

# Flight Unmanned newsletter advertising guide

The screenshot shows the layout of the Flight Unmanned newsletter. At the top, it says "Flight Unmanned newsletter" and "Issue 2: 28 August 2006". There are several sections for advertising:

- TOP BANNER (468 X 60)**: A large blue banner at the top.
- UAV Directories**: A section with a "Click here to download our directory" link.
- Flight Collection**: A section with a "UAV images on Flight Collection" link and an image of a UAV.
- Events**: A section with a "Click here for a list of events" link.
- Contact**: A section with contact information for Peter La Franchi.
- Business & Industry**: A section with a "Saab to select teaming partner for new generation tactical UAV programme" article.
- Air Traffic Integration**: A section with a "BAE Systems plans twin sensor collision avoidance system for Herbi UAV" article.
- Science & Technology**: A section with a "USAF AFRL launches mini common datalink project for small UAVs" article.
- MPU (300 X 250)**: A medium-sized blue banner.
- BOTTOM BANNER (468 X 60)**: A large blue banner at the bottom.

## Newsletter content

Unmanned is a free newsletter emailed every two weeks to professionals in the unmanned aviation sector. It is edited by Flight International's Unmanned Aviation Editor Peter La Franchi with contributions from the rest of the magazine team. The newsletter provides a comprehensive review of news in the sector including a substantial number of exclusive stories, plus links to UAV events and data. Unmanned is circulated in co-operation with the Association for Unmanned Vehicle Systems International (AUVSI).

## Marketing reach and frequency

**Circulation:** 12,270 (plus 4,000 AUVSI members)

**Frequency:** Fortnightly (Monday)

### Target audience

- Military and civil operators;
- Government and regulators;
- AUVSI members;
- Manufacturers and systems providers.

## Advertising opportunities

Ad unit	Size (px)	cost per insertion		
		£	€	\$
Top Banner	468 x 60	940	1,070	1,360
Skyscraper	120 x 600	1,250	1,440	1,830
Bottom MPU	300 x 250	730	1,070	1,360
Bottom banner	468 x 60	550	800	1,030
Solus	As above	1,850	2,720	3,470

## 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 five (5) 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 the bottom MPU or bottom banner will feature in the newsletter (see left).**

## Sales contact information

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 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, UK  
[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://reedbusiness.co.uk/adtermsandconditions>