

Technical Information & Deadlines

Artwork for online ads

Acceptable formats

GIF, moving GIF, JPEG or PNG or [HTML5](#)

If you want to include video, consult your account manager or contact our Ad Ops team AdOps@nhst.com

Artwork must be supplied in several sizes to cater for all types of devices/screen sizes. Sizes required depend on the banner placement booked, please consult with your account manager.

Size

72dpi, Banner file size maximum:

- Desktop 300KB
- Tablet 150KB
- Mobile 100KB

Availability requests

All requests for availability will only last 24 hours

Headlines newsletter

Static GIFs, JPGs or PNG only.

Cancellations

By 2.00pm CET Friday one week before publishing.

Third-party trackers

Please note that TradeWinds does not allow any third-party trackers in banner campaigns. Please see here for full [Data Policy](#).

Artwork for print

Acceptable formats

Files must be produced in print ready PDFs, high resolution, (180dpi or more), CMYK/ Greyscale and fonts embedded or outlined.

Note that text appears jagged if produced as a greyscale or CMYK picture so do not supply black text made from four colours – please just use black alone. Process colours in small type or elements are more likely to show misregistration on printing, therefore we do not recommend font sizes less than 9 point.

Bitmap or vector graphics produce a sharp edge. ICC-profile for TradeWinds: WANIFRAnewspaper26v5

For details on delivering copy electronically, please contact your local sales representative.

All advertising material should be sent to the Production Department at: twads@tradewindsnews.com

TradeWinds newspaper

Printing area

- Maximum height of full ad: 374 mm
- Maximum height of ad 4 columns wide or less: 356 mm
- Maximum width of full ad: 246 mm
- Text page column width: 46 mm
- Number of text columns: 5

Size restrictions may apply on page 3, the back page and on Business Focus sections. Please inquire.

Booking deadline

By Wednesday one week before publication.

Cancellations

By Wednesday one week before publication.

Finished material and copy for type-setting ads

By 2.00pm CET Monday before publication.

TradeWindsJobs & classified

Printing area

Classified page column width:

- 1 column 38 mm
- 2 columns 80 mm
- 3 columns 122 mm
- 4 columns 164 mm
- 5 columns 206 mm
- 6 columns 248 mm

- No of classified page columns: 6
- Maximum height of ad: 335 mm

Booking deadline

By 11.00am CET Tuesday before publication.

Cancellations

By 11.00am CET Tuesday before publication.

Copy for type-setting ads

By 2.00pm CET Tuesday before publication.

Finished material

By 10.00am CET Wednesday before publication.

TW+ Magazine

Printing requirements

All advertisements must be CMYK and 300dpi. Files must be produced in print ready PDF format with fonts embedded or outlined. Full page ads must include 3mm bleed with crop marks. Important ad elements should be placed at least 6mm inside the crop size. ICC-profile for TW+: Coated FOGRA39

Booking and cancellation deadline

By 11.00am CET three weeks prior to publication.

Artwork deadline

By 11.00am CET two weeks prior to publication.

General conditions

Any complaints must be submitted no later than 14 days after the insertion of the advertisement. Liability for compensation is limited to the cost of the advertisement.

TradeWinds assumes no responsibility for errors in supplied artwork. Insertions may be subject to alterations, due to technical reasons.