

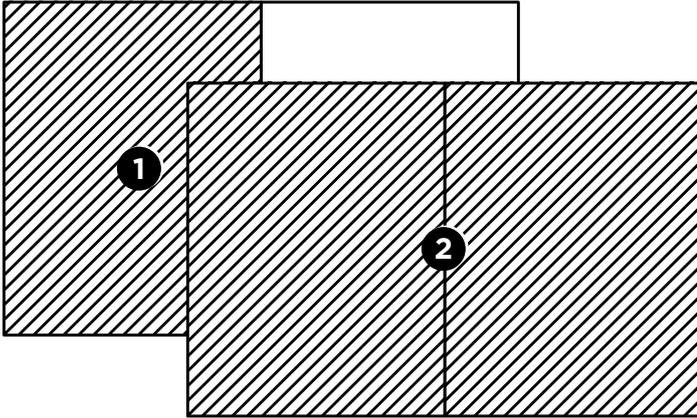
textiles



# ADVERTISING MATERIALS SPECIFICATIONS

Photograph: Jeroen Snijders

# SUPPLYING PRINT ADVERTISING MATERIAL



## BLEED DIMENSIONS (EXCLUDING 5 MM BLEED TO ALL EDGES)

1/1 page	1	230 x 300 mm
2/1 page	2	460 x 300 mm

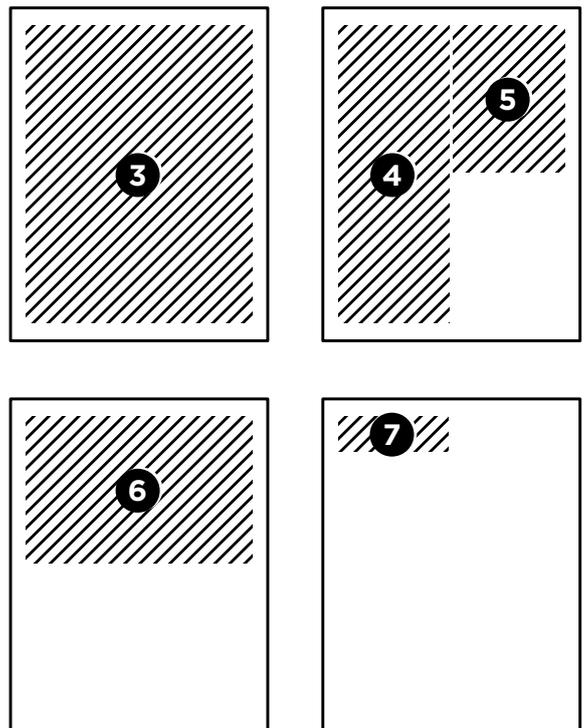
## FULL PAGE 230 X 300 MM

	PORTRAIT	LANDSCAPE
1/1 page	3 202 x 268 mm	6 202 x 132 mm
1/2 page	4 99 x 268 mm	7 98 x 31 mm
1/4 page	5 99 x 132 mm	
1/16 page		

Advertisements have to be provided as a Certified PDF, grid 54 for black-white, grid 60 for full colour. Please use CMYK colours only.

By e-mail or WeTransfer:  
orders@textilia.nl

Information:  
+31 (0)416-6733333

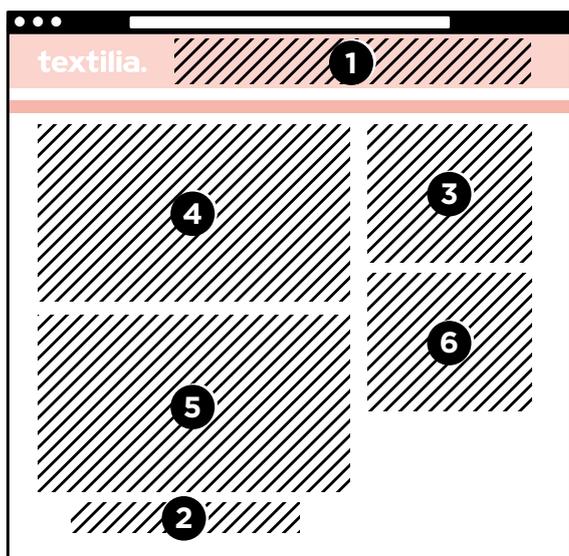


## WANT TO KNOW MORE?

Call us, or send an email to:

Anne Wesselman: +31 (0)6-12965638 or  
a.wesselman@textilia.nl

# PROVIDING ONLINE ADVERTISING MATERIALS



## LEADERBOARD

- 1 **Size:** 728 x 90 pixels  
320 x 100 pixels (mobile display)  
**File size:** max. 99 KB  
**File formats:** gif, jpg, png (resolution max. 72 dpi)

## FULL BANNER

- 2 **Size:** 468 x 60 pixels  
320 x 100 pixels (mobile display)  
**File size:** max. 99 KB  
**File formats:** gif, jpg, png (resolution max. 72 dpi)

## RICH MEDIA CAMPAIGNS

These are online advertising campaigns that are more noticeable than regular banners due to their visual effects, special formats and the use of video and audio. Please contact Anne for additional information.

