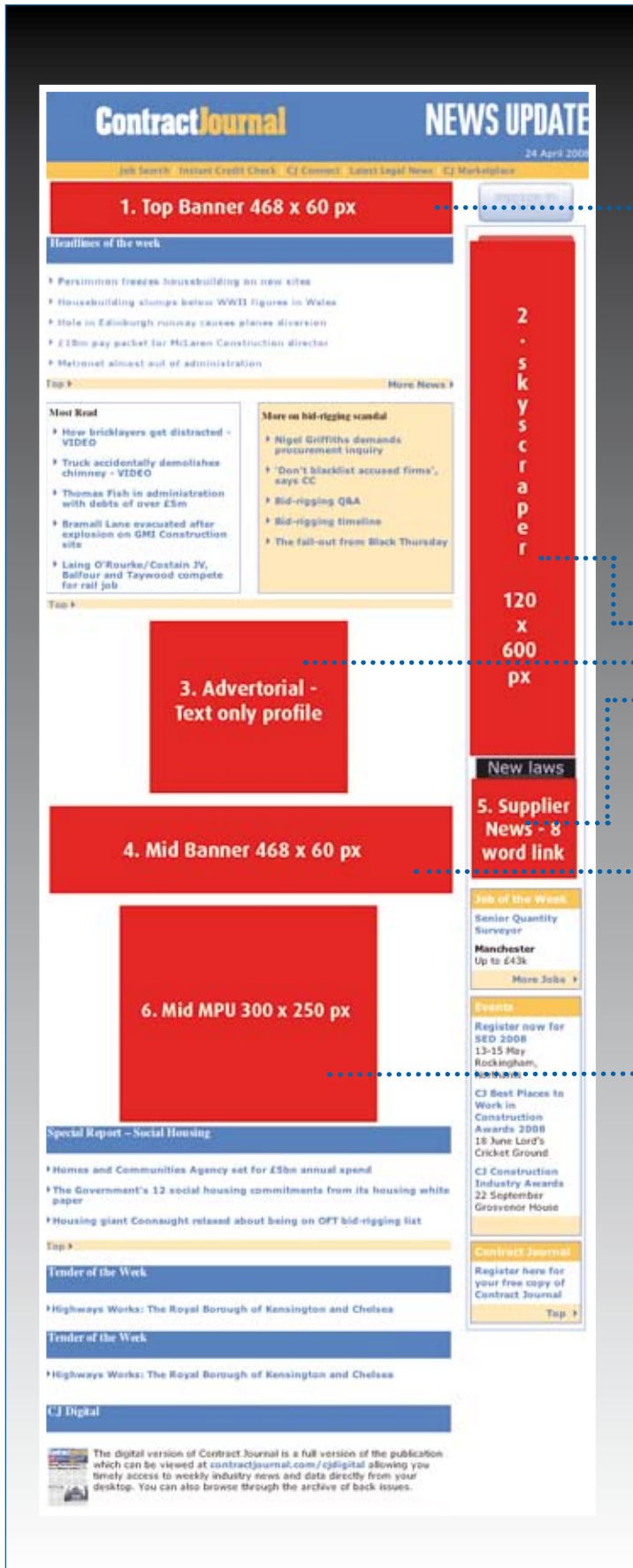


News Update e-newsletter advertising guide



E-newsletter content

The Contract Journal e-newsletter delivers the top stories of the week **FREE OF CHARGE** to over 31,000 senior decision-makers in the UK Construction Industry. Each week the latest news pieces and headlines are written by the same editorial team who write for our magazine and website. Top jobs from our online jobsboard are featured in the newsletter, along with links to the most-visited areas of the Contract Journal website.

Market reach and frequency

Circulation: 29,400 (Publishers Statement)

Frequency: Weekly (Every Wednesday)

Target audience

The total weekly circulation is 29,400 recipients. Of these, more than 11% are Partner/Owner/Proprietor, 16% are Main or Other Board Directors and 43% are Managers.

Advertising opportunities

Ad unit	Size (px)	cost per insertion £
Top Banner	468 x 60	850
Skyscraper	120 x 600	850
Advertorial	See below	500
Supplier News	See below	149
Mid Banner	468 x 60	600
Mid MPU	300 x 250	800
Solus	As above	1,950

Advertising delivery requirements

Advertisements and/or copy must be submitted to enewsletters.copy@rbi.co.uk at least (5) five business days before scheduled sponsorship. GIF, animated GIF and JPEG images are accepted. Flash and rich media files are not accepted. File size should not exceed 30k. All advertisements should be accompanied by a text equivalent in order to be seen by all subscribers (200 characters). **Either mid MPU OR mid banner will feature on the newsletter. Supplier News: Text only 8 word link (each newsletter will carry 3 supplier news links). Advertorial: Text only profiles: up to 8 words in the headline, 50 words in the body text and an 8 word link to your website (each newsletter will carry only 1 advertorial slot).**

Sales contact information

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All advertisements are accepted subject to RBI's standard terms and conditions which can be found at <http://www.reedbusiness.co.uk/adtermsandconditions>