

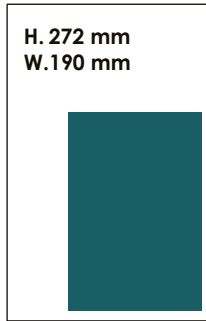
Les Echos

Formats

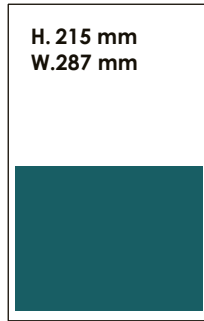
STANDARD FORMATS



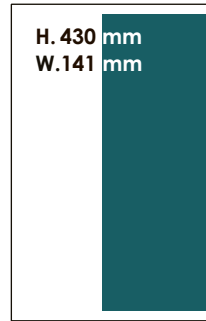
Page



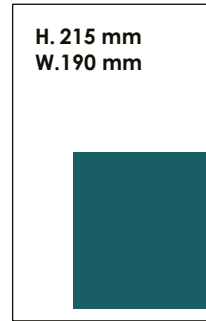
News



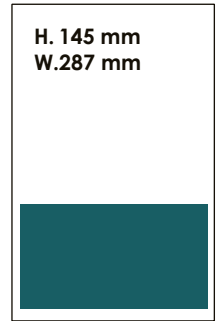
Half-page



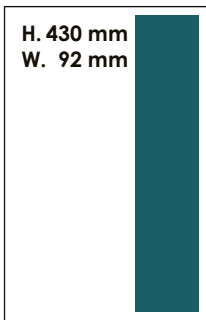
Half-page, column



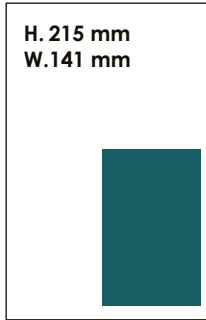
1/3 Page, square



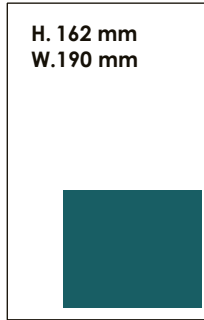
1/3 Page, banner



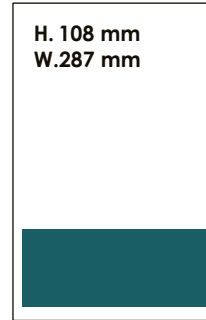
1/3 Page, column



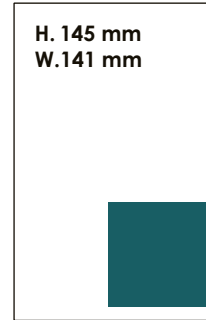
1/4 Page, column



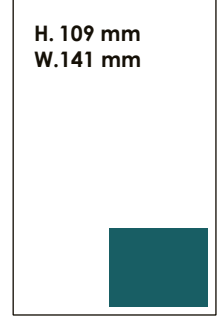
1/4 Page, square



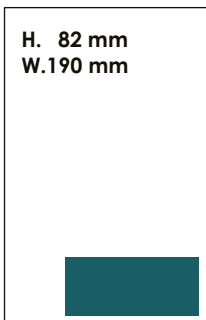
1/4 Page, banner



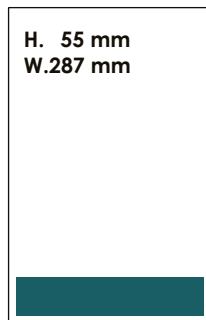
1/6 Page



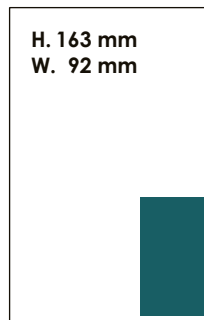
1/8 Page, square



1/8 Page, rectangle



1/8 Page, banner



1/8 Page, column

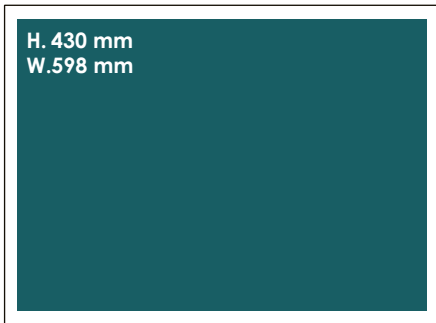


Les Echos

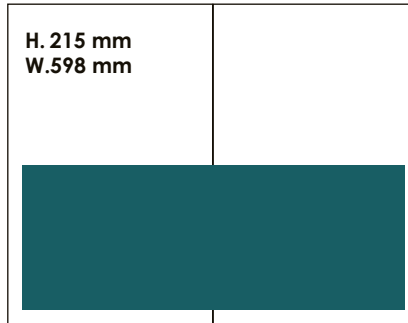
Formats

SPECIAL FORMATS

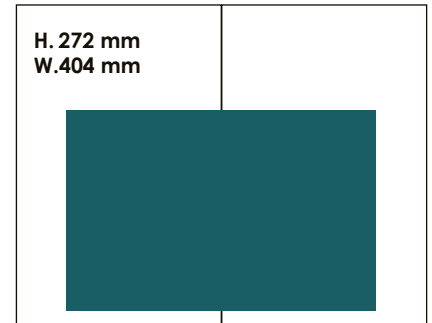
Double-page formats



Double Page

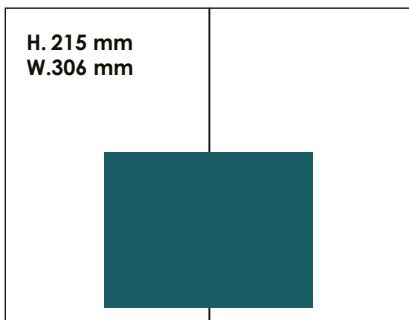


Double 1/2 Page

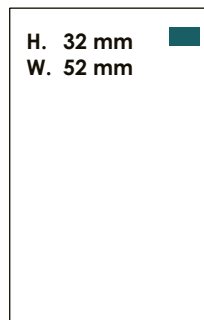


Double News

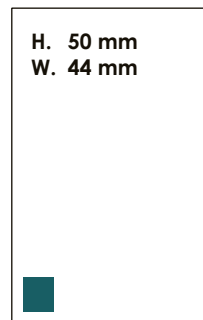
UNE



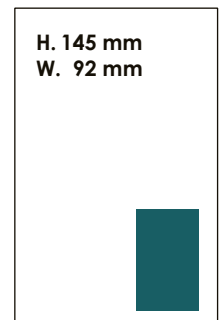
Double 1/4 P



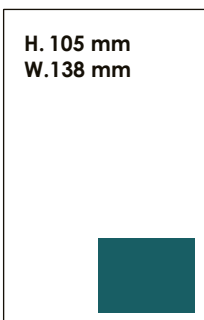
Cover Banner
Booklet



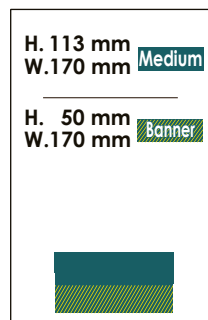
Mini



Premium
General Section

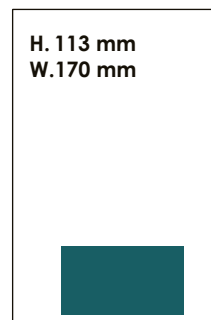


Medium
General section

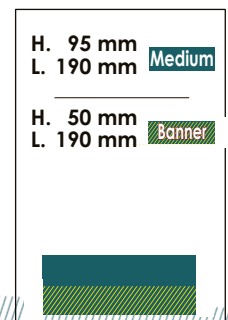


Medium and banner
Business & Finance
section

Inside front cover



Weather
General section



Medium and banner
Business & Finance
section

Les Echos

Technical Specifications

MATERIALS TO PROVIDE

PDF (1.3 or 1.4) with TrimBox fonts included
No OPI links

DELIVERY OF MATERIALS

3 working days prior to publication.
