



## Product update content

SED 365 Product Update is a free weekly email newsletter for construction professionals, communicating news & information from suppliers to the industry. UK construction sees continual technological innovation and advancement and Product Update is a prime showcase for product & services.

## Market reach and frequency

**Circulation:** 13,400 (Publishers Statement Jan 2010)

**Frequency:** Weekly (Monday)

**Target audience:** Construction and plant professionals with purchasing/specifying and hiring influence for plant and tools.

## Advertising opportunities

Ad unit	Size (px)	cost per insertion £
Skyscraper	120 x 600	500
Slot 1	See below	750
Slot 2	See below	500
Slot 3	See below	500
Slot 4	See below	350
Bespoke	See below	1,950

## Advertising delivery requirements

### Standard product update slots

#### 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

### Bespoke product update

#### 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 020 8652 3031  
alex.broughton@rbi.co.uk

## Online ad production

Advertisements and/or copy must be submitted to at least (5) five business days before scheduled sponsorship.

020 8652 8158 [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>