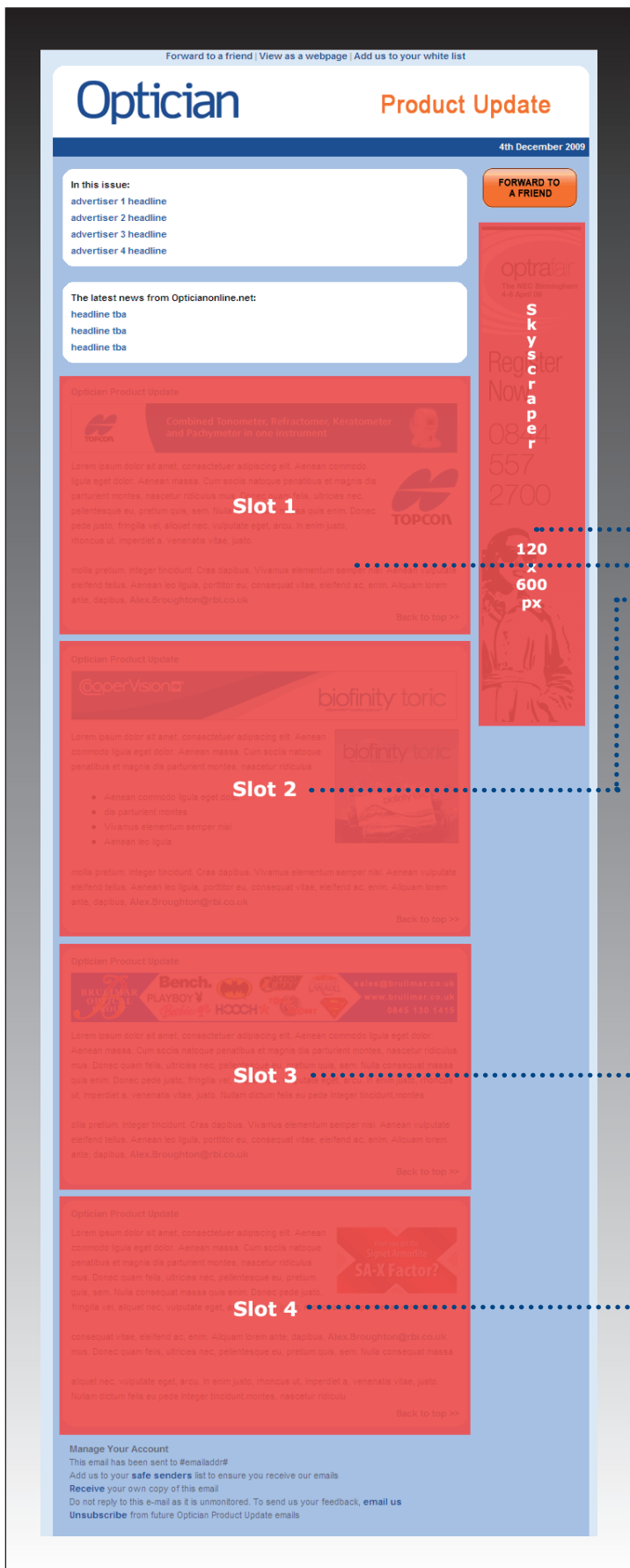


Optician Product E-Update



Product E-Update content

Optician Product E-Update is a free FORTNIGHTLY email newsletter for eye care professionals, communicating information from suppliers to the industry. UK eye care sees continual technological innovation and advancement and Product E-Update is a prime showcase for product & services.www.opticianonline.net

Market reach and frequency

Circulation: 7,200 (Publishers Statement Jan 2010)
Frequency: Fortnightly

Target audience:

Recipients who receive the newsletter either through registering on the www.opticianonline.net or as an add on to their subscription to Optician magazine.

Advertising opportunities

| Ad unit | Size (px) | cost per insertion £ |
|------------|-----------|-------------------------|
| Skyscraper | See below | 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.
- 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 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>