



Supplier update

Supplier update content

HJi Supplier Updates are free, targeted email alerts showcasing the latest products, services and events from key partners and suppliers to the Hair and Beauty sector.

Market reach and frequency

2,700 (Publishers Statement Jan 2010)
Fortnightly (Wednesday)

- Partners • Salon Owners • Managers • Creative Directors
- Senior Stylists

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	1950

Advertising delivery requirements

Standard supplier 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 supplier 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 FPEG format, (max file size 40kb)

Sales contact information

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Online ad production

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

020 8652 8158
enewslatters.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>

