

**AN AVERAGE OF 48,000  
USER SESSIONS PER WEEK**

## TRADEWINDSJOB AND CLASSIFIED ADVERTISING

### TradeWindsJobs

The ultimate recruitment advertising solution for the maritime industry – the place where the best companies find the best candidates.

In an industry where there's real competition for the right people, TradeWindsJobs brings you unparalleled reach and flexibility, by combining four highly effective recruitment channels into one integrated package.

### Four channels in one package TradeWinds newspaper

The recognised industry leader in recruitment. With over 8,500 fully paid subscribers and 49,000 shipping executive readers, it features up to seven pages of shore-based maritime jobs every week.

### TradeWinds.no

The industry's first port of call for up-to-the-minute maritime news, offering the largest possible audience – an average of 48,000 user sessions per week from 14,700 visitors.

### TradeWindsJobs.com

The dedicated, fast growing maritime recruitment portal. Our accurate targeting techniques help you find the right people for your vacancy, and we offer candidates a host of features to help match them with the right vacancy.

### TradeWinds daily email bulletin

Delivering the latest TradeWinds news headlines, and helping you reach executive candidates – 'passive jobseekers' – while they work.

### More effective recruitment

TradeWindsJobs puts your vacancy in front of the right people, and brings the best candidates together with the best positions. Using TradeWindsJobs, you'll enjoy a host of unique benefits.

**Global audience** – We offer the industry's biggest reach and audience.

**Better integration** – By combining paper and online advertising you can effectively target different reader types.

**Superior targeting** – Our online advertising options let you put your ads in front of quality "passive" candidates.

**Proactive searching** – Our 'job alert' service constantly promotes jobs to relevant candidates.

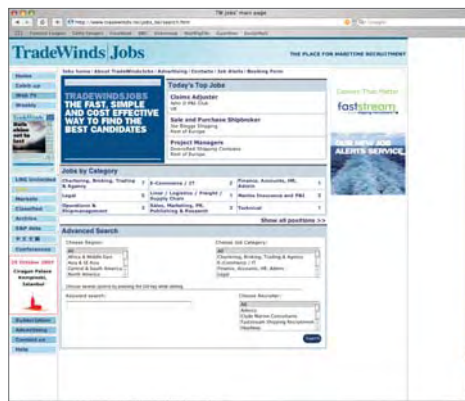
**Independent** – We work with all the leading recruitment consultants and direct recruiters alike.

**Cost effective** – We offer extremely attractive rates and contracts.

### TradeWindsJobs online advertising examples

An online jobs listing can be placed in the online jobs sections for one week or up to a month and you have the opportunity to enhance your entry by selecting to be highlighted as a top job.

Please use the rates table on the right for a full breakdown of costs.



## Classified advertising

Whether you're buying or selling, announcing or calling for tender, our classified section is the perfect way to communicate simply and quickly to a large audience.

Our unparalleled reach ensures that classified ads with TradeWinds produce more responses than any comparable platform. And our classifieds are read by the important people in the maritime industry, so you'll enjoy a better quality of response, too.

### GBP

#### TradeWindsJobs and Classified rates (in paper only)

Number of columns		1	2	3	4	5	6
Width (cm)		3.8	8	12.2	16.4	20.6	24.8
Rate (per cm in height)	Black	36.5	73.0	109.5	146.0	182.5	219.0
Rate (per cm in height)	Full colour	54.2	108.4	162.6	216.8	271.0	325.2

#### TradeWindsJobs online job listing rates

Online only	Per week	Per month
Per position	540	805
Enhanced "Top Job" position	+215	+325

#### Online with newspaper advertisement

Online	Per week	Per month
Per position	+180	+450

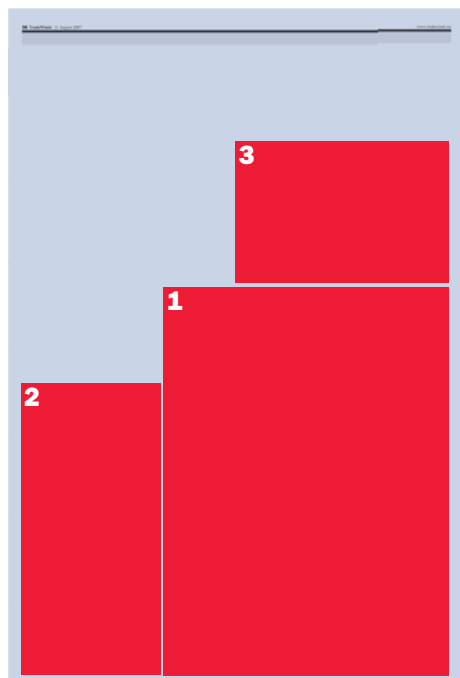
#### Banner advertisement

Online	Per month
180 x 160 pixels	1,290

### In paper advertising examples

Prices for each ad are calculated by selecting the column width, the advert height in centimetres and how many colours required. Multiply this by the amount of weeks the ad will run for.

Some example ads are shown on the right. Please use the TradeWindsJobs rates table above for a full breakdown of costs.



**1.**  
Width: 4 columns  
Height: 20 cm  
Colour: Black only  
Duration: Per insertion  
**GBP 2,920**

**2.**  
Width: 2 columns  
Height: 15 cm  
Colour: Full colour  
Duration: Per insertion  
**GBP 1,626**

**3.**  
Width: 3 columns  
Height: 10 cm  
Colour: Full colour  
Duration: Per insertion  
**GBP 1,626**

## TECHNICAL INFORMATION

### Digital artwork for print

Acceptable formats: PDF, EPS, PostScript, QuarkXPress, Photoshop & Illustrator files. Files must be high resolution (180 dpi or more), CMYK/Greyscale and fonts embedded or outlined.

Text appears jagged if produced as a greyscale or CMYK picture. Bitmap or vector graphics produce a sharp edge.

Remember that process colours in small type or elements are more likely to show misregistration. We do not recommend font sizes less than 6 point. For details on delivering copy electronically please contact your local sales representative.

### Ad delivery

All advertising material should be sent to the Production Department at:  
**TradeWinds' Oslo**  
**Greve Wedels Plass 9**  
**PO BOX 1182 Sentrum**  
**N – 0107 Oslo, Norway**

Email delivery address:  
[twads@tradewinds.no](mailto:twads@tradewinds.no)

### Display advertising

#### Printing area

Maximum height of full ad: 374mm  
Maximum height of ad 4 columns wide and less: 356mm

Maximum width of full ad: 246mm  
Text page column width: 46mm  
Number of text page columns: 5  
Classified page column width: 38mm  
Number of classified page columns: 6

#### Order

By 2.00pm CET Thursday one week before publication.

#### Cancellations

By 2.00pm CET Friday one week before publication.

#### Finished material and copy for type-setting ads

By 2.00pm CET Friday one week before publication.

### TradeWindsJobs & Classified advertising Reservations

By 2.00pm CET Tuesday before publication.

#### Cancellations

By 2.00pm CET Tuesday one week before publication.

#### Finished material and copy for type-setting ads

By 2.00pm CET Tuesday one week before publication.

### Digital advertising

#### Digital delivery

Formats: GIF, moving GIF or Flash.  
Size: 72 dpi (dots per inch), Banner file size maximum 1 byte per pixel.

Please note: All Flash materials require a clickTAG (enquire about details).

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 camera-ready advertisements. Insertions may be subject to alterations, due to technical reasons.

