

## 2010 Standard Rates & Data

Format	Pixel size	Cost per thousand (CPM)
MPU	300 x 250	£85
Skyscraper	120 x 600	£80
Leaderboard	728 x 90	£75
Button	120 x 60	£10

### SPECIFICATIONS

Maximum file size: 30kb

Gif, Flash (swf) and Redirect tags

Special formats: Wide sky, overlays, page peels, expandables and video streaming. Please contact your account manager.

### Air show/ event landing pages

For all the major air shows we create dedicated landing pages featuring all the news, videos, twitter feeds, blogs and opinion from the event. Each advertising format (leaderboard, skyscraper and MPU) is available exclusively for the week before, during and after the air show/ event.

	Shows	Cost per format for 3 weeks
Tier 1	Farnborough, Paris	£15,000
Tier 2	Dubai, Singapore	£12,000
Tier 3	EBACE, MEBA, ILA, MRO NBAA, Oshkosh, AUVSI	£ 8,000

### Air show calendar rates

In the following months a 20% premium on the standard rates will apply to specific pages;

Dates	Show	20% Premium Applied to
April	MRO USA	Home Page, Maintenance Channel
May	EBACE	Home Page, Business & GA Channel
June	ILA	Home Page
July	Farnborough	Whole Site
October	NBAA	Home Page, Business & GA Channel
December	MEBA	Home Page, Business & GA Channel

*\*In August a 40% discount off the standard rates will apply.*

### Homepage takeover

A homepage takeover includes all three main formats exclusively (leaderboard, skyscraper and MPU).

1 Day	£10,000 per Day
3 Days	£ 8,000 per Day
5 days	£ 6,000 per Day

*\*\*20% premium for Rich Media.*

**Please send all creatives to: [sean.behan@rbi.co.uk](mailto:sean.behan@rbi.co.uk). Tel: +44 (0) 208 652 8232**

Creatives should be sent 3 working days prior to the start date.

### Terms and Conditions

Advertisers are reminded of their legal obligations under the Sex Discrimination Act 1975, the Race Relations Act 1976, the Disability Discrimination Act 1995 and the Employment Equality (Age) Regulations 2006.

Further information is available at <http://www.reedbusiness.co.uk/guideddocuments/discrimguide.htm#Disability%20Discrimination>.

All advertisements are accepted subject to RBI's standard terms and conditions available at <http://www.reedbusiness.co.uk/GuideDocuments/tandc.htm>