**textilia**

ADVERTISING MATERIALS
SPECIFICATIONS

Photograph: Jeroen Snijders

SUPPLYING PRINT ADVERTISING MATERIAL
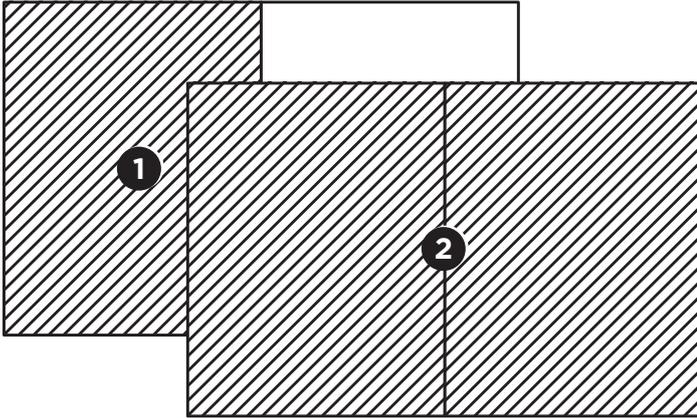
BLEED DIMENSIONS (EXCLUDING 3 MM BLEED TO ALL EDGES)

1/1	page	**1**	200 x 258 mm
2/1	page	**2**	400 x 258 mm

FULL PAGE 200 X 258 MM

|	PORTRAIT	LANDSCAPE
1/1 page	**3** 187 x 245 mm	
1/2 page	**4** 92 x 245 mm	**6** 187 x 121 mm
1/4 page	**5** 92 x 121 mm	
1/16 page		**7** 86 x 27 mm
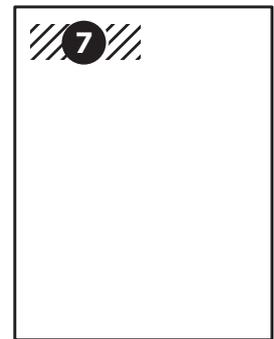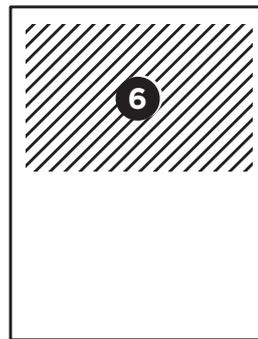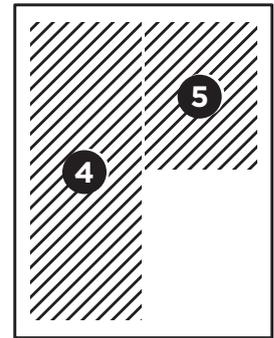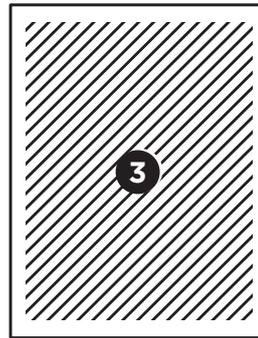
Advertisements have to be provided as a Certified PDF, ICC Profiel: PSO_Uncoated_ISO12647_eci. Please use CMYK colours only.

Versturen via mail of WeTransfer link naar:
orders@textilia.nl

For information:
+31 (0)416-6733333

PROVIDING ONLINE ADVERTISING MATERIALS

textilia.
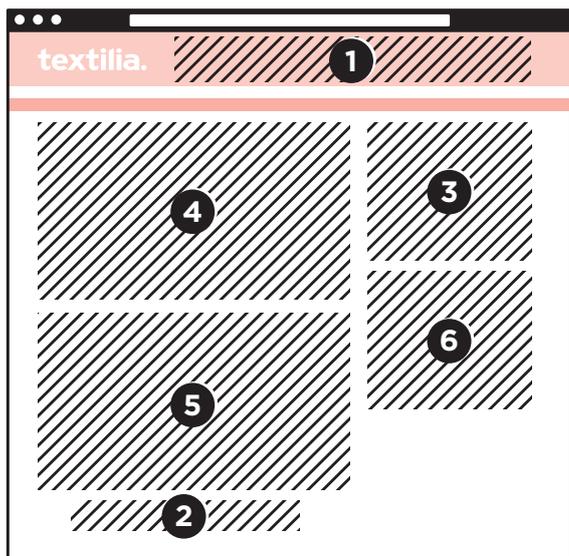
LEADERBOARD

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
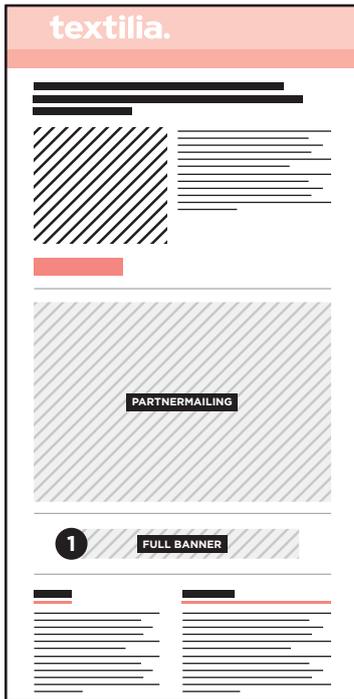
FULL BANNER

① **Size:** 468 x 60 pixels

File size: max. 99 KB

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

TEXT ADVERTORIAL

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

PARTNER MAILING

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 1st item 166 pixels wide
image 2nd and 3rd 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.