

## 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 **lsonews-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 lan-  
guage, all mentions written in a foreign language, must be  
translated into French.
- Sanitary measures (Loi Evvin).
- 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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Please send your files to:

**print.quotidiens@lesechosleparisien.fr**

## Contacts

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