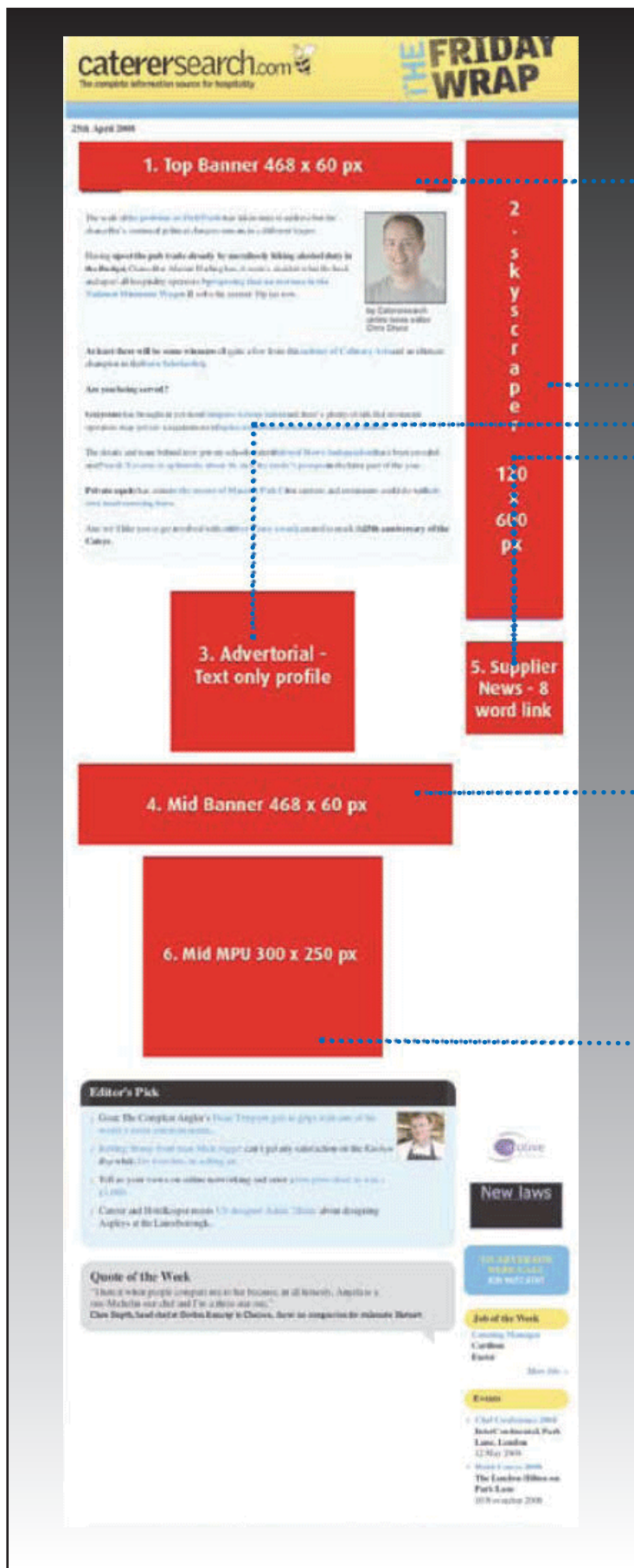


## Friday Wrap e-newsletter advertising guide



### E-newsletter content

The Friday Wrap is a free newsletter designed to keep the busy hospitality professional up to speed with the week's top news.

### Market reach and frequency

Circulation: 10,600 (Publishers Statement Jan 2010)

Frequency: Weekly (Friday)

Target Audience: Hotels, restaurants, pubs, clubs and wine bars

### 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
Bespoke	See below	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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### 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>