

The screenshot shows the layout of the Occupational Health Direct e-newsletter. Key components include:

- Top Banner:** 468 x 60 px, located at the top left.
- Skyscraper:** 120 x 600 px, a vertical ad unit on the right side.
- Advertorial - Text only profile:** A large rectangular area in the middle left.
- Mid Banner:** 468 x 60 px, located below the top banner.
- Mid MPU:** 300 x 250 px, located below the mid banner.
- Supplier News - 8 word link:** A small ad unit on the right side, below the skyscraper.

Other visible content includes a 'Story of Week' section, 'Top News' with several headlines, 'Supplier News' with a list of items, and a 'Manage Your Account' section at the bottom.

E-newsletter content

Occupational Health Direct keeps all those involved in workplace health updated on changes in practice and the most important news stories. It also contains a selection of recent Occupational Health jobs on personneltoday.com, upcoming events in the Occupational Health calendar plus a summary of the latest Occupational Health content to be added to personneltoday.com. This free monthly e-newsletter is written by the same editorial team who write for our Occupational Health magazine.

Market reach and frequency

Circulation: 3,500 (Publishers statement Jan 2010)

Frequency: Monthly

Target Audience:

- HR professionals with a job responsibility for Occupational Health
- Occupational Health professionals
- Staff Welfare Managers
- Health and Safety Managers

Advertising opportunities

Ad unit	Size (px)	cost per insertion £
Top Banner	468 x 60	350
Skyscraper	120 x 600	300
Supplier news	See below	149
Advertorial	See below	350
Mid banner	468 x 60	200
Mid MPU	300 x 250	250
Bespoke	See below	675

Advertising delivery requirements

Advertisements and/or copy must be submitted to newsletters.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

Online ad production

020 8652 8158
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>