

TravelWeekly

e-newsletter advertising guide

The screenshot shows the layout of the Travel Weekly E-News newsletter. Key features include:

- Header:** TravelWeekly E-News logo and "Latest news for the travel industry" with the date "03 November 2008".
- 1. Top Banner:** A large red banner at the top with dimensions 468 x 60 px.
- Latest News:** A vertical sidebar on the left containing several news items with "Full story, Click here" links.
- Contents:** A small table of contents on the right with "Latest News" and "Job of the week" sections.
- 2. Skyscraper:** A vertical advertisement on the right with dimensions 120 x 600 px.
- Digital Edition:** A section with a thumbnail of the digital edition and a link to view the complete issue.
- Job of the Week:** A section on the left titled "Divisional Director - Travel PR" with details on date posted, location, recruiter, and position type.
- Travel Weekly Jobs:** A section on the right with a thumbnail and a link to view the latest careers guide.
- 3. Bottom MPU:** A small advertisement at the bottom with dimensions 300 x 250 px.
- 4. Bottom Banner:** A large red banner at the very bottom with dimensions 468 x 60 px.

E-newsletter content

Travel Weekly e-News is a free weekly email newsletter containing latest news, jobs and a link to Travel Weekly's digital edition. The email is sent every Thursday afternoon to registered recipients to the digital edition of Travel Weekly and contains links to the top 5 new stories of that week's issue. Recipients can also click through to the full digital issue and read the whole newspaper. The newsletter also features Travel Weekly's Job of the Week.

Marketing reach and frequency

Circulation: 16,000

Frequency: Weekly (Every Thursday)

Target audience

- Travel Agents • Tour Operators • Airlines/Aviation
- Hotels • Technology Suppliers • Car Rental • Tourist Boards

Advertising opportunities

Ad unit	Size (px)	£
Top Banner	468 x 60	500
Skyscraper	120 x 600	700
Bottom MPU	300 x 250	500
Bottom banner	468 x 60	350
Solus	As above	1,250

Advertising delivery requirements

Advertisements and/or copy must be submitted to 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

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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://www.reedbusiness.co.uk/adtermsandconditions>