

Aircraft finance newsletter advertising guide

Newsletter content

Aircraft finance is a free newsletter emailed fortnightly to an audience of key professionals involved in the buying, trading and financing of airliners. Every two weeks this audience will receive a newsletter that links through to the full range of headlines, analysis and data available from Flight, including content from Airline Business, Flight International, flightglobal.com and our leading data services. Additional insights will be provided by our team of in-house analysts and named commentators.

Marketing reach and frequency

Circulation: 6,700

Frequency: Fortnightly (Thursday)

Target audience:

- Airline finance departments
- Banking and finance
- Lessons and brokers

Advertising opportunities

Ad unit	Size (px)	cost per insertion		
		£	€	\$
Top Banner	468 x 60	400	590	750
Skyscraper	120 x 600	540	790	1,010
Bottom MPU	300 x 250	400	590	750
Bottom banner	468 x 60	300	440	560
Solus	As above	1,000	1,470	1,870

Advertising delivery requirements

Advertisements and/or copy must be submitted to e-marketing.operations@rbi.co.uk at least five (5) business days before scheduled sponsorship. GIF, animated GIF and JPEG images are accepted. 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 the bottom MPU or bottom banner will feature in the newsletter.**

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 <http://reedbusiness.co.uk/adtermsandconditions>

