

# Flightglobal e-newsletters: Interiors & IFE

ANNUAL SCHEDULE 2010		
DATE	EDITION	SPECIALS
14-MAY	✓	
11-JUN	✓	
09-JUL	✓	
13-AUG	✓	
10-SEPT	✓	
14-SEPT	✓	AIRCRAFT INTERIORS USA
15-SEPT	✓	AIRCRAFT INTERIORS USA
16-SEPT	✓	AIRCRAFT INTERIORS USA
08-OCT	✓	
12-NOV	✓	
10-DEC	✓	

## Content

Interiors & IFE is a broad-circulation e-newsletter emailed every month to professionals in the aircraft interiors & in-flight entertainment (IFE) sector. In association with Aircraft Interiors Expo, the group's research arm, Flightglobal Insight, brings together the latest news highlights, analysis and opinion from across [www.flightglobal.com](http://www.flightglobal.com), the world's leading aviation media site. In addition, there is a host of key metrics, data, images, jobs, events and more.

## Audience

### Active respondents:

>20,000 (see source)

### Frequency:

Monthly (Friday)

### Target Readership:

Airline buyers/designers, manufacturers and suppliers.

### Source:

Flightglobal.com, plus delegate database for Aircraft Interiors Expo run by sister company Reed Exhibitions.

## Sales contact information

### Worldwide

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### Online ad production

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in association with



Flightglobal

[www.flightglobal.com](http://www.flightglobal.com)

# Rate card: usd\$

**1. TOP BANNER**

**2. SKYSCRAPER**

**3. MID BANNER**

**4. MID MPU**

**5. INFORMATION PANEL**

**6. INFORMATION 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](mailto: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](mailto: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
<b>SOLUS</b>	<b>2,065</b>	<b>1,965</b>	<b>1,915</b>	<b>1,880</b>	<b>1,800</b>	<b>1,715</b>	<b>1,650</b>	<b>1,585</b>	<b>1,535</b>
5. INFORMATION PANEL	825	785	765	750	720	685	660	635	610
6. INFORMATION LINKS	255	255	255	255	255	255	255	255	255

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