



Specifications for advertising material

GENERAL GUIDELINES

File size and formats

- File size: max. 100 KB
- File formats: HTML5 / GIF / JPEG / 3rd Party Tag

IMPORTANT: For **Newsletter** Banners we can only accept the file formats GIF and JPEG. Images for **Mobile** Banners must be delivered in **twice the resolution (retina)** of the size specified in the rate card.

- Note: Integration of Click Command and Tracking Pixel is possible for all formats

Delivery

- Compulsory with target URL
- Delivery to the following email address: media@travelnews.ch

Deadlines/lead times

Please send us all material (ready to use) at least 7 days before placement or campaign start. If we do not receive the material on time, the start of the campaign may be postponed. Unfortunately, we cannot accept banners, images or similar that do not meet our specifications, or they will be corrected by our webmaster and charged according to the effort involved. The costs per individual correction amount to CHF 40 - 80 (per banner).

Booking conditions

- The CPM/TKM prices are expressed as prices per 1000 ad impressions in CHF
- All prices exclusive of VAT
- All prices subject to change
- Change of subject matter is possible within 2 working days
- Technical Targeting, CPM 10.- surcharge
- The General Terms and Conditions shall apply