

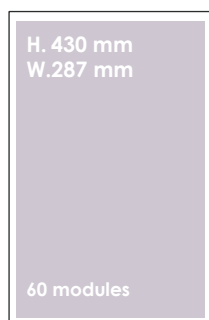


Les Echos

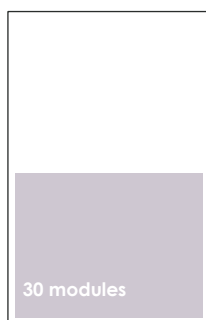
Formats

STANDARD FORMATS

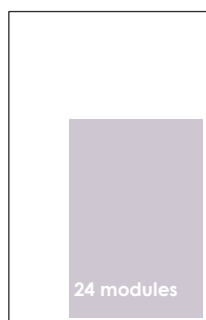
VALID FOR A ONE-TIME ON FINANCIAL OPERATION



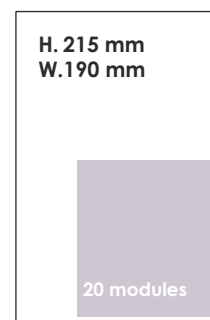
Full Page



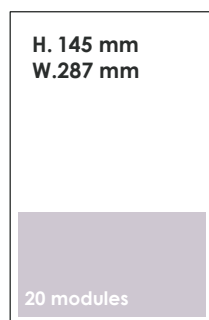
1/2 Page banner



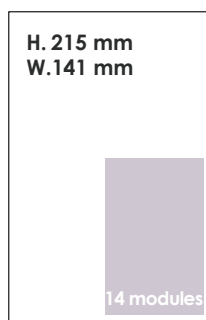
Junior



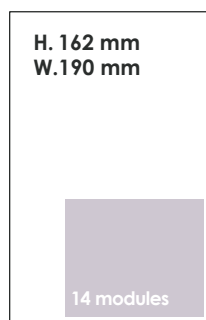
1/3 Page Square



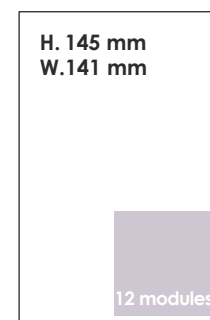
1/3 Page Banner



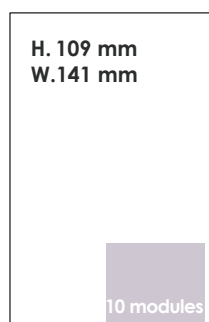
1/4 Page column



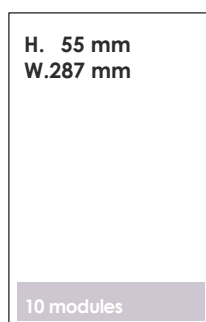
1/4 Page Square



1/6 Page



1/8 Page Square



1/8 Page Banner



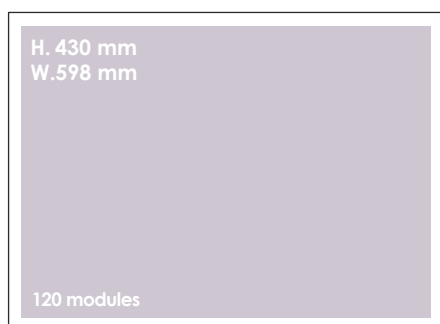
Les Echos

Formats

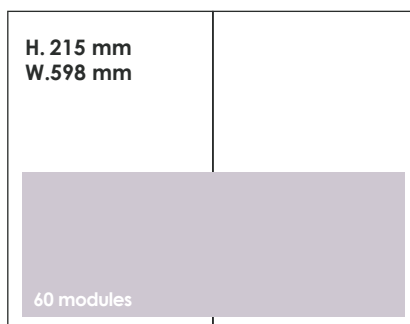
SPECIAL FORMATS

VALID FOR A ONE-TIME ON FINANCIAL OPERATION

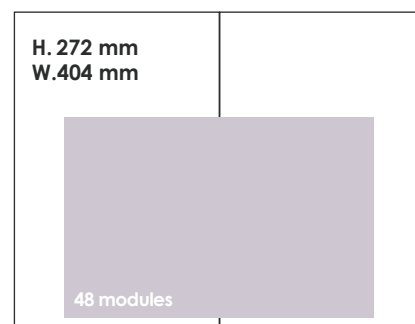
DOUBLE FORMATS



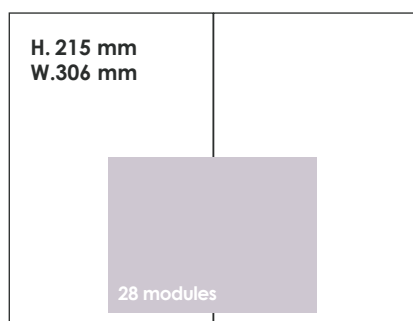
Double Page



Double 1/2 Page

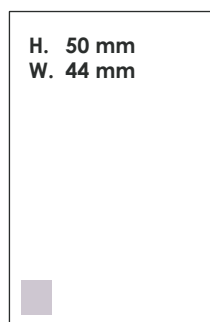


Double junior page

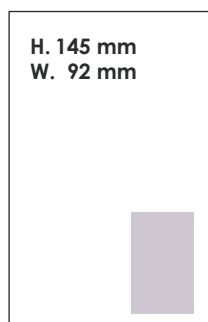


Double 1/4 Page

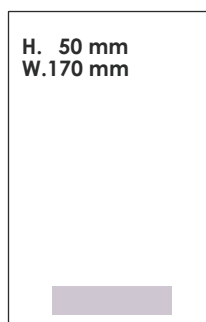
COVER



Mini

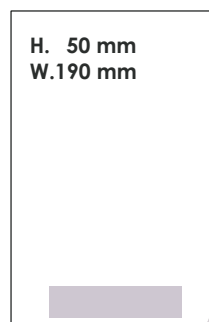


Premium General
section 1st section



Banner «Entreprises
& Marché» section
2nd section

Back page



Banner «Entreprises
& Marché» section
2nd section



Les Echos

Technical Specifications

ELEMENTS TO PROVIDE

PDF (1.3 or 1.4) in USABLE FORMAT with TrimBox

Fonts included - No OPI link

SUBMISSION OF ELEMENTS

3 working days before publication. For any document coming from the province or abroad, allow 72 hours of additional delay. Name the file, with at least the name of the advertiser.

IMAGES

Image resolution 300 dpi

No RGB and Spot Colors

Crop the images to the size used in the ad

FOUR-COLOR SEPARATION

- Reproducible tones from 5% to 90%

- Widening for 50% gray: 22%

- Inking rate: 220% max

- Include the separation profile

Isonepaper26v4.icc available on

