



IFRF

International Flame
Research Foundation

Monday Night Mail

Advertising Package

NEWSLETTER PROPOSAL





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THE OFFER

IFRF - *the International Flame Research Foundation* - publishes a bi-weekly newsletter - *Monday Night Mail (MNM)* - which keeps our members and other subscribers informed of our latest blogs, upcoming event announcements and provides a roundup of Combustion Industry News.

By placing an advertisement in our newsletter, you will be targeting a wide range industry and academia representatives from across the globe who have specifically opted in to receive information on combustion.

In addition, MNM is shared via our social media pages (Twitter, LinkedIn and WeChat) and therefore has an extended reach in addition to the statistics below.



REACH

Statistics from all campaigns are collated and reviewed including successful deliveries, open rate and click rate.

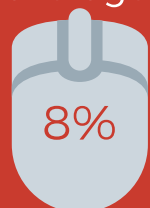
Statistics relating to campaigns you are advertising in will be collated and sent to you following each campaign.

MNM READERSHIP



Over 1,100 active subscribers

Open rate is 3 percentage points above the industry average



Click rate is 4 times the industry average

MNM readers are based in 42 countries



NEXT STEPS

To make the most of this opportunity please contact us at administration@ifrf.net





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WHAT YOU GET

A 900x400px banner in all newsletters for one, two or four editions.

Your banner will be the only non-IFRF advertisement to appear in the newsletter.

Your advert will be linked to a URL provided by you.

Please send your banner and URL to administration@ifrf.net



COST



£100 - to place your advertisement in **one** edition of MNM



£150 - to place your advertisement in **two** editions of MNM



£225 - to place your advertisement in **four** editions of MNM

IFRF members receive a 10% discount on the prices listed above.

All payments are to be made upfront before the campaign is issued.

TERMS

Payments must be made upfront, before the first edition is issued with your advertisement. There are no refunds.

Banners must be provided in PNG or JPEG formats and must not exceed the 900x600px limitation.

Campaign statistics will be emailed to your point of contact two weeks after your advertisement has been published.

To be eligible for the member discount, the organisation must be a member of IFRF during the year of the first advertisement.

NEXT STEPS

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MONDAY NIGHT MAIL
IFRF'S BI-WEEKLY NEWSLETTER



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SUBSCRIBE

Join our list of subscribers by signing up to our MNM newsletter at bit.ly/MNMsignup

MONDAY NIGHT MAIL

IFRF'S BI-WEEKLY NEWSLETTER

BECOME A MEMBER

SIGN UP THROUGH OUR WEBSITE



www.ifrf.net



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