

e-newsletter advertising guide

1. Top banner 468 x 60px

TRAVOLUTION NEWS

Opodo loses Chris Roe to Virgin
EXCLUSIVE: Head of tours quits after just 18 months in post
 Click here to read the full story.

Ebookers scraps famous bubbles with new logo
EXCLUSIVE: New-look to spearhead major relaunch in April
 Click here to read the full story.

Watchdog says book online for better deals
 Which? magazine slams Big Four for brochure price levels
 Click here to read the full story.

John Lewis adds Cox & Kings to Greenbee portal
 Tour specialist to work with Expedia on three-month old site
 Click here to read the full story.

Costa Cruises starts web loyalty scheme for the trade
 Points awarded to agents that book on Costa site
 Click here to read the full story.

Amadeus gives corporate booking tool to Advantage
 Business travel facilities added under existing partnership deal
 Click here to read the full story.

Travolution Summit 2 and Awards

Travolution will host its Spring 2007 conference at the Landmark Hotel in Central London on Thursday 24th April.

The one-day event will be followed in the evening by the inaugural Travolution Awards, to be held at the same venue and recognising excellence in marketing, innovation, technology, and the best of the industry's supplier, operator, agent and portal websites.

Details of the conference and how to enter the awards will be posted shortly on the Travolution website.

For more information contact Kevin May or Charlotte Davies.

Pictures, speaker presentations and live coverage from Travolution @ WTM are now available.

Expedia should buy or face takeover threat
 Report says acquisition must be key strategy for leading OTA
 Click here to read the full story.

Sidestep climbs aboard cruise search
 Facility added as travel search market grows
 Click here to read the full story.

Ebookers starts countdown to relaunch with discounts
 Discount promotion to kick off vital year
 Click here to read the full story.

Hilton and Lastminute.com unite for theatre booking deal
 LM to power West End and UK engine on Hilton.co.uk
 Click here to read the full story.

What you missed on the Travolution Blog over the Christmas and New Year holiday

- Predictions for 2007
- Honourable mentions
- Travolution gets tagged
- We're Diggered
- Get the decorators in at Lastminute.com
- E-cards everywhere
- Travolution on ProBlogger review

2. Skyscraper 120 x 600px

Tim Frankcom on...
 Setting sights to video

Patrik Oqvist on...
 Priceless information

Ed Whiting on...
 The way ahead

3. Bottom MPU 300 x 250px

4. Bottom banner 468 x 60px

E-newsletter content

The twice-weekly Travolution e-newsletter bulletin is dedicated to providing travel industry professionals with the latest online travel industry news. The online travel sector leads the way in the ongoing internet revolution and travel companies have been amongst the first to adopt web 2.0 thinking and turn it to their corporate advantage. The Travolution e-newsletter bulletin is produced by the same team that produce the Travolution magazine, website and blog.

Circulation and frequency

Circulation: 13,180

Frequency: Twice weekly (Tuesday and Thursday)

Target audience

Online travel agents, miniple, multiple and independent travel agencies, tour operators and travel industry suppliers.

Advertising opportunities

Ad unit	Size (px)	cost per insertion	
		£	
Top Banner	468 x 60	300	
Skyscraper	120 x 600	450	
Bottom MPU	300 x 250	300	
Bottom banner	468 x 60	200	
Solus	As above	700	

Advertising delivery requirements

Advertisements and/or copy must be submitted to e-marketing.operations@rbi.co.uk at least 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 max). **Either the MPU OR banner will feature on the newsletter (see left).**

Sales contact information

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Online ad production

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 The Quadrant, Sutton, Surrey SM2 5AS
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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>