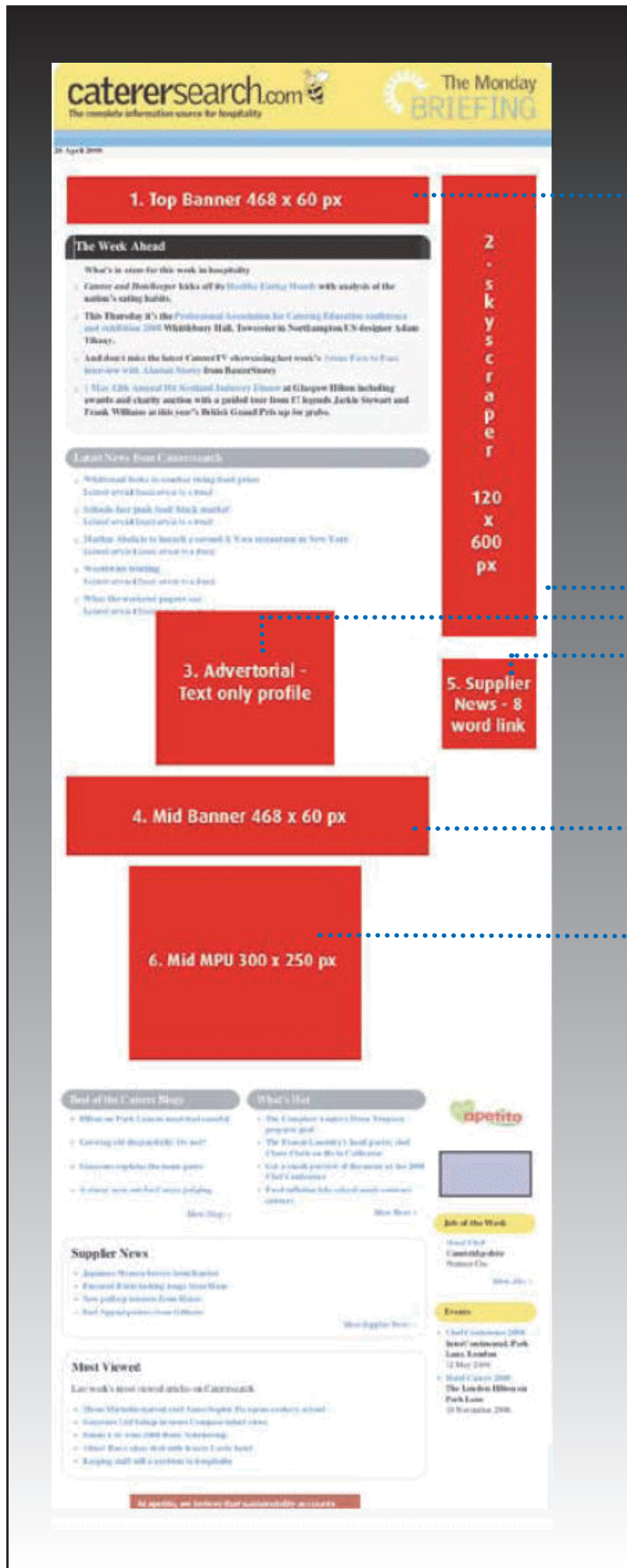


## Monday Briefing e-newsletter advertising guide



### E-newsletter content

Delivered to over 7,200 recipients every Monday, the Monday Briefing is a free newsletter designed to keep the busy hospitality professional up-to-speed with the industry's hottest topics and is the only business-focused email briefing for professionals in the UK hospitality industry.

The Monday Briefing provides a round-up of what's going on in hospitality giving an update on the week that was, and taking a look at the week ahead.

### Market reach and frequency

Circulation: 7,200 (Publishers Statement Jan 2010)

Frequency: Weekly (Monday)

Target Audience: UK-based middle management through to senior management across all sectors of the industry to include hotels, restaurants, pubs, bars and foodservice companies.

### Advertising opportunities

Ad unit	Size (px)	£
Top Banner	468 x 60	850
Skyscraper	120 x 600	850
Advertorial	See below	850
Supplier News	See below	149
Mid Banner	468 x 60	600
Mid MPU	300 x 250	650
Solus	As above	1,350

### 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

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All advertisements are accepted subject to RBI's standard terms and conditions which can be found at <http://www.reedbusiness.co.uk/adtermsandconditions>