

## e-newsletter advertising guide

The screenshot shows the layout of the Contract Journal e-newsletter. At the top is the 'ContractJournal NEWS UPDATE' header with the issue date 'Issue 210: 22 February 2007'. Below this is a navigation bar with links for 'Job Search', 'Instant Credit Check', 'CJ Connect', 'Latest Legal News', and 'CJ Marketplace'. The main content area is divided into several sections: 'Editor's comment' featuring an article about ECI roads; 'Online feature' with a buyer's guide; 'Headlines of the week' listing several construction news items; and 'Backbyte' with a feature on building projects. A vertical 'Skyscraper' advertisement is positioned on the right side. At the bottom, there is a 'Bottom MPU' section and a footer area. Four red callout boxes with white text identify specific advertising spots: '1. Top banner 468 x 60px' at the top, '2. Skyscraper 120 x 600px' on the right, '3. Bottom MPU 300 x 250px' in the lower middle, and '4. Bottom banner 468 x 60px' at the very bottom.

### E-newsletter content

The Contract Journal e-newsletter delivers the top stories of the week **FREE OF CHARGE** to over 16,000 senior decision-makers in the UK Construction Industry. Each week the latest news pieces and headlines are written by the same editorial team who write for our magazine and website. Top jobs from our online jobsboard are featured in the newsletter, along with links to the most-visited areas of the Contract Journal website.

### Marketing reach and frequency

**Circulation:** 16,000

**Frequency:** Weekly (Every Thursday)

### Target audience

The total weekly circulation is 16,000 recipients. Of these, more than 14% are Partner/Owner/Proprietor, 20% are Main or Other Board Directors and 39% are Managers.

### Advertising opportunities

Ad unit	Size (px)	cost per insertion £
Top Banner	468 x 60	720
Skyscraper	120 x 600	1,130
Bottom MPU	300 x 250	720
Bottom banner	468 x 60	620
Solus	As above	1,950

### 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

Quadrant House, The Quadrant, Sutton SM2 5AS

+44 20 8652 8158

[kelly.mcalpin@rbi.co.uk](mailto:kelly.mcalpin@rbi.co.uk)

### Online ad production

E-marketing Operations, Central Marketing, 9th Floor,

Reed Business Information, Quadrant House,

The Quadrant, Sutton, Surrey 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>