

Health and Safety e-newsletter advertising guide

The screenshot shows the layout of the 'Contract Journal HEALTH & SAFETY UPDATE' e-newsletter. Key advertising opportunities are highlighted with red boxes and numbered 1 through 6:

- 1. Top Banner 468 x 60 px**: Located at the top of the main content area.
- 2. Skyscraper 120 x 600 px**: A vertical sidebar on the right side of the page.
- 3. Advertorial - Text only profile**: A large rectangular area below the top banner.
- 4. Mid Banner 468 x 60 px**: A horizontal banner below the advertorial.
- 5. Supplier News - 8 word link**: A small box located below the mid banner.
- 6. Mid MPU 300 x 250 px**: A square area below the mid banner.

Other visible content includes a 'Top News' section with headlines like 'Excavator operator charged with manslaughter', an 'Advertorial' for 'New Plats Solves Problems' by Oxford, and a 'Magazines' section at the bottom.

E-newsletter content

Health & Safety affects everyone in the industry and Contract Journal's Health and Safety e-newsletter will provide you with the latest news and information ensuring you know these key issues helping you and your business to work more safely and effectively.

Market reach and frequency

Circulation: 12,000 (Publishers Statement)

Frequency: Monthly (2nd Tuesday)

Target audience

Construction professionals involved in/interested in health and safety issues. 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	550
Skyscraper	120 x 600	550
Advertorial	See below	550
Supplier News	See below	149
Mid Banner	468 x 60	350
Mid MPU	300 x 250	500
Solus	As above	1,250

Advertising delivery requirements

Advertisements and/or copy must be submitted to enewslatters.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

Alex Broughton
020 8652 3031
alex.broughton@rbi.co.uk

Online ad production

+44 20 8652 8671
enewslatters.copy@rbi.co.uk

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