<http://www.ifra.com/WebSite/ifra.nsf/html/CONT\ ISO\ DOWNLOADS>

No Pantone colors or spot colors.

TEXTS

No excessively thin texts or bodies that are too small in black on white and solid colors.

No texts in body < 6

Provide 10 mm minimum for the block line

BLACK BACKGROUND

Our recommendation if you choose:

Black background with support: 100% Black with 40% cyan support

4-color black background: The levels of value differences between the 4 colors must be respected.

The % of Cyan above Magenta and Yellow.

The % of Magenta and Yellow +/- equal.

The % of Black above cyan.

The total must not exceed 220% inking rate

TRANSMISSION

Reception via e-mail up to 10 MB:

print.quotidiens@lesechosleparisien.fr

For files larger than 10 MB, please send via a transfer site (wettransfer, yousendit...)

columns instead of 4).

PUBLI-EDITORIAL / OPEN LETTER

Editor validation will be required before publication.

- Include the words «**ADVERTISEMENT**» OR «**COMMUNIQUE**» in Helvetica regular font, in capital letters, in body 12 and in black. Do not use italics.

Place this horizontally, at the top right of the visual.

- The typography used must be very different from that of the daily newspaper (for example, use sans-serif characters)

- The columns should be fewer and wider than those of the newspaper page (ex: for a news format, compose the publi in 3 or 2 columns vs 4).

LEGAL MENTIONS

In application of the various laws and decrees, please ensure the mandatory information.

- The Toubon Law, relating to the use of the French language, all written mentions in a foreign language must be translated into French.

- Health warnings (Evin Law)

- The mention «retouched photograph» in accordance with decree n° 2017-738 of May 4, 2017 relating to photographs for commercial use of mannequins whose body appearance has been modified. Decree put into application on 10/01/2017.

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