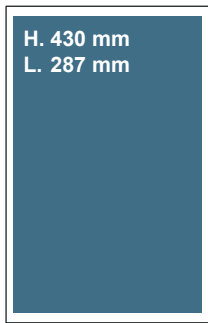




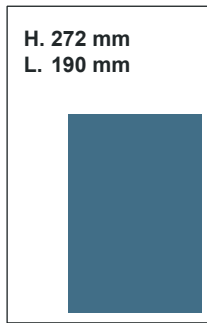
Les Echos

Formats

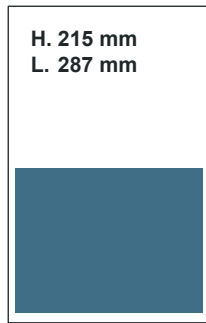
SPECIAL FORMATS



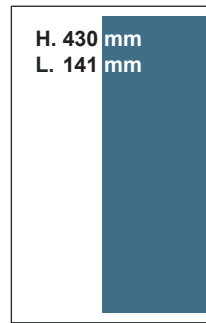
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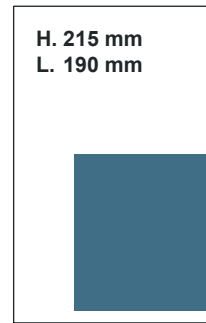
News



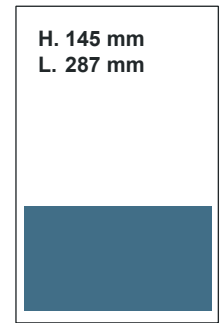
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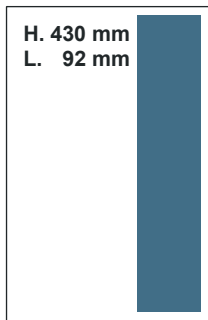
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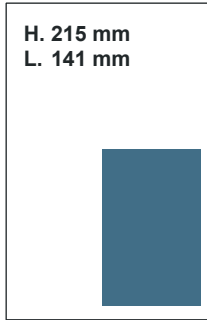
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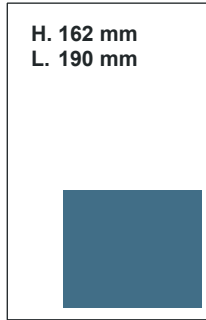
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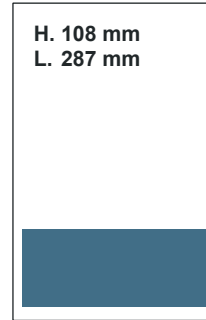
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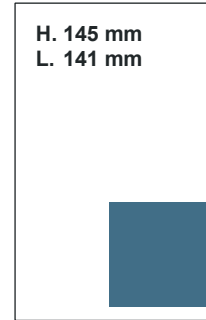
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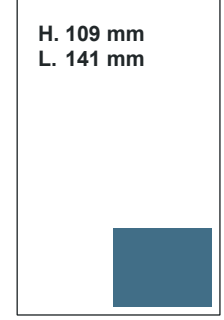
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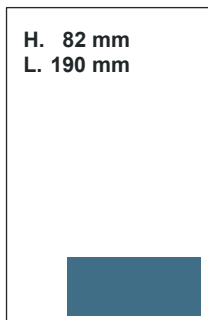
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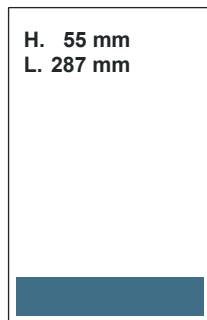
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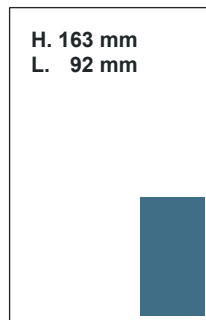
1/8 Page Carré



