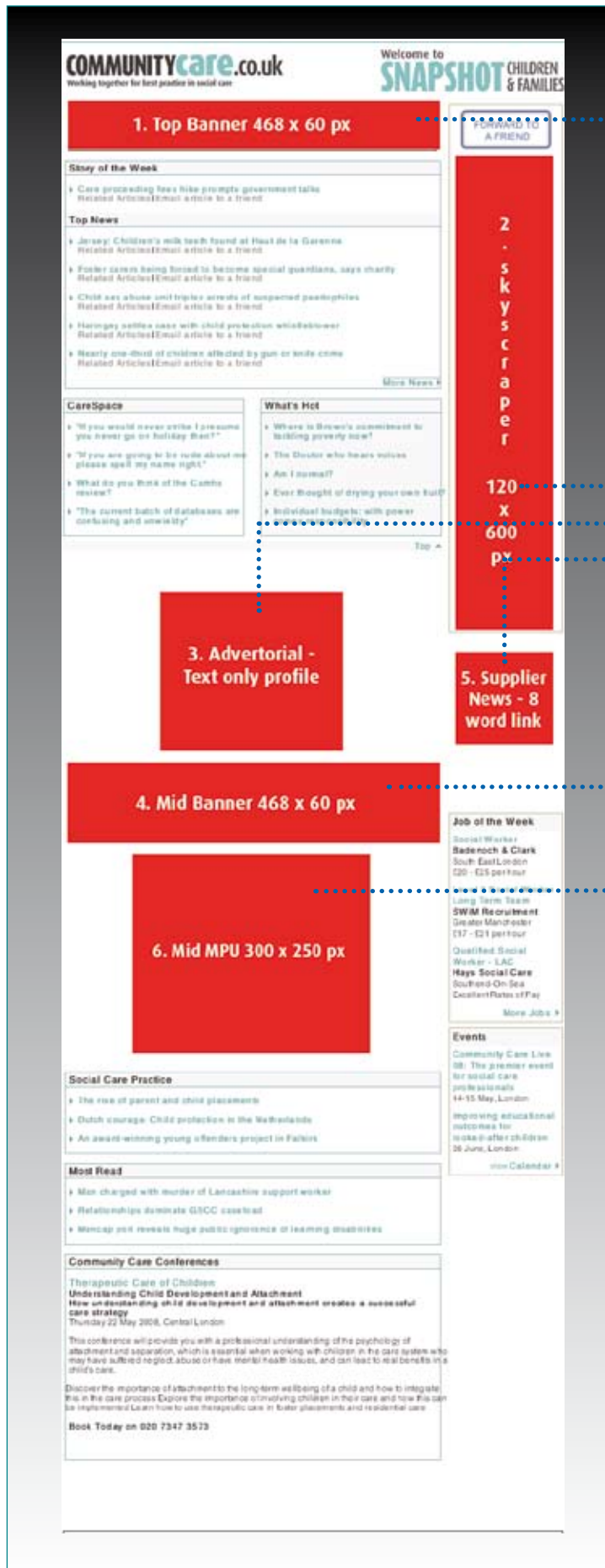


## Snapshot Children and Families e-newsletter advertising guide



### E-newsletter content

Snapshot Children & Families is a weekly newsletter that will keep you up-to-date with news headlines linking straight through to the hottest stories on CommunityCare.co.uk - direct to the user's inbox, every week.

### Market reach and frequency

Snapshot Children and Families is sent specifically to 17,600\* registered social care professionals working with Children and Families.

**Circulation: 17,600** \*(Publishers Statement)

**Frequency: Weekly (Thursday)**

### Advertising opportunities

Ad unit	Size (px)	cost per insertion	
			£
Top Banner	468 x 60		850
Skyscraper	120 x 600		850
Advertorial	See below		550
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](mailto: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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020 8652 3031  
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### Online ad production

+44 20 8652 8671  
[enewsletters.copy@rbi.co.uk](mailto: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>