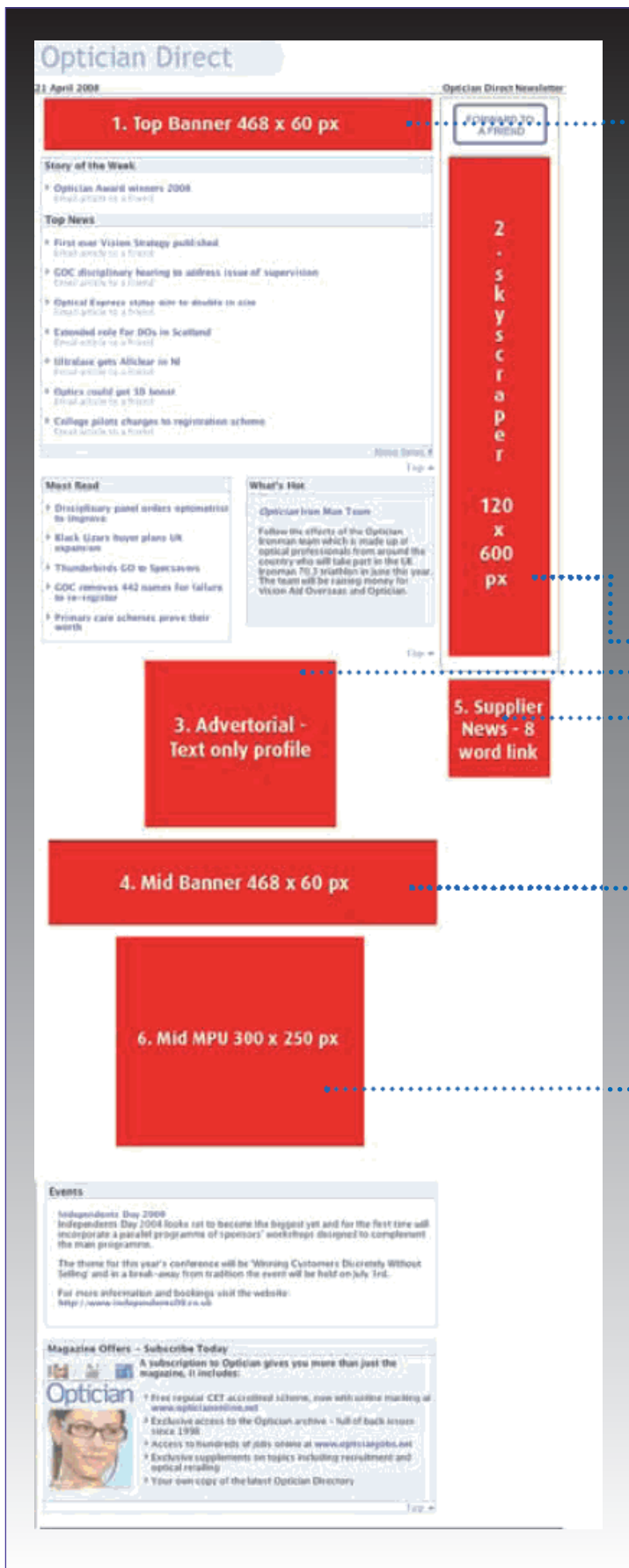


# Optician e-newsletter advertising guide



## E-newsletter content

Optician Direct is a free **FORTNIGHTLY** email newsletter for eye care professionals, brought to you by Optician. Its content consists of round up of the latest headline news, CET news, the latest jobs plus up and coming events which you need to have in your diary on [www.opticianonline.net](http://www.opticianonline.net)

## Market reach and frequency

Circulation: 8,200 (Publishers Statement Jan 2010)

Frequency: Fortnightly (Monday)

Target audience: Optician Direct is sent fortnightly to over 8,200 recipients, all of whom have chosen to receive the newsletter either by registering on the website or as an add-on to their subscription to Optician magazine.

## Advertising opportunities

Ad unit	Size (px)	cost per insertion £
Top Banner	468 x 60	700
Skyscraper	120 x 600	600
Advertorial	See below	700
Supplier News	See below	149
Mid Banner	468 x 60	350
Mid MPU	300 x 250	500
Solus	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

Alex Broughton  
020 8652 3031  
[alex.broughton@rbi.co.uk](mailto:alex.broughton@rbi.co.uk)

## Online ad production

020 8652 8158  
[enewsletters.copy@rbi.co.uk](mailto:enewsletters.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>