

e-newsletter advertising guide

The screenshot shows the layout of the e-newsletter with various advertising spots highlighted in red and labeled with their dimensions and types:

- Top Banner 468 x 60 px**: Located at the top left.
- Skyscraper 120 x 600 px**: A vertical banner on the right side.
- Advertorial - Text only profile**: A large red box in the middle left.
- Mid Banner 468 x 60 px**: Located below the top banner.
- Supplier News - 8 word link**: A vertical box on the right side, below the skyscraper.
- Mid MPU 300 x 250 px**: A large red box in the bottom left.

Other content visible in the newsletter includes:

- Logo: Training & coaching today direct
- Buttons: "forward to a friend", "More News", "More Special Reports", "More Supplier News", "view HR Calendar"
- Sections: "Story of the Week", "Top News", "Related Articles", "Special Reports", "Supplier News", "Events", "Manage Your Account", "Disclaimer"

E-newsletter content

Training & Coaching Direct is a free monthly email newsletter for HR and Training and Coaching professionals. It is written by the same editorial team who produce Training & Coaching Today and personneltoday.com. It contains the month's most important news and analysis, upcoming event plus the most recent training and coaching jobs.

Market reach and frequency

Circulation: 5,200 (Publishers statement Jan 2010)

Frequency: Monthly

Target Audience:

- HR professionals with a job responsibility for training and coaching
- Training Managers

Advertising opportunities

Ad unit	Size (px)	cost per insertion £
Top Banner	468 x 60	700
Skyscraper	120 x 600	600
Supplier news	See below	149
Advertorial	See below	700
Mid banner	468 x 60	500
Mid MPU	300 x 250	500
Bespoke	See below	1,350

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

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Online ad production

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All advertisements are accepted subject to RBI's standard terms and conditions which can be found at