

## TECHNICAL SPECIFICATIONS

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### 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\\_DOWN-](http://www.ifra.com/WebSite/ifra.nsf/html/CONT_ISO_DOWN-LOADS)

LOADS

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](mailto:maquette@lesechosleparisien.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.

### LEGALE 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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### TECHNICAL CONTACTS

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Delivery adress

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