

Advertising Rate Card 2008 e-mail newsletter

Profile and target group:

Exhibition Newsletter is a weekly, joint news service of m+a and UFI, the Global Association of the Exhibition Industry. It provides quick, succinct news updates relative to the international exhibition community. Organisers, exhibition centre managers and service partners will find this weekly document to be a handy tool to help stay on top of news of our dynamic exhibition world.

Publication rhythm:

m+a | UFI Exhibition Newsletter is published weekly as an e-mail newsletter in HTML format and is also available as text version.

Circulation/distribution:

13,500 personalized addresses worldwide

Advertising formats:

Banner: 468 x 60 pixel (width x height)
maximum data size 40KB
not animated
placed within main section

Button: 200 x 100 pixel (width x height)
maximum data size 40KB
not animated
placed within right text bar

Advertising rates:

Banner

Period	Number of issues	Rate
1 year	48 issues	€ 11,800
6 months	24 issues	€ 7,350
3 months	12 issues	€ 4,600

Button

Period	Number of issues	Rate
1 year	48 issues	€ 4,720
6 months	24 issues	€ 2,940
3 months	12 issues	€ 1,840