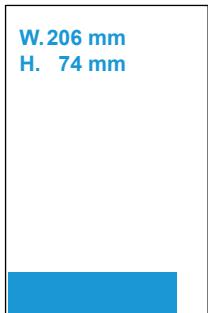
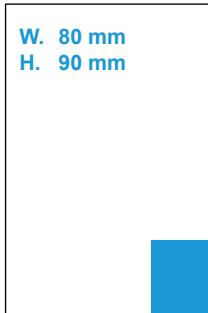


Formats

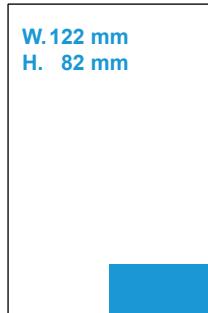
Front cover formats



Front cover banner



Front cover box column

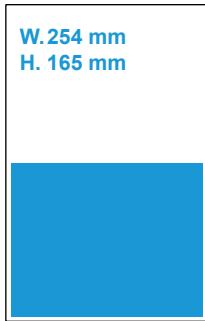


Front cover box banner

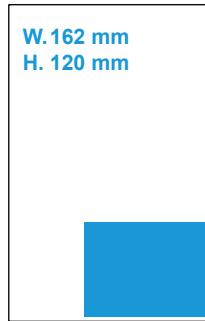
Standard Format



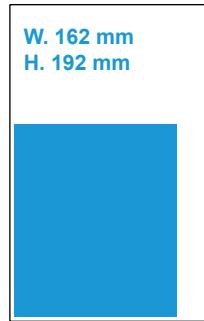
Full Page



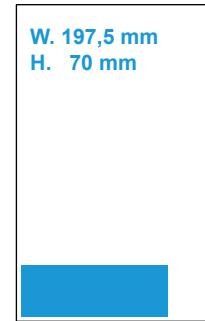
1/2 Page



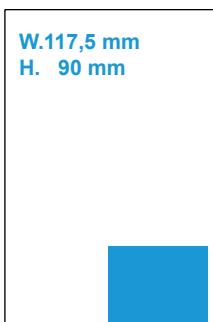
1/4 Page



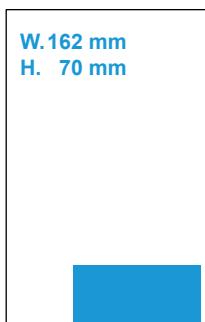
Junior page



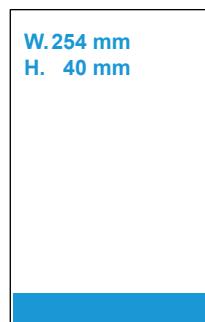
1/6 Page



1/8 height



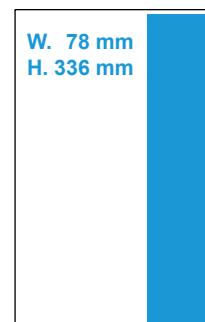
1/8 width



1/8 Banner



Banner 70



Outside Vertical
Banner

Formats



Double Banner 70



Center banner 70

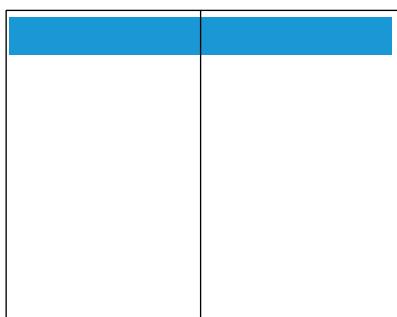
Special Format



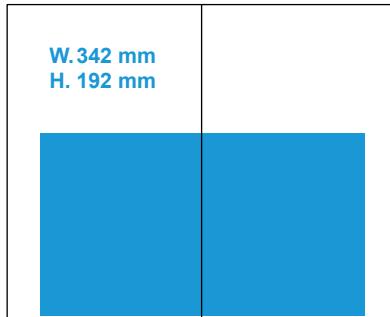
Double Page



Double 1/2page



Panoramic banner
high page



Double junior page

***Make a request to planning or ADV for validation of the writing**

Technical specifications

Deadline for sending your technical materials in
ready-to-use format
48 hours prior to publication

Digital PDF

Acrobat PDF 1.3 with TrimBox
No raw files

Output color mode : Profil ICC
ISOnewspaper26v.4.icc

Frame image with a 0.5-point minimum line in the color of your choice, except for the page format.

High-definition imports

240 dpi color image(s)
160 dpi grays
1 200 dpi monochrome
Underlay flattening
Encapsulated font

Photos in B&W or CMJN: 240 dpi

Ink overlay: 240%

Weave: 100

Weight: 42/49

ICC profile: ISO newspaper26v4.icc

Please do not send CROMALIN PROOFS, COLOR PROOFS etc

BLACK BACKGROUND

Our recommendation if you choose:

- Solid Black: 100% Black with 40% Cyan backing.
- Four-Color Black: Value variations between the 4 colors must be respected:
 - Cyan % should be higher than Magenta and Yellow %.
 - Magenta and Yellow % should be approximately equal.
 - Black % should be higher than Cyan %.
 - Total ink coverage should not exceed 240%.

ADVERTORIAL / OPEN LETTER

Editor approval is required before publication.
The word "(ADVERTISEMENT)" or "(PRESS RELEASE)" must be capitalized, in 10-point font, and bolded.
Place this horizontally, at the top right of the visual.

LEGAL NOTICES

In accordance with various laws and decrees, please ensure that mandatory notices are included:

- Toubon Law: Regarding the use of the French language, all text written in a foreign language must be translated into French.
- Health Warnings (Evin Law)
- "Retouched Photograph" notice: In accordance with decree n° 2017-738 of May 4, 2017, regarding commercially used photographs of models whose physical appearance has been modified. Decree implemented on 10/01/2017.

TEXTS

Avoid thin fonts or small font sizes in black-to-white and solid color areas.

No text smaller than 7 points.

Allow a minimum of 10 mm for the block line.

Technical contacts

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Please send your files to : **print.quotidiens@lesechosleparisien.fr**