



Glossary of Advertising Terms

Banner Advertisement - A banner-like image (500w x 100h) that appears beneath the 'Greetings' section of the newsletter (click on http://www.arraspeople.co.uk/Newsletter/sample_newsletter.html#Banner to see an example).

Sidebar Advertisement - A smaller image than the banner (125w x 50h) that appears in the left hand column under the 'Our Sponsor' title (click on http://www.arraspeople.co.uk/Newsletter/sample_newsletter.html#Sidebar to see an example).

Click-thru Links - All images created for the purpose of advertisement on the page will click-through to the web page of the advertiser's choice.

Prime Placement - Advertisers choosing Package 2 will have the opportunity to be located in the lone External Article slot, third down from the top. The contributed article must deal with the chosen theme for that month (click on http://www.arraspeople.co.uk/Newsletter/sample_newsletter.html#Prime for more information).

Article of Own Choice - Advertisers choosing Package 3 will see their article contribution placed in final slot assigned for the five article in each issue. The article can be about a subject of the advertiser's choosing (click on http://www.arraspeople.co.uk/Newsletter/sample_newsletter.html#OwnChoice to see an example).

Re-printing of article in Arras Blog - Until the next issue of Tipoffs is released, Arras People re-prints articles from your particular advertised issue into the renowned project management blog from Arras People, How to Manage a Camel. Re-printing opens your insight and analysis up to a wider audience with a similar amount of immediacy and stick-ability, and creates a new avenue of traffic back to your website (click on http://projectcentric.co.uk/how_to_manage_a_camel/projectmanagement/how-are-project-managers-feeling-today/ for an example).