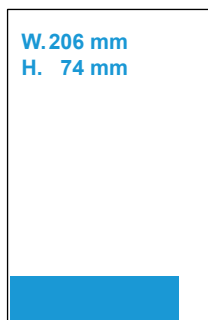
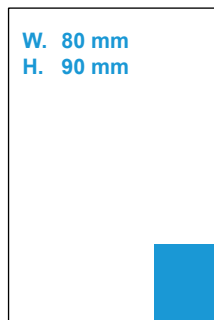


## Formats

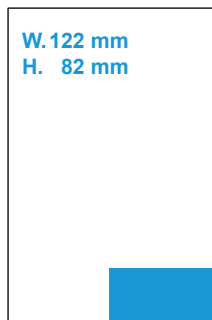
### Front cover formats



Front cover banner

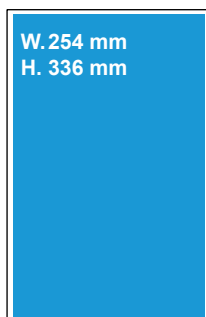


Front cover box  
column

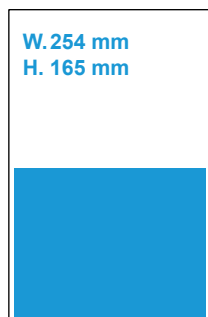


Front cover box  
banner

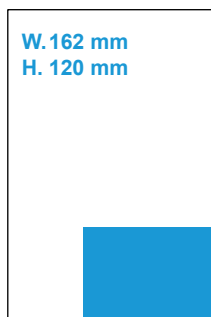
### Standard Format



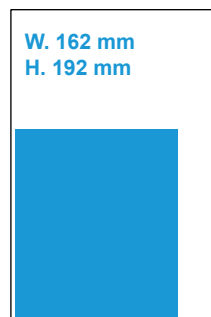
Full Page



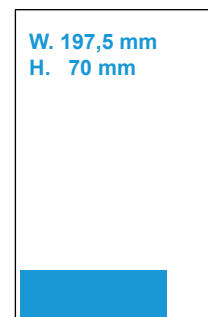
1/2 Page



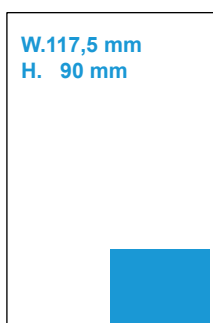
1/4 Page



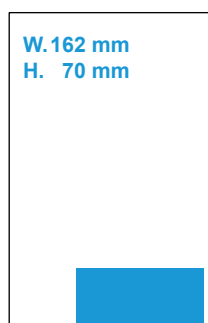
Junior page



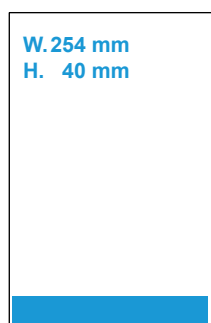
1/6 Page



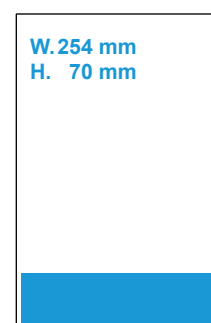
1/8 height



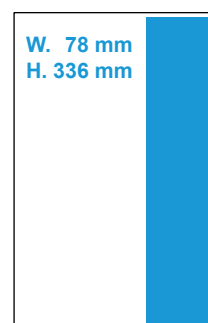
1/8 width



1/8 Banner

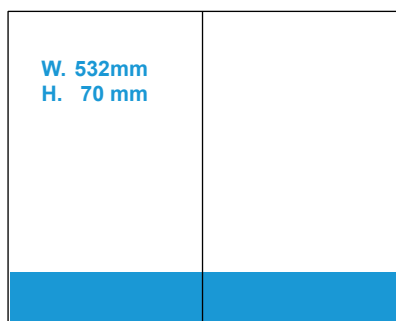


Banner 70

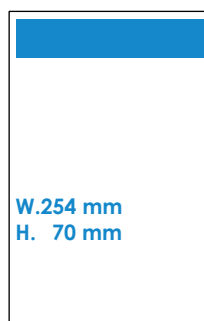


Outside Vertical  
Banner

## Formats



Double Banner 70

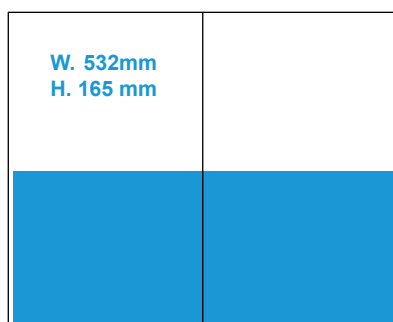


Center banner 70

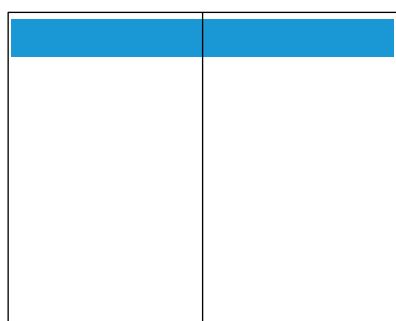
### Special Format



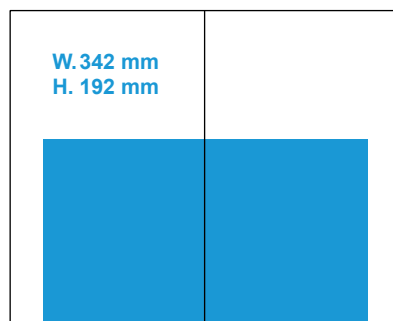
Double Page



Double 1/2page



Panoramic banner  
high page



Double junior page

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

## Technical specifications

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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:
  - o Cyan % should be higher than Magenta and Yellow %.
  - o Magenta and Yellow % should be approximately equal.
  - o Black % should be higher than Cyan %.
  - o 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](mailto:print.quotidiens@lesechosleparisien.fr)