

Flightglobal e-newsletters: FleetWatch

ANNUAL SCHEDULE 2010	
DATE	EDITION
31-MAY	MONDAY
7-JUN	MONDAY
14-JUN	MONDAY
21-JUN	MONDAY
28-JUN	MONDAY
5-JUL	MONDAY
12-JUL	MONDAY
19-JUL	MONDAY
26-JUL	MONDAY
2-AUG	MONDAY
9-AUG	MONDAY
16-AUG	MONDAY
23-AUG	MONDAY
30-AUG	MONDAY
6-SEP	MONDAY
13-SEP	MONDAY
20-SEP	MONDAY
27-SEP	MONDAY
4-OCT	MONDAY
11-OCT	MONDAY
18-OCT	MONDAY
25-OCT	MONDAY
1-NOV	MONDAY
8-NOV	MONDAY
15-NOV	MONDAY
22-NOV	MONDAY
29-NOV	MONDAY
6-DEC	MONDAY
13-DEC	MONDAY
20-DEC	MONDAY

Sales contact information

Worldwide

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Online ad production

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All advertisements are accepted subject to
RBI's standard terms & conditions.

Content

FleetWatch is an exclusive weekly newsletter, included as a complimentary service for Flightglobal's premium news and data customers.

Compiled by our research team **Flightglobal Insight**, it brings together the latest fleet gossip headlines from our FOGs blog, as well as news and analysis from across our portfolio of services. FleetWatch is delivered to your mailbox each Monday, linking you to real-time interactive blog posts focusing on aircraft orders, fleet plans, start-ups and suspended operations.

Audience

Active respondents:

More than 5,000

Frequency:

Weekly (each Monday)

Target Readership:

High level professionals from the MRO and aircraft finance markets

Source:

FOGs blog via flightglobal.com, premium news and data



Flightglobal

www.flightglobal.com

Rate card: usd\$

The screenshot shows a newsletter layout with the following sections and callouts:

- 1. TOP BANNER:** Located at the top left, above the Editor's Comment.
- 2. SKYSCRAPER:** A vertical red bar on the right side of the newsletter.
- 3. MID BANNER:** A horizontal red bar located below the Editor's Comment and above the Information Panel.
- 4. MID MPU:** A horizontal red bar located below the Information Panel and above the Information Links.
- 5. INFORMATION PANEL:** A large orange rectangular area on the left side, containing 'What's Hot' and 'Most Popular' sections.
- 6. INFORMATION LINKS:** An orange rectangular area at the bottom left, containing a list of placeholder links.

Advertising opportunities

There are three standard display advertising positions available on all e-newsletters: Top Banner; Skyscraper; and either Mid Banner or Mid MPU. Volume discount rates are shown below.

Solus positions

Advertisers may take all three display positions giving solus sponsorship on one or more e-newsletters. Other promotional opportunities may also be possible subject to availability.

ADVERTISING DIMENSION	
AD UNIT	SIZE (PX)
1. TOP BANNER	468 X 60
2. SKYSCRAPER	120 X 600
3. MID BANNER	468 X 60
4. MID MPU	300 X 250
SOLUS	all ad slots
5. INFORMATION PANEL	
6. INFORMATION LINKS	

Information slots

Each e-newsletter includes two opportunities for advertisers to present links to their latest news, research and profiles.

Information panel:

A branded response-oriented panel, providing opportunities to promote products and services. The panel includes: your corporate logo; an eight-word headline; 50 words of text; and an eight-word link to your website.

Information links:

Up to three eight-word links are available, linking through to latest advertiser news, research etc. Solus positions may be available.

Advertising production requirements

All advertising copy must be submitted at least five business days in advance to: enewsletters.copy@rbi.co.uk.

GIF, animated-GIF and JPEG images are accepted but flash and rich media files are not. File sizes should not exceed 30Kb. All ads should be accompanied by a text equivalent (up to 200 characters) so that they can be displayed on all devices.

Copy should be sent to James Leakey Tel: +44 (20) 8652 8158 enewsletters.copy@rbi.co.uk

ADVERTISING RATES PER INSERTION 2010 – USD\$

PER INSERTION:	1	2	3	4	5	10	15	20	30
1. TOP BANNER	825	785	765	750	720	685	660	635	610
2. SKYSCRAPER	825	785	765	750	720	685	660	635	610
3. MID BANNER	620	585	580	560	535	520	495	480	460
4. MID MPU	620	585	580	560	535	520	495	480	460
SOLUS	2,065	1,965	1,915	1,880	1,800	1,715	1,650	1,585	1,535
5. INFORMATION PANEL	825	785	765	750	720	685	660	635	610
6. INFORMATION LINKS	255	255	255	255	255	255	255	255	255

All advertisements are accepted subject to RBI's standard terms, visit: www.reedbusiness.co.uk/adtermsandconditions