

2016 NEWSLETTER RATES & SPECS

Effective December 2015

AD UNIT	DIMENSIONS	RATE*	LOCATION
Full Banner with Text & URL	468 x 60	\$1000	Displayed throughout the main body of the newsletter
Tower	160 x 600	\$1000	Displayed in Right Rail of newsletter

* Flat rate net per month.

SPECIFICATIONS

Full Banner	GIF, JPEG (Rich media is not accepted) File max size is 35k Include 50 words of text and e-mail/URL link.
Tower	GIF, JPEG (Rich media is not accepted) File max size is 35k
Frames & Looping	Microsoft Outlook in Windows 7 does not support animated GIFs. If submitting animated files for e-mailed newsletters, make sure that the first frame contains the content you want displayed as a static frame because many recipients will not be able to see the additional frames.

CLOSING DATES

Issues are sent every Friday.
(Space is reserved on a monthly basis and will include 4-5 Fridays.)



Closing date for reserving advertising space is one week prior to the first issue each month.

Contact information

Send correspondence to:
Ray Anderson
ray.anderson@penton.com

Refrigerated Transporter
4200 S Shepherd Dr, Ste 200
Houston TX 77098

800-880-0368

713-523-8124

Materials

Materials due one week prior to e-newsletter blast.

Cancellation Policy

Banners & sponsorships require a 2-week written cancellation notice.