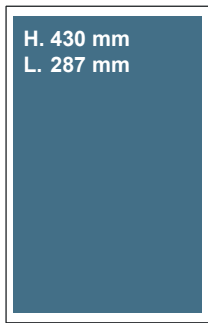




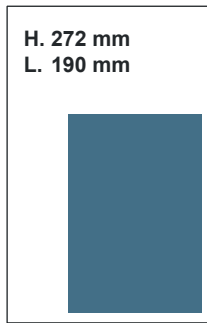
# Les Echos

## Formats

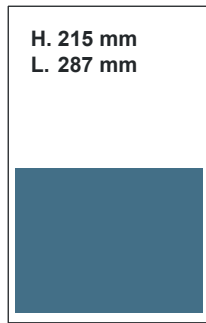
### SPECIAL FORMATS



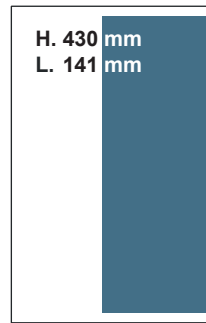
Page



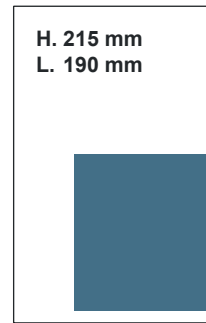
Junior Page



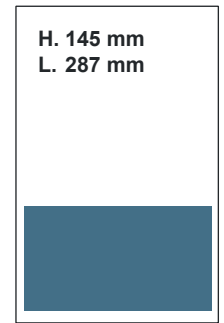
Half page horizontal



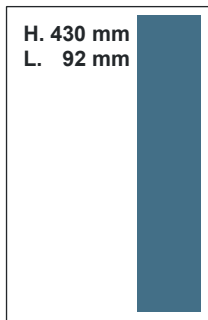
Half page vertical



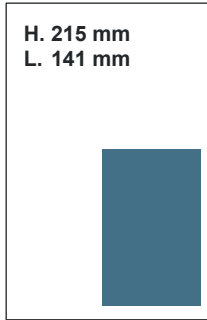
1/3 Page solus



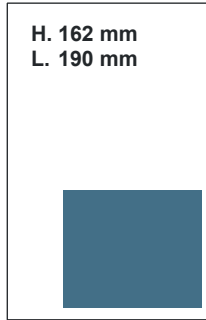
1/3 Page horizontal



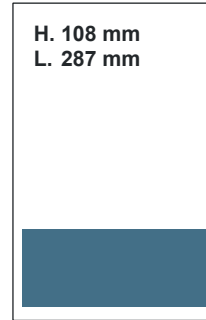
1/3 Page vertical



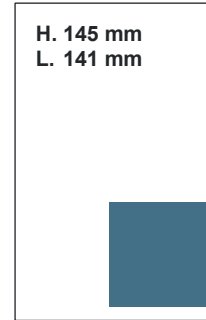
1/4 Page vertical



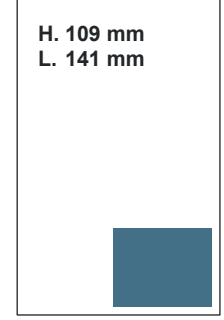
1/4 Page solus



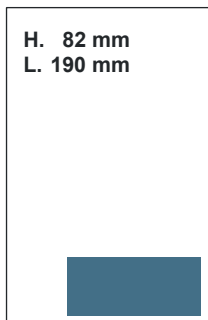
1/4 Page horizontal



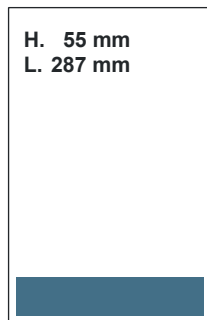
1/6 Page



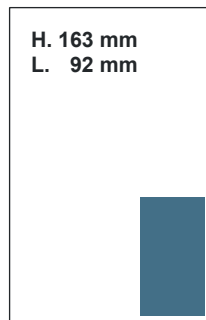
1/8 Page solus



1/8 Page width



1/8 Page horizontal



1/8 Page vertical



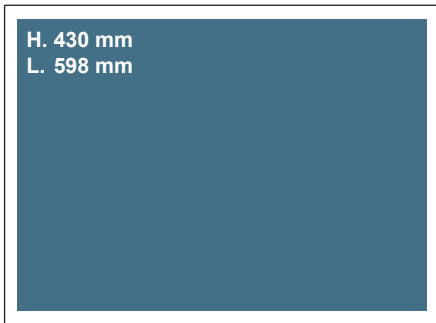


# Les Echos

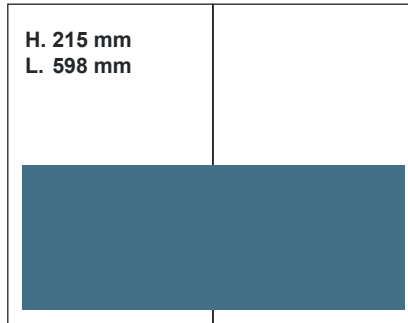
## Formats

### SPECIAL FORMATS

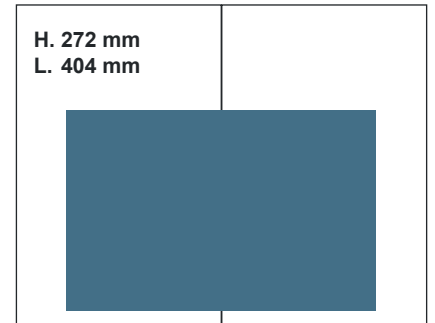
#### FORMATS DOUBLE



Double Page

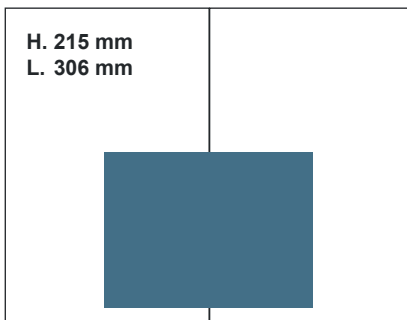


Double 1/2 Page