1/8 Page Largeur



1/8 Page Bandeau



1/8 Page Hauteur



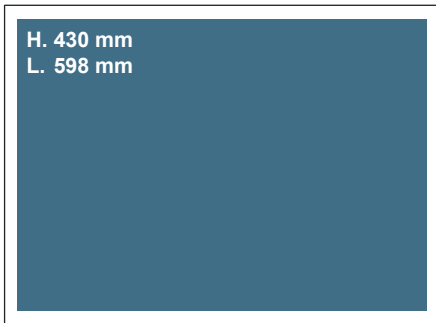


Les Echos

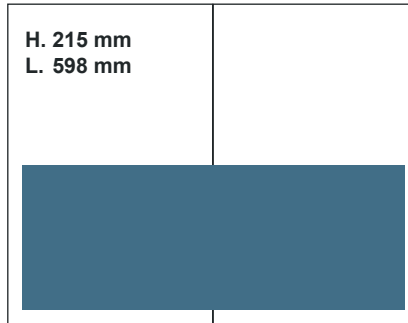
Formats

SPECIAL FORMATS

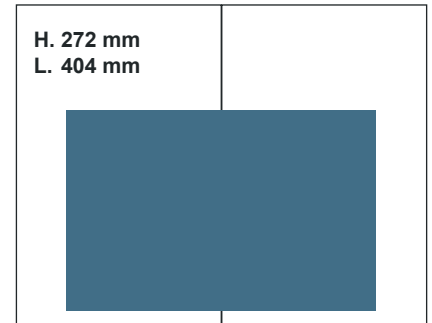
FORMATS DOUBLE



Double Page

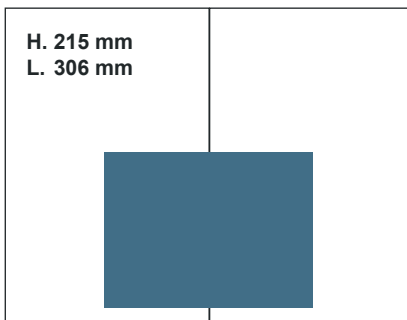


Double 1/2 Page

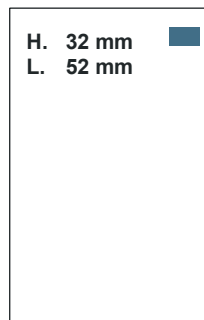


Double News

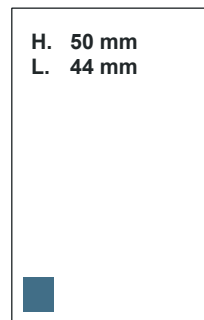
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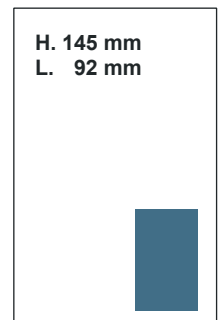
Double 1/4 P



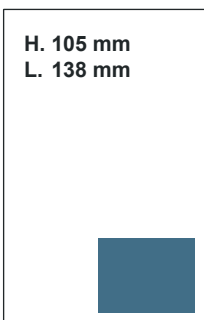
Small top corner
Cahier Général



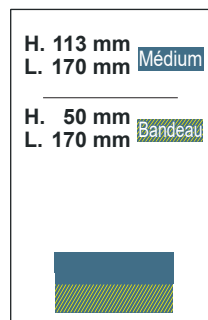
Mini



Premium
Cahier Général

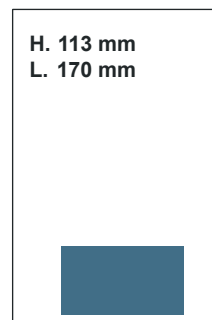


Médium
Cahier Général

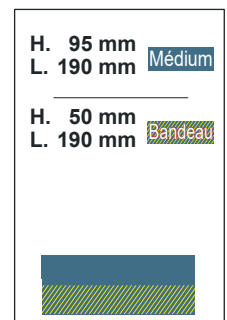


Médium & bandeau
Cahier Entreprises
& Marchés

DER



Météo
Cahier Général



Médium & bandeau
Cahier Entreprises
& Marchés





Les Echos

Technical specifications

ITEMS TO BE PROVIDED

PDF (1.3 or 1.4) fonts included
No OPI link

DELIVERY OF ITEMS

3 working days before publication.
For any document coming from a province
or from abroad, allow 72 hours of extra time.
Name the file, with at least the name of the advertiser.

PICTURES

Image resolution 300 dpi
No RGB
Crop images to the size used in the ad

FOUR-COLOR SEPARATION

- Reproducible tones from 5% to 90%.
- Grey Grease 50% : 22%.
- Inking rate: up to 220% max.
- Include separation profile

We recommend you use the
Isonewspaper26v4.icc available on
http://www.ifra.com/WebSite/ifra.nsf/html/CONT_ISO_DOWNLOADS
No PANTONE colors or spot colors.

TEXTS

No text too thin or body text too small in
the black to white and the flat colors.
No text in body text < 6
Allow a minimum of 10 mm for the block line.

TRANSMISSION

For files larger than 2 Mb, please send us
the file via a transfer site (wetransfer, yousendit...)
Internet for files less than 2 Mb,
Reception via e-mail : maquette@lesechosleparisien.fr
and copy to boetie@lesechos.fr

ADVER-EDITORIAL / OPEN LETTER

All advertising in editorial form must :
- Write the words «Advertisement» «Press Release» in bold in
high outer edge and in a body text >10
- The typography used must be very different from that of the
daily (for example, use stick characters)
- The columns should be fewer and wider than those of the
newspaper page (ex: for a news format, compose the publi in 3
or 2 columns vs 4).

All such advertising must be subject to the agreement of
the publisher before publication.

LEGAL NOTICE

**In application of the various laws and decrees, thank you to
take care of the obligatory mentions.**

- The Toubon Law, relating to the use of the French language,
all entries written in a foreign language, must be translated into
French.
- The sanitary mentions (Loi Evin)
- The mention «retouched photograph» in accordance with the
decree n° 2017-738 of May 4, 2017 relating to photographs at
commercial use of mannequins whose body appearance has
been modified, implemented as of 01.10.2017

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