

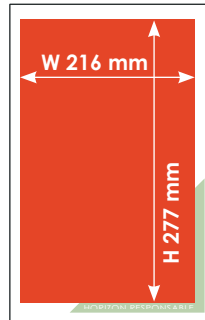
LesEchos

WEEK-END

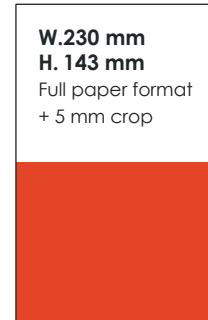
Formats



full Page



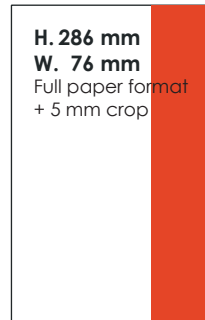
Full Page
Eco-Friendly



1/2 Page



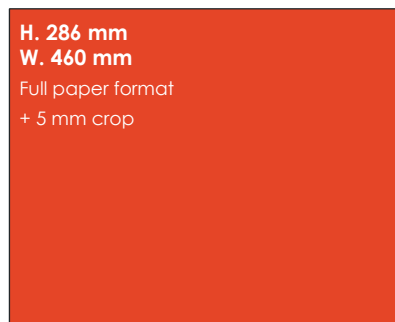
1/4 Page Banner



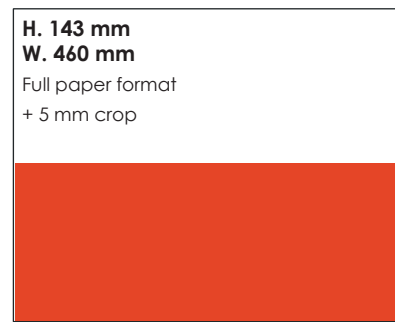
1/3 page column



1/3 page banner



Double Page



Double 1/2 Page



Technical Specifications

FORMAT

- Format of the edition: W 230 x H 286 mm (French)
- Insert file format:
 - double page: W 460x H 286 mm
 - 1 page: W 230 x W 286 mm
- Other formats: see details attached + 7 mm bleed on all sides for all formats.
- Text and materials including logos must be positioned within 5 mm of the crop.

CRITERIA OF THE FILES

- In CMJN (no RVB, no Pantone, no direct tones)
- A 1.3 high-definition, 300 Dpi PDF
- 280% rate of anchor overlay for inside 300% for the cover.
- We recommend you use the following:
For the cover:
Norme Fogra 39L Iso Coated V2 300% (ECI)
Inside :
Norme Fogra 45L PSO LWC Improved (ECI)
And a certified color proof according to the ISO 12647 norms, from a PDF sent to us (same date and time)

GENERAL INFORMATION

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.

No PANTONE colors or direct tones

- Where there are black color blocks, highlight the black with a 40% maximum weave (cyan and/or magenta).
- Black and white images edited in black quadri must be fixed with a black dominant and balanced with 3 other colors. No UCR conversion.
- No fonts that are too skinny in body or too small within black to white and color blocks.

DELIVERY OF FILES

- **2 weeks** prior to publication at the latest.

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.

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LesEchos

WEEK-END

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