## JOB ADVERTISEMENT

- 6 **Text:** In Word (for max. 20 words)  
**Size:** 640 x 360 pixels  
**File size:** 1 mbit  
**File formats:** wmv-file, Windows, Media Video 9, FLV

## LARGE RECTANGLE

- 3 **Size:** 336 x 280 pixels  
300 x 250 pixels (mobile display)  
**File size:** max. 99 KB  
**File formats:** gif, jpg, png  
(resolution max. 72 dpi)

## MINI SITE

- 7 **Images file formats:**  
jpg, gif, png (animated and non-animated)  
**Images file size:** max. 2 MB  
**Logo for teaser/block 'From our partners/mini sites':**  
80 x 40 pixels, jpg, png or gif (animated and non-animated)  
**File size logo:** 500 KB  
**File format header mini site:**  
max. 960 x 100 pixels, jpg, gif, png (animated and non-animated)  
**File size header mini site:** max. 2 MB

## SPONSORED VIDEO

- 5 **Youtube URL**

## WANT TO KNOW MORE?

Call us, or send an email to:

**Anne Wesselman:** +31 (0)6-12965638 or  
a.wesselman@textilia.nl

# SUPPLYING ADVERTISING MATERIAL FOR NEWSLETTERS



## FULL BANNER

- 1 **Size:** 468 x 60 pixels  
**File size:** max. 99 KB  
**File formats:** gif (non-animated), jpg, png

## TEXT ADVERTORIAL

2 An advertorial in a newsletter is placed between editorials and contains a promotional text of approximately three lines. This text is linked to the corresponding online advertorial on Textilia.com by using a 'Read more' hyperlink. The online advertorial may contain both text and visual materials.

**Title:** max. 55 characters (incl. spaces)

**Intro text:** max. 200 characters (incl. spaces)

**Further text message:** max. 500 characters (incl. spaces)

**Image:** max. 5, please indicate which are to be shown in both the teaser and the newsletter. The images will be placed on a detail page of the photo slider.

**Link:** provide the URL that will be shown on the detail page of the advertorial.

**Text:** in Word. The text provided by you will be checked and edited if required.

**Image:** jpg, png or non-animated gif (no swf files), max. 1 MB

## ADVERTORIAL

This is a mailing with a layout provided by the advertiser and sent to a Textilia address file. The layout of your partner mailing can also be provided by us (please note that additional costs will be charged), or you can provide us with your partner mail in HTML. The specifications for doing so can be requested from the Backoffice Department. HTML used for partner mailings or, for example, a website differ, because email clients handle HTML quite differently than browsers.

**Partner mailing with a layout provided by us (please note that additional costs will be charged)**

**Header size:** 748 x 40-100 pixels

**File size:** max. 150 Kb

**Text with company details:** provide in Word (address details, URL, email address)

**Image:** max. 150 KB

**File formats:** jpg, gif (non-animated)

**Link:** URL for the link included in the mailing

**Colour codes:** RGB

Please clearly state any additional wishes/requirements in the order.

## SPONSOR MAILING

A sponsor mailing looks like a regular Textilia newsletter, but includes your own text in between editorial items. This mailing will be sent as a themed newsletter.

**Image: image 1<sup>st</sup> item** 166 pixels wide

**image 2<sup>nd</sup> and 3<sup>rd</sup> item** 150 pixels wide

Provide images in png, jpg or gif (non-animated), no swf files.

**Text headline:** max. 52 characters (incl. spaces)

**Message:** max. 250 characters (incl. spaces)

URL the item has to link to

**If required:** company details and your logo for "Sponsored by"

## DIGITAL LOOKBOOK LOOKBOOK.TEXTILIA.NL

**Size:** max. 1400 x 900 pixels  
(for mobile screen 640 x 960 pixels)

**File size:** max. 150 KB

**File formats:** jpg

**Text:** in Word

Detailed or specific information on each option will be sent.

## TERMS OF DELIVERY

Deviating from standard formats and the specifications for providing advertising materials as detailed on this page creates additional work, risks and costs that will be charged to the client.