

## Supplier update content

Personneltoday.com Supplier Update is a free, targeted email alert featuring the latest products, services and events from key partners and suppliers to the HR profession. Designed to accommodate both standard and solus promotional slots, e-updates provide you with a response-focused and measurable route to market.

## Market reach and frequency

Circulation: 62,700 (Publishers statement Jan 2010)

Frequency: Fortnightly (Tuesday)

Target Audience: Directors and senior managers working within the HR function of public and private sector companies, with responsibility for purchasing or influencing the purchase of goods and services.

## Advertising opportunities

Ad unit	Size (px)	cost per insertion £
Skyscraper	120 x 600	
Slot 1	See below	1,500
Slot 2	See below	1,200
Slot 3	See below	1,200
Slot 4	See below	1,000
Bespoke	See below	3,500

## 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 updates

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

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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 [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>

**Personneltoday Supplier Update**  
1st October 2008

**The latest news from Personneltoday.com:**  
Aenean commodo ligula eget dolor. Aenean massa  
Cum sociis natoque penatibus et magnis dis parturient montes

**In this issue:**  
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Aenean commodo ligula eget dolor. Aenean massa  
Cum sociis natoque penatibus et magnis dis parturient montes  
Donec quam felis, et magnis dis parturient

**FORWARD TO A FRIEND**

**skyscraper**  
120 x 600 px

**Slot 1**  
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**Slot 2**  
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**Slot 3**  
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**Slot 4**  
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This email has been sent to #emailaddr#  
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Add us to your **safe senders** list to ensure you receive our emails  
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**winner**  
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