



Supplier update content

Personneltoday.com Supplier Update is a free, targeted email alert featuring the latest products, services and events from key partners and suppliers to the HR profession. Designed to accommodate both standard and solus promotional slots, e-updates provide you with a response-focused and measurable route to market.

Market reach and frequency

Circulation: 60,000 (Publishers statement)

Frequency: Fortnightly (Tuesday)

Target Audience: Directors and senior managers working within the HR function of public and private sector companies, with responsibility for purchasing or influencing the purchase of goods and services.

Advertising opportunities

Ad unit	Size (px)	cost per insertion	
		£	
Skyscraper	120 x 600	1,950	
Slot 1	See below	1,200	
Slot 2	See below	1,200	
Slot 3	See below	1,200	
Slot 4	See below	1,200	
Solus	As above	3,700	

Advertising delivery requirements

Standard supplier updates

Clients should provide

- 100 words of text, plus a headline approx 50 characters, link(s) to relevant landing page, one image in GIF or JPEG format, approx 150 x 150 pixels and / or one banner image in a GIF or JPEG format at 468 x 60 pixels
- A skyscraper slot (120 x 600 pixel) is also available

Solus supplier updates

Clients providing HTML:

- Max width 600 pixels. The height of the copy should not exceed 1000 pixels.
- HTML code in a <table> tag structure. Please avoid <div> tags
- Copy should consist of both images and text. We will not accept copy consisting of just one large graphic, or copy made entirely of images, due to image blockers / spam filters.

Clients unable to provide a HTML file:

- Max 200 words of text, plus headline and link(s) in a word doc
- Header image / banner, max 600 pixels wide
- 1 additional body image, max 200 pixels wide
- If needed, Footer image / banner, max 600 pixels wide

Please note: Flash and Rich Media files will not display on emails, all images need to be in a GIF or JPEG format, (max file size 40kb)

Sales contact information

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Online ad production

Advertisements and/or copy must be submitted to at least (5) five business days before scheduled sponsorship.

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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>