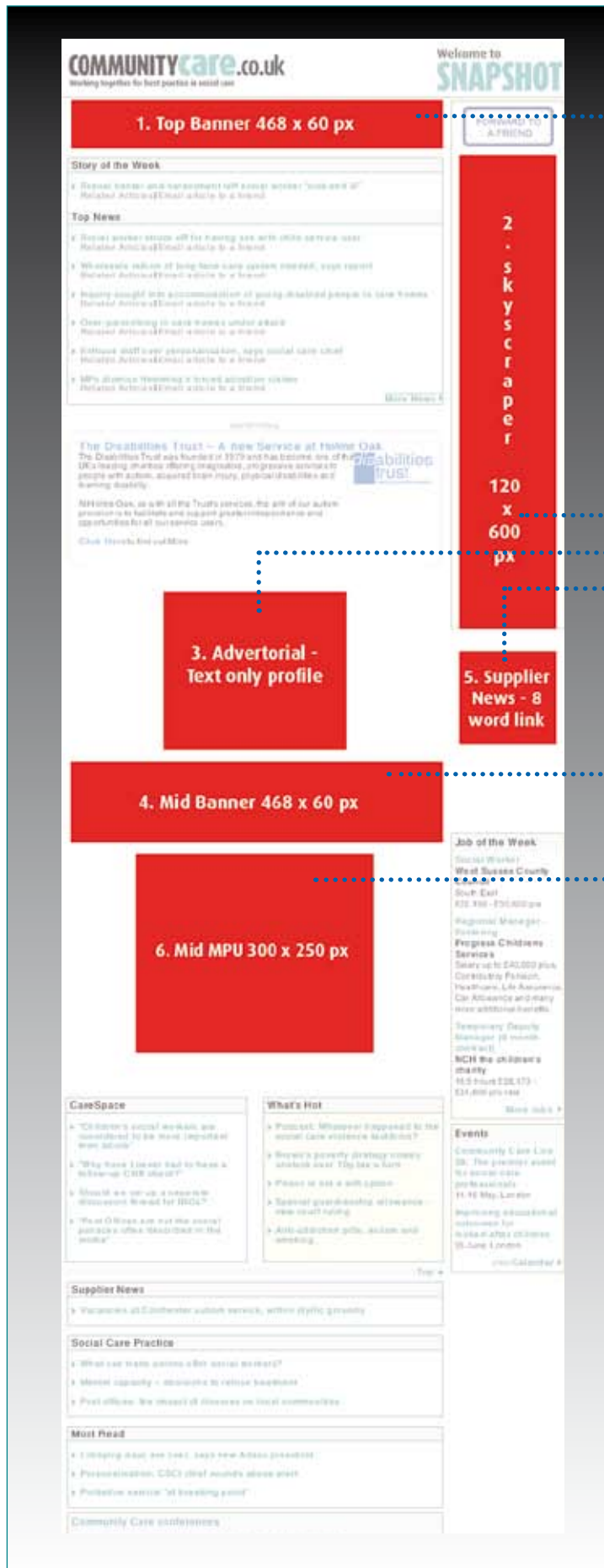


## Snapshot e-newsletter advertising guide



### E-newsletter content

The Snapshot email newsletter delivers news headlines linking straight through to the hottest stories on CommunityCare.co.uk - direct to the user's inbox, every week.

### Market reach & frequency

Advertising on the CommunityCare.co.uk Snapshot newsletter will give your organisation exclusive visibility to 46,000\* registered social care professionals.

**Circulation: 46,000** (Publisher's statement)

**Frequency:**  
**Snapshot - Weekly (Tuesday)**

### Advertising opportunities

Ad unit	Size (px)	cost per insertion £
Top Banner	468 x 60	1,300
Skyscraper	120 x 600	1,300
Advertorial	See below	750
Supplier News	See below	149
Mid Banner	468 x 60	950
Mid MPU	300 x 250	1,200
Solus	As above	3,000

### Advertising delivery requirements

Advertisements and/or copy must be submitted to [newsletters.copy@rbi.co.uk](mailto:newsletters.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  
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### Online ad production

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