



E-newsletter content

Roadtransport.com News Alert is a free weekly newsletter for road transport professionals. Chock full of news, legal updates, jobs and kit to buy and sell, Roadtransport .com News Alert is designed to keep subscribers fully informed.

The newsletter is broadcast every Monday to registered recipients and contains links to the top stories from Commercial Motor, Motor Transport and Truck & Driver.

Market reach and frequency

Circulation: 7,300 (Publishers Statement)

Frequency: Weekly (Monday)

Target audience

Road transport professionals.

Advertising opportunities

Ad unit	Size (px)	cost per insertion	
			£
Top Banner	468 x 60		550
Skyscraper	120 x 600		550
Advertorial	See below		550
Supplier News	See below		149
Mid Banner	468 x 60		350
Mid MPU	300 x 250		500
Solus	As above		1,250

Advertising delivery requirements

Advertisements and/or copy must be submitted to 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

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All advertisements are accepted subject to RBI's standard terms and conditions which can be found at <http://www.reedbusiness.co.uk/adtermsandconditions>