

# Email Options and Rates

Reaching the right audience for your products and services has never been more crucial. As companies make increasing use of online services, email marketing is becoming a vital part of any successful campaign.

## Reaching the right people

The database we use for our email solutions has been developed from multiple sources including Electronics Weekly, ElectronicsWeekly.com, Mardev and RBI. Our email database is email positive and offers excellent penetration into the electronics marketplace.

## Email options

### Standard E-update

Each week an E-update is sent to the full database of opt-in readers. Each email contains space for up to four advertising messages.



### Solus E-update

A solus E-update allows you to benefit from being the only advertiser and therefore focus on getting your key message across to your target audience.

### Instant Response Panel - optional extra

Used in conjunction with an E-update, the IRP (Instant Response Panel) is a great way to collect leads. A potential customer will register their interest in your product or service and their details will be emailed to you directly.



### Lead Generation

ElectronicsWeekly.com can provide a complete lead generation service, delivering guaranteed, quality leads. ElectronicsWeekly.com will work in partnership with you to develop a lead generation programme centred around your campaign objectives.

For further information or to book your email schedule, please contact Lee De La Rue Browne on +44 (0)20 8652 3262 or via email at [lee.delaruebrowne@rbi.co.uk](mailto:lee.delaruebrowne@rbi.co.uk)

**ElectronicsWeekly.com**

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## Editorial newsletters

Editorial newsletters are sent to an opt-in database of electronics professionals. The weekly e-newsletter carries editorial coverage and includes various advertising slots available alongside the rich editorial content.



## Editorial Newsletters

Daily News	Daily
Weekly Round-up	Weekly
Mannerisms	Weekly
Made by Monkeys	Fortnightly
Circuits / Gadget Freak	Fortnightly

## E-updates (sent according to market demand)

Electronics Trends	*LED/Light
Automotive	*Power
Events	*Wireless
Embedded	*Industrial
Display	
Military	
Test & Measurement	

\*To be released in 2009

## Rates

	1	3	6	7+	+banner	+sponsorship
Solus	£2,500 (\$4,000)	£2,000 (\$3,200)	£1,750 (\$2,800)	£1,500 (\$2,400)	N/A N/A	N/A N/A
Solus Targeted	£2,000 (\$3,200)	£1,750 (\$2,800)	£1,500 (\$2,400)	£1,250 (\$2,000)	N/A N/A	N/A N/A
Standard	£1,500 (\$2,400)	£1,250 (\$2,000)	£1,000 (\$1,600)	£750 (\$1,200)	£200 (\$320)	£500 (\$800)
Standard Targeted	£1,000 (\$1,600)	£850 (\$1,360)	£750 (\$1,200)	£600 (\$960)	£200 (\$320)	£500 (\$800)
Editorial Newsletter	£2,500 (\$4,000)	£2,000 (\$3,200)	£1,500 (\$2,400)	£1,000 (\$1,600)	POA POA	POA POA

## Terms and conditions

- A signed order confirmation is required before your E-update will go ahead.
- Your E-update slot is subject to cancellation if all artwork requirements are not received 48 hours prior to schedule and payment will still be expected.
- All rates are subject to VAT & subject to exchange rate fluctuations.
- For full RBI Advertiser Terms and Conditions, please go to [www.reedbusiness.co.uk/adtermsandconditions](http://www.reedbusiness.co.uk/adtermsandconditions)

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