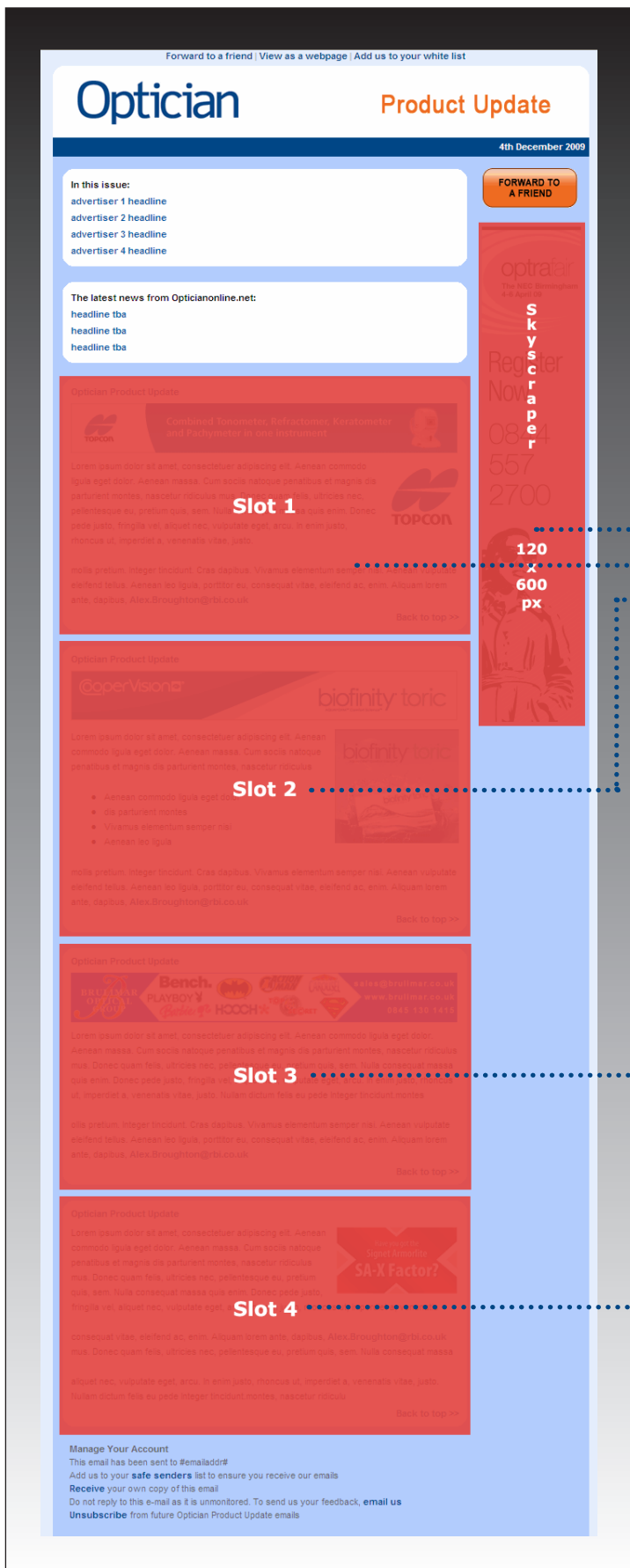


Optician Product E-Update



Product E-Update content

Optician Product E-Update is a free FORTNIGHTLY email newsletter for eye care professionals, communicating information from suppliers to the industry. UK eye care sees continual technological innovation and advancement and Product E-Update is a prime showcase for product & services. www.opticianonline.net

Market reach and frequency

Circulation: 7,200 (Publishers Statement Jan 2010)
Frequency: Fortnightly

Target audience

Recipients who receive the newsletter either through registering on the www.opticianonline.net or as an add on to their subscription to Optician magazine.

Advertising opportunities

Ad unit	Size (px)	cost per insertion £
Skyscraper	See below	500
Slot 1	See below	750
Slot 2	See below	500
Slot 3	See below	500
Slot 4	See below	350
Bespoke	See below	1,950

Advertising delivery requirements

Standard product update slots

Clients should provide

- 100 words of text, plus a headline approx 50 characters, link(s) to relevant landing page, one image in GIF or JPEG format, approx 150 x 150 pixels.
- A skyscraper slot (120 x 600 pixel) is also available

Bespoke product update

Clients providing HTML:

- Max width 600 pixels. The height of the copy should not exceed 1000 pixels.
- HTML code in a <table> tag structure. Please avoid <div> tags
- Copy should consist of both images and text. We will not accept copy consisting of just one large graphic, or copy made entirely of images, due to image blockers / spam filters.

Clients unable to provide a HTML file:

- Max 200 words of text, plus headline and link(s) in a word doc
- Header image / banner, max 600 pixels wide
- 1 additional body image, max 200 pixels wide
- If needed, Footer image / banner, max 600 pixels wide

Please note: Flash and Rich Media files will not display on emails, all images need to be in a GIF or JPEG format, (max file size 40kb)

Sales contact information

Alex Broughton 020 8652 3031
alex.broughton@rbi.co.uk

Online ad production

Advertisements and/or copy must be submitted to at least (5) five business days before scheduled sponsorship.
020 8652 8158 enewletters.copy@rbi.co.uk

All advertisements are accepted subject to RBI's standard terms and conditions which can be found at <http://www.reedbusiness.co.uk/adtermsandconditions>