

Glossary and Rebates

GLOSSARY

Gross value	Gross revenue value of ad placements
Gross purchase base	Gross revenue paid by the advertiser after mark-up and/or modulation
Net before rebate for professionals	Net revenue paid by the advertiser after volume bulk rate discount, total of other discounts, and other rebates excluding rebate for professionals.
Net space	Net revenue paid by the advertiser after volume bulk rate discount, total of other discounts, and other rebates including rebates for professionals.

MAJORATIONS / MODULATIONS

Multi-advertiser	+ 15%
Succession	+ 20%
1st industry advertiser I	+ 20%

BULK RATES

100 000 €	- 2%	Volume bulk rates, calculated per order, apply to all advertisers (and not a group of advertisers) according to the total annual investment made within Les Echos* and Le Parisien brands. It is calculated on the Gross Purchase Base. The bulk rate cannot be applied retroactively.
200 000 €	- 4%	
400 000 €	- 6%	
600 000 €	- 8%	

CONSOLIDATION OF ORDERS

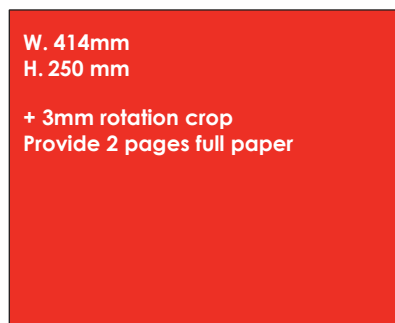
* Excludes Radio classique & CDA

	from :	
5 000 000 €	- 1%	The total rate on consolidated orders applies to all orders. It is calculated according to the Gross Purchase Base. The agreed rate is subject to change every trimester according to the year-on-year investment. Minimum: 2 orders.
10 000 000 €	- 2%	
15 000 000 €	- 3%	

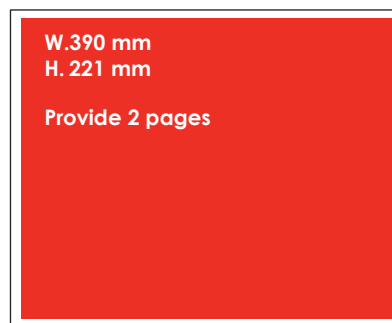
REBATE FOR PROFESSIONALS

- 15%	The rebate for professionals applies to the net amount before all rebates are applied. This rebate is given only to advertisers buying their advertising placements via a third party. The order notification, in line with law n°93-122 of 29/01/93, must be made out to Les Echos Le Parisien prior to publication (adv@lesechos-leparisien.fr).
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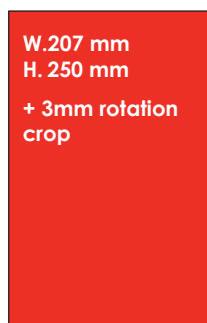
Formats



Double page panoramic
Full paper



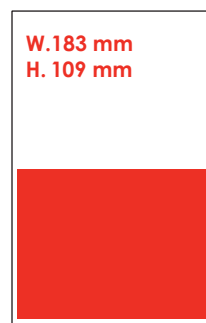
Double page panoramic
Ready-to-use format



