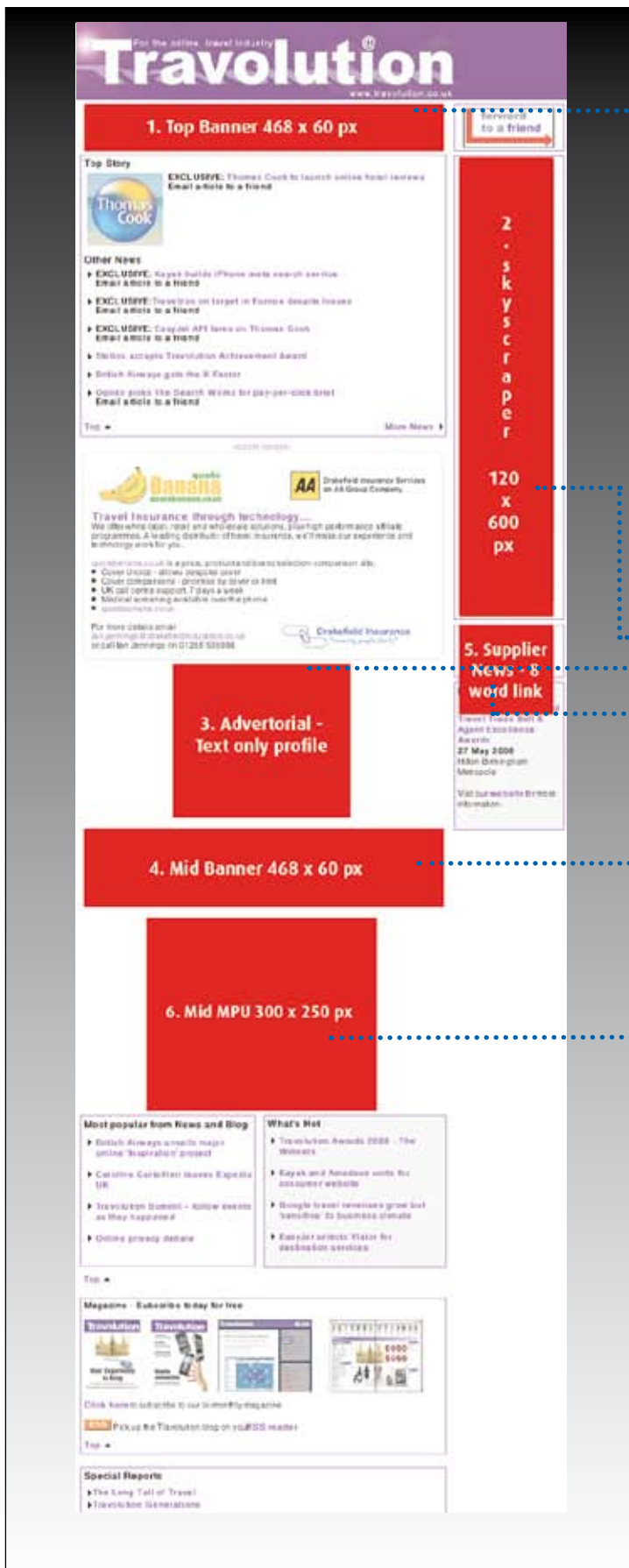


# e-newsletter advertising guide



## E-newsletter content

The twice-weekly Travolution e-newsletter bulletin is dedicated to providing travel industry professionals with the latest online travel industry news. The online travel sector leads the way in the ongoing internet revolution and travel companies have been amongst the first to adopt web 2.0 thinking and turn it to their corporate advantage. The Travolution e-newsletter bulletin is produced by the same team that produce the Travolution magazine, website and blog.

## Market reach and frequency

**Circulation:** 12,400 (Publishers Statement)  
**Frequency:** Twice weekly (Tuesday and Friday)

### Target audience

Online travel agents, miniple, multiple and independent travel agencies, tour operators and travel industry suppliers.

## 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](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

Alex Broughton  
 020 8652 3031  
[alex.broughton@rbi.co.uk](mailto:alex.broughton@rbi.co.uk)

## 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>