

e-newsletter advertising guide

The screenshot shows the following advertising opportunities:

- 1. Top Banner 468 x 60 px**: Located at the top left of the newsletter.
- 2. Skyscraper 120 x 600 px**: A vertical banner on the right side of the newsletter.
- 3. Advertorial - Text only profile**: A large red box in the middle section.
- 4. Mid Banner 468 x 60 px**: A horizontal red box below the advertorial.
- 5. Supplier News - 8 word link**: A red box in the bottom right section.
- 6. Mid MPU 300 x 250 px**: A red box in the bottom left section.

E-newsletter content

Training & Coaching Direct is a free monthly email newsletter for HR and Training and Coaching professionals. It is written by the same editorial team who produce Training & Coaching Today and personneltoday.com. It contains the month's most important news and analysis, upcoming event plus the most recent training and coaching jobs.

Market reach and frequency

Circulation: 22,500 (Publishers statement)

Frequency: Monthly

Target Audience:

- HR professionals with a job responsibility for training and coaching
- Training Managers

Advertising opportunities

Ad unit	Size (px)	cost per insertion £
Top Banner	468 x 60	750
Skyscraper	120 x 600	750
Supplier news	See below	149
Advertorial	See below	750
Mid banner	468 x 60	500
Mid MPU	300 x 250	650
Solus	As above	1,750

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>