

## E-newsletter content

Road Transport Product Updates are free, targeted email alerts showcasing the latest products, services and events from key partners and suppliers to the road transport sector.

## Market reach and frequency

Circulation: 21,000 (Publishers Statement)

Frequency: Fortnightly

Target audience: Road transport professionals.

## Advertising opportunities

Ad unit	cost per insertion £
Slot 1	650
Slot 2	495
Slot 3	495
Slot 4	495
Skyscraper	750
Bespoke Email	1,695

## Advertising delivery requirements

### Standard product updates

Clients should provide:

- 100 words of text, plus a headline approx 50 characters, link(s) to relevant landing page, one image in GIF or JPEG format, approx 150 x 150 pixels and / or one banner image in a GIF or JPEG format at 468 x 60 pixels
- A skyscraper slot (120 x 600 pixel) is also available

### Solus product updates

Clients providing HTML:

- Max width 600 pixels. The height of the copy should not exceed 1000 pixels.
- HTML code in a <table> tag structure. Please avoid <div> tags
- Copy should consist of both images and text. We will not accept copy consisting of just one large graphic, or copy made entirely of images, due to image blockers / spam filters.

### Clients unable to provide a HTML file:

- Max 200 words of text, plus headline and link(s) in a word doc
- Header image / banner, max 600 pixels wide
- 1 additional body image, max 200 pixels wide
- If needed, Footer image / banner, max 600 pixels wide

**Please note: Flash and Rich Media files will not display on emails, all images need to be in a GIF or JPEG format, (max file size 40kb)**

## Sales contact information

Alex Broughton

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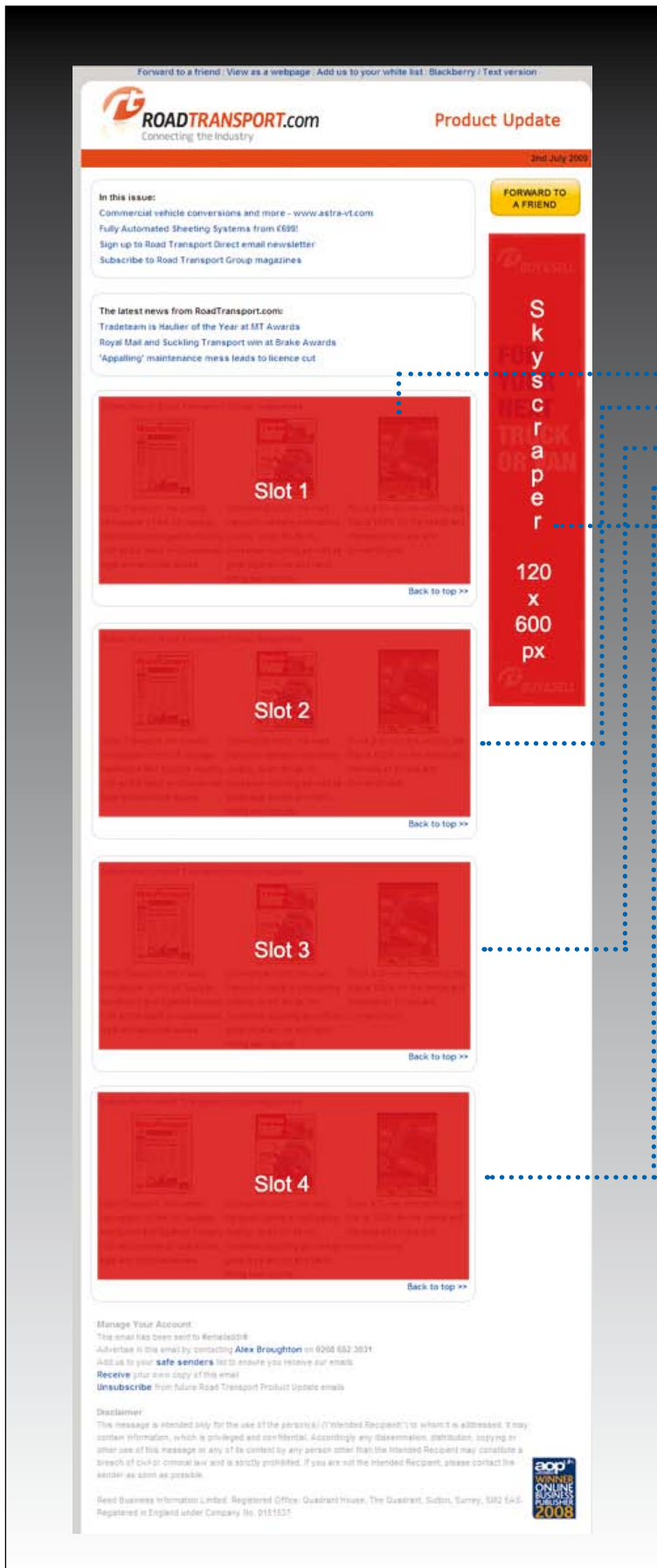
[alex.broughton@rbi.co.uk](mailto:alex.broughton@rbi.co.uk)

## 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>



The screenshot shows the layout of the 'Product Update' newsletter. At the top, it says 'Forward to a friend', 'View as a webpage', 'Add us to your white list', 'Blackberry', and 'Text version'. The main header includes the 'ROADTRANSPORT.com' logo and the title 'Product Update' dated '2nd July 2008'. Below the header, there are sections for 'In this issue:' (listing commercial vehicle conversions, automated sheeting systems, and newsletters), 'The latest news from RoadTransport.com:' (listing award winners and a maintenance mess), and four 'Slot' advertisements (Slot 1, Slot 2, Slot 3, Slot 4). A vertical 'Skyscraper' ad is positioned on the right side, with dimensions '120 x 600 px' indicated. At the bottom, there is a 'Manage Your Account' section with options to 'Receive' or 'Unsubscribe', a 'Disclaimer', and 'Reed Business Information Limited' contact details. A '2008 ONLINE BUSINESS AWARDS' logo is also present.