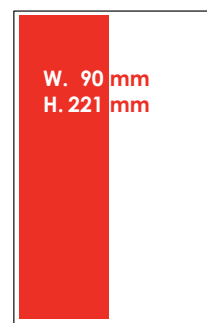
Page
Full paper



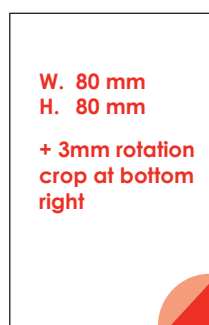
Page
Ready-to-use
format



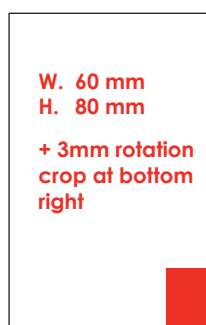
1/2 page width



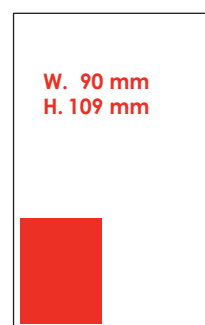
1/2 page height



Streamer triangle or
curved

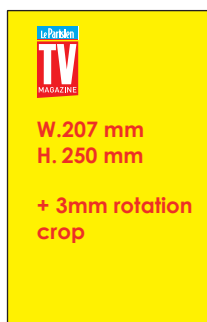


Streamer
Rectangle

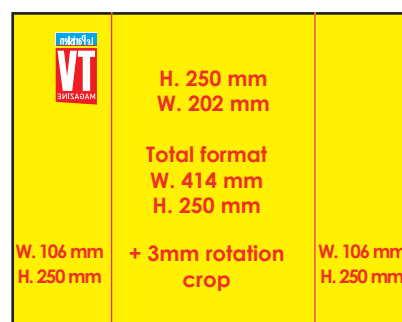


1/4 page width

Formats



Star cover

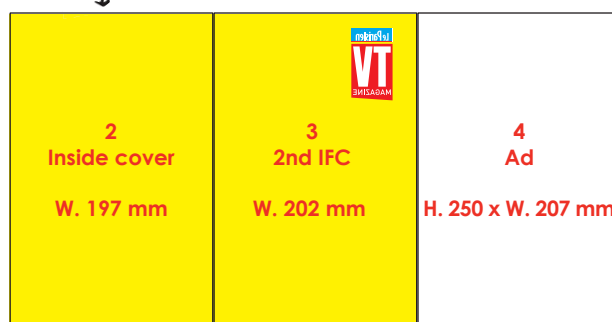


French door
full paper

1 - Rabat Recto →



Cavalier



Inside gate fold

1 & 2 - Gatefold inside cover front and back: H 250 mm x W 197 mm
+10 mm of rotation crop

3 - 2nd from cover: H 250 mm x W 202 mm
+ 10 mm of rotation crop

4 - Ad page: H 250 mm x W 207 mm
+ 10 mm of rotation crop

Please note that we will add four elements to your cover format for **the Star and Cavalier:**

- Le Parisien TV Magazine logo (W 46 mm x H 80 mm) added at 12 mm from left-hand border and 5 mm from right-hand border
- The red banner with the date and edition number (H 10 mm x W 207 mm) added on the bottom of the page
 - Barcode
 - Line with number of the edition

Technical Specifications

PDF/X 1a 2001

Cover must conform to PDF/X 1a 2001 norms

Destination profile PSO_LWC_

PDF/X 1a 2001 file

No raw files will be accepted

Color management:

Convert to destination with **profile of intention**.

Image editing according to the destination profile.

Ink overlay must be in line with destination profile.

No direct tones will be accepted.

Fonts smaller than 8 points must be **100% black** only.

Essential design elements must be more than **10 mm** from the edge of the page. Images must be in **300 dpi** format.

Images that must be at the page's edge must be within **5 mm of the page bleed**. **If you would like a border, please include it in your layout**. For the 3rd page from the cover, if this includes a voucher to cut out, please place it in the top half of the page.

Proofs:

Files: profiles in line with destination profile, proofs must be made from the print file with:

- Management range like MediaWedge, with a 5x5 mm minimum patch.

- Output profile of the proof, calibration date, date of output profile proof, name of printed file and reference of the type of printer used and proofing system used.

In case it needs to be reworked, please send as many proof versions as there are publications.

Unless you specifically ask for us to keep them, proofs won't be kept after one month following publication.

PDF processing:

- Once we receive your files, we will proceed to check they comply with the following rules:

We will transform files that do not comply, without client feedback, if there are no colorimetry changes.

You will be contacted if:

- Materials aren't positioned properly and therefore can't be printed.

- Errors have been detected and can only be rectified by you.

- Legal mentions are missing (English text not translated, mandatory mentions)

- The file does not comply and cannot be amended by us.

Technical materials must be received on the Friday 15 days prior to publication.

If technical constraints are not respected or there are no contractual proofs, we will not be held responsible for any error related to the reproduction of the image.

Technical contacts

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