For all documents from outside of Paris or abroad, please be aware there is an additional duration of 72 hours.
Include the name of the advertiser in the file name.

IMAGES

Image resolution 300 dpi
No RVB
Please crop images to ad size

QUADRI SEPARATION

- 5% to 90% repeated tones
- 50% gray thickness: 22%
- Ink ratio: from 220% max
- Include the separation pattern

We recommend that you use the pattern **Isonews-paper26v4.icc** available on (URL)
No Pantone colors or direct tones.

FONTS

No fonts that are too skinny or too small in blocks of black, white and color.
No fonts < 6
Plan for a 10 mm block row

FILE TRANSFERS

For files that are bigger than 2 Mo, please send via an online transfer (WeTransfer, Yousendit...)
For files inferior to 2 Mo, please send to:
(adresse email)

print.quotidiens@lesechosleparisien.fr

SPONSORED CONTENT / OPEN LETTER

All editorial ad content must:

- Include the mention "Advertisement" "Press Release" in bold in the top margin and in the body of the text >10
- The font used must differ visibly to the one used in the rest of the paper (for example, use stick fonts)
- There must be less columns and they must be larger than the ones in the paper (e.g. for news, split the text in 2 or 3 columns instead of 4).

All ads in this format must be approved by the editor prior.

LEGAL MENTIONS

In accordance with the different laws and decrees, please refer to the mandatory legal mentions

- The Loi Toubon, relative to the usage of French language, all mentions written in a foreign language, must be translated into French.
- Sanitary measures (Loi Evin).
- The mention of "edited photography" in accordance with the decree n° 2017-738 dated May 4, 2017 refers to photography used for commercial purposes, of models whose physical appearance has been modified, put in application on 01.10.2017.

CONTACTS (FOR ALL TECHNICAL MATTERS)

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print.quotidiens@lesechosleparisien.fr

