

Optician e-newsletter advertising guide

The screenshot shows the 'Optician Direct' newsletter interface. Numbered callouts indicate the following advertising opportunities:

- 1. Top Banner 468 x 60 px**: Located at the top 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 rectangular area in the middle section.
- 4. Mid Banner 468 x 60 px**: A horizontal banner in the middle section.
- 5. Supplier News - 8 word link**: A small rectangular area in the middle section.
- 6. Mid MPU 300 x 250 px**: A rectangular area in the bottom section.

E-newsletter content

Optician Direct is a free **FORTNIGHTLY** email newsletter for eye care professionals, brought to you by Optician. Its content consists of round up of the latest headline news, CET news, the latest jobs plus up and coming events which you need to have in your diary on www.opticianonline.net

Market reach and frequency

Circulation: 6,300 (Publishers Statement)

Frequency: Fortnightly (Monday)

Target audience

Optician Direct is sent fortnightly to over 6,300 recipients, all of whom have chosen to receive the newsletter either by registering on the website or as an add-on to their subscription to Optician magazine.

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 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

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

Online ad production

+44 20 8652 8671
enewsletters.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>