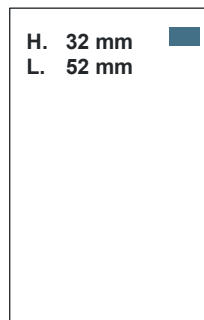


Double News

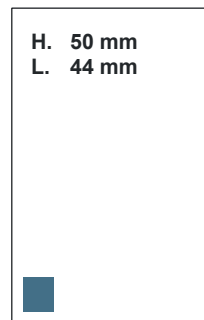
#### UNE



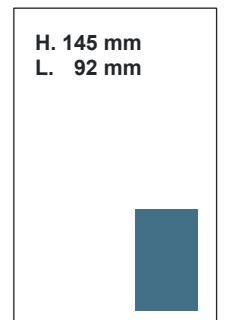
Double 1/4 P



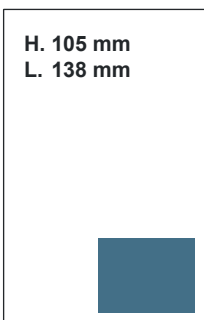
Small top corner  
Cahier Général



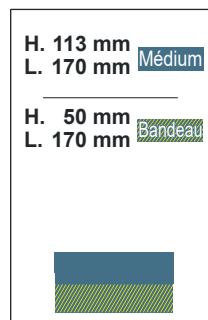
Mini



Premium  
Cahier Général

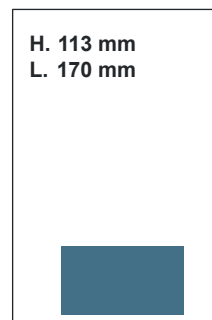


Médium  
Cahier Général

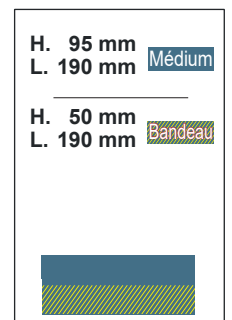


Médium & bandeau  
Cahier Entreprises  
& Marchés

#### DER



Météo  
Cahier Général



Médium & bandeau  
Cahier Entreprises  
& Marchés





# Les Echos

## Technical specifications

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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\\_DOWNLOADS](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](mailto:maquette@lesechosleparisien.fr)  
and copy to [boetie@lesechos.fr](mailto: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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### TECHNICAL CONTACTS

<b>Eric DAVID</b>	01 87 39 75 12	<a href="mailto:edavid@lesechosleparisien.fr">edavid@lesechosleparisien.fr</a>
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#### Delivery address

Les Echos Le Parisien 5-7, rue Nélaton 75015 Paris