

Website: tradewindsnews.com



### 1 Leaderboard

|                                      |                  |
|--------------------------------------|------------------|
| Position                             | Run of Site      |
| Size                                 | 1272 x 180px     |
| CPM rate (cost per 1000 impressions) | <b>GBP 26.50</b> |

### 2 Skyscraper

|                          |                  |
|--------------------------|------------------|
| Position                 | Home             |
| Size                     | 300 x 600px      |
| CPM rate on article page | <b>GBP 21.60</b> |

### 3 Medium Rectangle banner

|                          |                  |
|--------------------------|------------------|
| Position                 | Home             |
| Size                     | 300 x 250px      |
| CPM rate on article page | <b>GBP 15.90</b> |

### 4 Panorama

|                          |                 |
|--------------------------|-----------------|
| Position                 | Home            |
| Size                     | 1272 x 120px    |
| CPM rate on article page | <b>GBP 9.00</b> |

### 5 Parallax

|                                      |                  |
|--------------------------------------|------------------|
| Position                             | Home             |
| Size                                 | 1920 x 1080px    |
| CPM rate (cost per 1000 impressions) | <b>GBP 53.50</b> |

A parallax ad is a format where the ad in the foreground moves at a slower speed than the background content, allowing enhanced impact and engagement. Ask your account manager for more information and specifications.

### 6 Billboard

|                          |                  |
|--------------------------|------------------|
| Position                 | Home             |
| Size                     | 1272 x 300px     |
| CPM rate on article page | <b>GBP 11.10</b> |

## Website

Digital rates & sizes

### Sectors page

The screenshot shows the TradeWinds website interface. At the top, there's a navigation bar with 'TradeWinds' logo and menu items: Tankers, Bulkers, Containerships, Gas, Offshore. A 'Subscribe' button and search icon are also visible. The main content area is titled 'TANKERS' and features a list of news articles, each with a small thumbnail image and a headline. The articles include: 'Novoship goes to court in sex tape row', 'Frontline to buy up to 14 suezmaxes from Trafigura', 'Hafnia's Vista Shipping secures \$11m loan for GSI LRIs', and 'Citi shakes up shipping as Parker becomes global chairman'. Below the articles, there are three large blue rectangular areas, each containing a white number: '1', '4', and '4'. At the bottom, there is another list of news articles with headlines such as 'Klaveness talks up role of interns', 'Centrofin poised to exit VLCC segment with sale of duo', 'ITLOS decisions are final and binding, but cases can often take years to resolve', 'Flag state can pursue ITLOS claim on behalf of itself, owners and crew', 'Scrubber fitting costs rise for ADS Crude Carriers', 'Trada scraps LRI as it gets out of large tanker sector', 'First time lucky at auction for small chemical tanker', 'Crisis? What crisis? Shipping sails smoothly on amid world turmoil', and 'Tankers stuck as Glencore and BP struggle to sell tainted crude'. A final blue box with the number '5' is at the very bottom.

#### Sectors available include

Tankers | Bulkers | Containerships | Gas | Offshore | Technology | Shipbroking | and many more.

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| Size                                 | 1272 x 180px     |
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#### 4 Billboard

|                          |                  |
|--------------------------|------------------|
| Position                 | Section          |
| Size                     | 1272 x 300px     |
| CPM rate on article page | <b>GBP 11.10</b> |

#### 5 Panorama

|                          |                 |
|--------------------------|-----------------|
| Position                 | Section         |
| Size                     | 1272 x 120px    |
| CPM rate on article page | <b>GBP 9.00</b> |

### Article page

The screenshot shows the TradeWinds website interface. At the top, there's a navigation bar with 'TradeWinds' logo and menu items: Tankers, Bulkers, Containerships, Gas, Offshore. A search icon and a hamburger menu icon are on the right. Below the navigation, there's a large blue banner with the number '1'. The main content area features a 'SHIPYARDS' section with a sub-header 'LATEST JOBS Chartering Manager, Dry Bulk, Dubai'. The primary article is titled 'New UK research ship receives royal seal of approval' and includes a photo of the Duke and Duchess of Cambridge. To the right of the article, there are three blue vertical boxes labeled '2' and '3'. Below the main article, there's a 'RELATED NEWS' section with several smaller article teasers. At the bottom, there's a 'SPONSOR CONTENT FROM ABB' section and a 'TRENDING TODAY' section with three article teasers. A footer at the very bottom contains a privacy policy notice.

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### 2 Skyscraper

|                          |                  |
|--------------------------|------------------|
| Position                 | Article          |
| Size                     | 300 x 600px      |
| CPM rate on article page | <b>GBP 21.60</b> |

### 3 Medium Rectangle banner

|                          |                  |
|--------------------------|------------------|
| Position                 | Article          |
| Size                     | 300 x 250px      |
| CPM rate on article page | <b>GBP 15.90</b> |