



### 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 News Alert is designed to keep subscribers 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.

### Marketing reach and frequency

**Circulation:** over 7,000

**Frequency:** Weekly

**Target audience**

Road transport professionals.

### Advertising opportunities

Ad unit	Size (px)	cost per insertion £
Top Banner	468 x 60	450
Skyscraper	120 x 600	600
Bottom MPU	300 x 250	450
Bottom banner	468 x 60	340
Solus	As above	1100

### Advertising delivery requirements

Advertisements and/or copy must be submitted to [e-marketing.operations@rbi.co.uk](mailto:e-marketing.operations@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 MPU OR banner will feature on the newsletter (see left).**

### Sales contact information

Kelly McAlpin

Reed Business Information

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### Online ad production

E-marketing Operations, Central Marketing, 9th Floor

Reed Business Information, Quadrant House

The Quadrant, Sutton SM2 5AS

[e-marketing.operations@rbi.co.uk](mailto:e-marketing.operations@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>