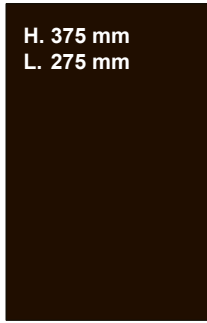


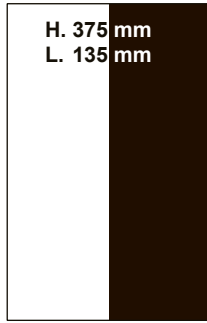


LesEchos **SÉRIE LIMITÉE**

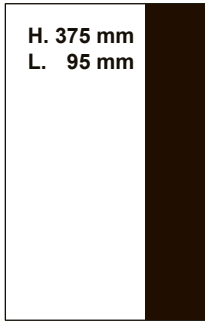
Formats



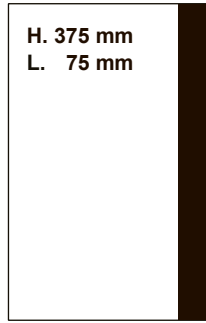
Page



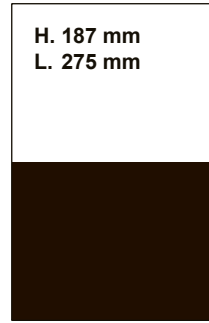
½ verticale page



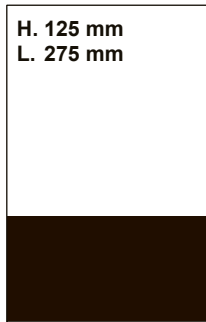
1/3 verticale page



¼ verticale page



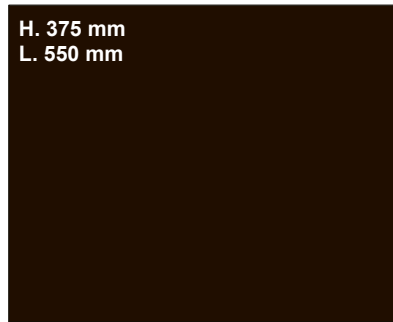
½ horizontale page



1/3 horizontale page



¼ horizontale page
(banner)



Double Page



½ double page

Full paper size in mm
+ 7 mm overhang



TECHNICAL SPECIFICATIONS

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- HD PDF 1.3 standardized or certified at 1.4 on CD-Rom.
- Contractual digital color proof from the file of the file (same date, same time).
- The sending of the proof is **IMPERATIVE**. In its absence, no claim can be made on the reproduction, and our responsibility cannot be engaged

DELIVERY OF ITEMS

4 weeks prior to insertion date

PICTURES

- Images must be processed at 300 dpi
- Images in CMYK or simili
- For the images in quadri, it is essential to make withdrawal under colors. In no case, the superposition of the 3 colors and the black, in the darkest parts of the images, must not exceed 280%.

FOUR-COLOR SEPARATION

Density: 280% maximum

- Profiles:

We recommend the use of the following profiles:

Coated Fogra 39 for cover advertisements

Coated Fogra 45 for advertisements inside the magazine

TEXTS

- Avoid texts that are too thin and bodies text that are too small in black and white and solid colors.

4 COLORS PROCESSING OF B&W IMAGES

- The images must be processed in stabilization with support of the 3 colors (30% maximum for each color in the forces). In no case should the images be processed in quadri (UCR), very difficult to balance.

GENERALITIES

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

No PANTONES or direct colors

Name the file with at least the advertiser name

- A 20 mm minimum is suggested to overcome the stitching mechanical constraint in the event of an important pagination.

- A minimum of 10 mm is required for the block line

FOR MORE INFORMATION

http://www.maury-imprimeur.fr/_Files/ccmaury.pdf

http://www.maury-imprimeur.fr/_Files/photograv.pdf

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