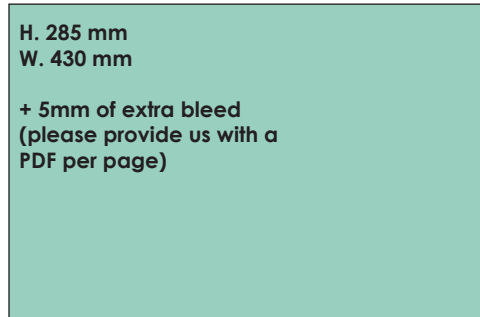
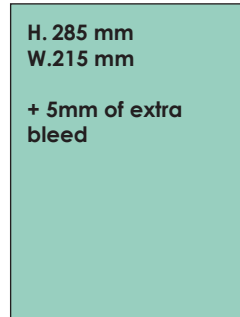


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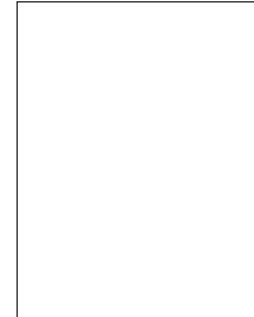
## Formats



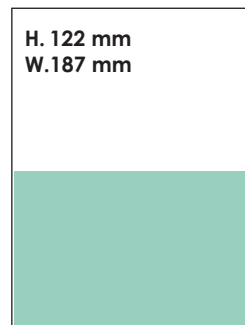
Double Page



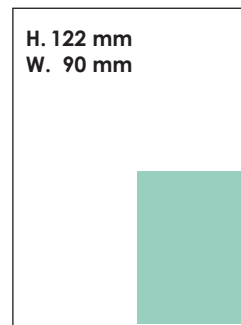
Page



1/2 Page full height



1/2 Page full width



1/4 Page

For a **DOUBLE PAGE** on the 2nd inside front cover and p.3, please plan for an extra 4 mm border on every page (an 8 mm space between two pages) in order to leave enough room for the spine. Texts and other materials (logo...) must be at least 15 mm from the edge of the cut and must be contained within a space of W 185 x H 255 mm.

### IMPORTANT

If a file doesn't respect these norms, we reserve the right to send a request for new materials that abide by these norms or to amend them directly where possible. In the absence of contractual proofs, no chromium complaints will be accepted. In any case, if the production criteria given by Les Echos Médias for the insertion of advertising are not respected by the advertiser (or third parties), then Les Echos Médias refuses to accept any technical responsibility for the outcome.

### Criteria of the files needed

- CMJN (no RVB or Pantone colors)
- A 1.3 high-definition 300 Dpi PDF
- Anchor overlay rate of 300% maximum
- Certified color proof in line with ISO 12647 norms from the PDF file sent (same date, same time)
- Please check that the crop zone of the PDF is set at 215 x 285 mm for a single page

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



# connaissance des arts

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