

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

- General advertising material: 3 working days before start of campaign

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