



e-magazine

ONLINE INFORMATION 2008

FAST FACTS

Absolute Publishing Ltd produces online editions for ABTA Magazine, ASTAnetwork and all of its sports publications to complement to the printed versions. E-supplements can be produced electronically on request as part of an online sponsorship package.

- ▶ **Format:** High quality HTML online magazines, laid out in the same format as the original printed title, with realistic, simulated page turner and zoom function to aid readability.
- ▶ **Distribution:** E-mail blasted to the relevant target audience. For example:
 - ▶ ABTA E-Magazine is e-blasted to 25,000 travel professionals and hosted on ABTA's website.
 - ▶ ASTAnetwork is e-blasted to its domestic and international subscriber database.
 - ▶ APL sports publications, such as Best of British, Six Nations, Euro 2008, are e-blasted to between 55,000 - 325,000 magazine and sports subscribers.
 - ▶ **Printed advertisements** appear electronically

with fully functional hyperlinks (see online specs).

▶ **E-Magazine Sponsorship:** Includes an HTML introductory email with a company profile and full branding throughout the email and accompanying link through to the e-magazine site.

▶ **E-magazines to view:** Click or view the below links for a sample of our online publications.

- ▶ **ABTA Magazine**
www.abtamagazine.co.uk/february
- ▶ **ABTA Magazine Iceland Supplement**
www.abtamagazine.co.uk/iceland
- ▶ **ABTA Magazine Jordan Guide**
www.abtamagazine.co.uk/jordan
- ▶ **ASTAnetwork**
www.astanetwork/spring
- ▶ **Six nations**
www.absolutepublishing/sixnations
- ▶ **Best of British Sports Review 2007**
www.absolutepublishing.com/bestofbritishsportreview2007

▶ **Online magazines complement the hard copy editions and also allow you to access the content online at your convenience. Useful navigation, fast search and find functions and live links make this an invaluable addition to the print publications.**

FUNCTIONALITY

- ▶ **Display:** Laid out in the same manner as original hard copy magazine, with simulated page turner function and zoom.
- ▶ **Thumbnails:** Users can go straight to the page they require by clicking on relevant thumbnail.
- ▶ **Search:** Sophisticated search function that takes readers to the exact points on each page where keyword can be found.
- ▶ **Links:** Users can click through to any website displayed on either editorial or advertising pages.
- ▶ **Forward:** Allows readers to forward e-magazine to friends, colleagues and contacts.
- ▶ **Print:** Makes it easy for users to print specific pages that take their interest.

APL PUBLICATIONS

- ▶ **ABTA Magazine & Supplements**
- ▶ **ABTA Members' Handbook**
- ▶ **ABTA Magazine The Daily**
- ▶ **ABTA Golf**
- ▶ **ASTAnetwork & Supplements**
- ▶ **ASTA Worldwide Destination Guide**
- ▶ **Best of British Sports Review 2008**
- ▶ **Euro 2008**
- ▶ **Six Nations**
- ▶ **Andy Gray's Guide to the Champions League**
- ▶ **Ian Woosnam's Guide to The Open 2008**
- ▶ **Ian Woosnam's Guide to The Ryder Cup 2008**

For more information visit
www.absolutepublishing.com



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SPONSORSHIP PACKAGE

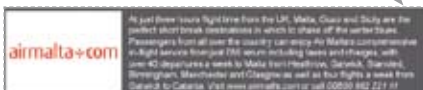
The online sponsorship package includes an HTML email blast which enables recipients to access the sponsor's chosen website. Absolute Publishing Ltd will require the following elements from sponsors to following elements from sponsors to produce the HTML e-blast:

Elements included (required):

- ▶ 50 words supplied as a word document containing an agent or company offer, promotional copy or campaign focus.
- ▶ High resolution logo for html banner (below) 460px x 90px.
- ▶ Cost: £4,950.



HTML BANNER



For further information on artwork delivery please contact the Production Department :+44 (0) 20 7553 7372

E- MAGAZINE SPONSORSHIP SPECIFICATIONS

Sponsorship of the e-magazine entitles sponsors to the choice of two banner positions to be displayed on any one online publication sponsorship. Below is an illustration of the banner combinations available.

Banner Combinations Available

Banner Combination	1&2
Banner Combination	1&5
Banner Combination	3&2
Banner Combination	3&5
Banner Combination	4&2
Banner Combination	4&5

Banner Specifications

Banner Type	Height	Width
Banner 1	60pxs	600pxs
Banner 2	150pxs	400pxs
Banner 3	50pxs	1000pxs
Banner 4	500pxs	80pxs



Banners shown are only an indication of dimensions.

sizes in pixels. All files must be supplied as a jpg or SWF (Flash Files) Max file size 250kb for all banner artwork. Only 1 of the two horizontal banner positions may be used on any one magazine

ARTWORK DESIGN

Absolute Publishing Ltd is able to offer a banner artwork design service for advertisers who are unable to produce web ready files. Additional production costs would be charged at a rate of:

Banner Artwork Design

Jpg artwork **From £75**

Flash animation artwork **From £150**

If sponsors have not chosen a banner combination by a given deadline a combination of banners 1&2 will be used as a default to fulfill there sponsorship obligation.

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