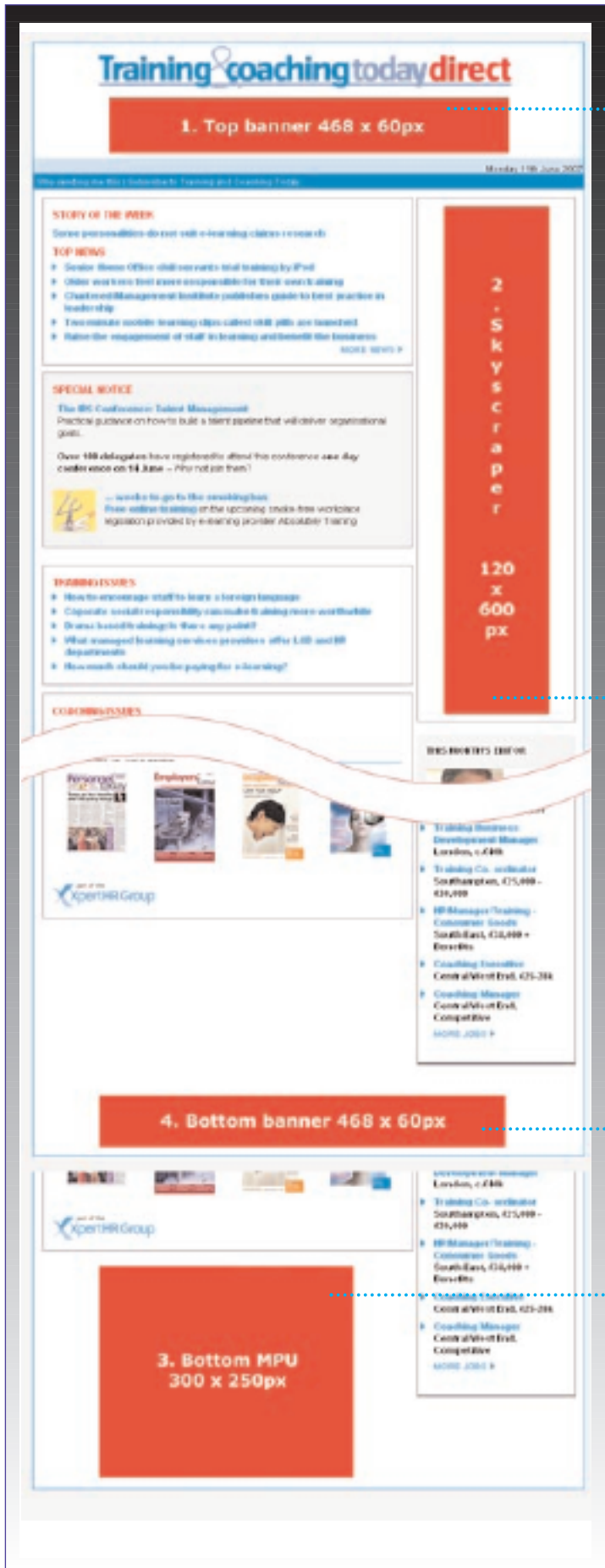


## e-newsletter advertising guide



### E-newsletter content

Training & Coaching Direct is a free weekly email newsletter for HR and Training and Coaching professionals. It is written by the same editorial team who write for Training & Coaching Today and personneltoday.com. It contains the month's most important news and analysis from both the training and coaching arenas. In addition to the most recent training and coaching jobs on personneltodayjobs.com and upcoming events.

#### Target Audience:

- HR professionals with a job responsibility for training and coaching
- Training Managers

**Circulation: 33,000** (Publishers' statement)

**Frequency: Monthly**

### Advertising opportunities

Ad unit	Size (px)	cost per insertion	
			£
Top Banner	468 x 60		690
Skyscraper	120 x 600		1,000
Bottom MPU	300 x 250		640
Bottom banner	468 x 60		460
Solus	As above		1,700

### 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

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#### Online ad production

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