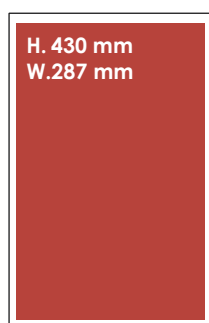




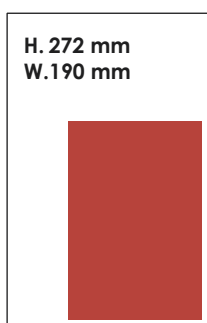
Les Echos

Formats

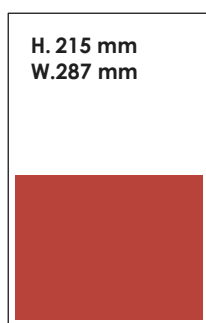
FORMATS STANDARDS



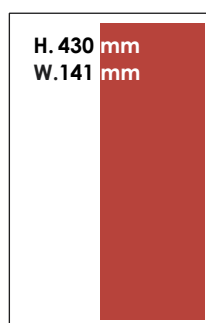
Full Page



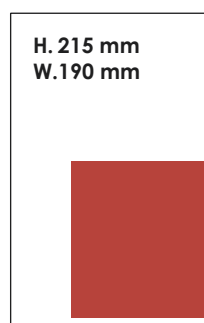
News



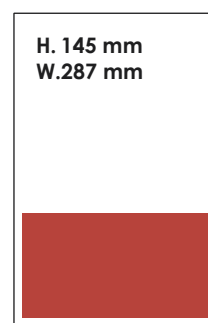
Half page, banner



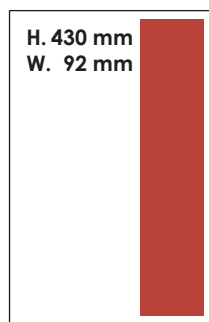
Half page, column



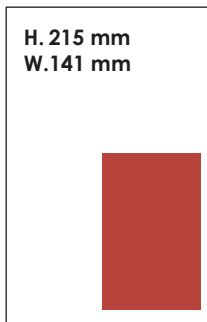
1/3 Page, square



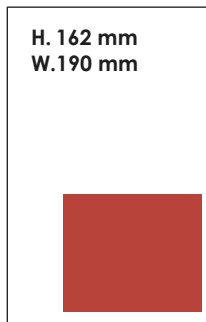
1/3 Page, banner



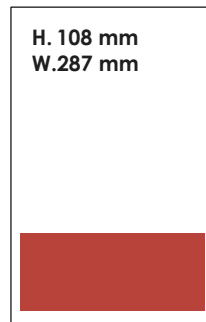
1/3 Page, column



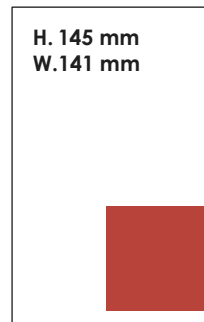
1/4 Page, column



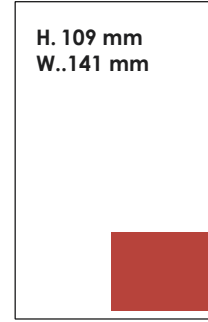
1/4 Page, square



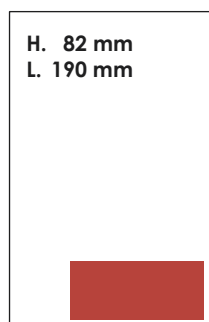
1/4 Page, banner



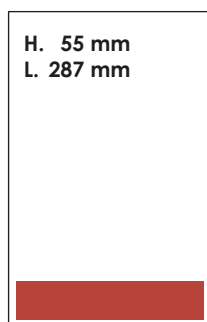
1/6 Page



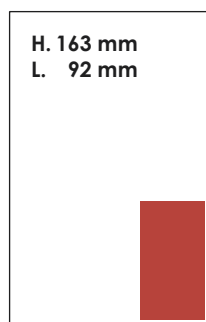
1/8 Page, square



1/8 Page, rectangle



1/8 Page, banner



1/8 Page, column

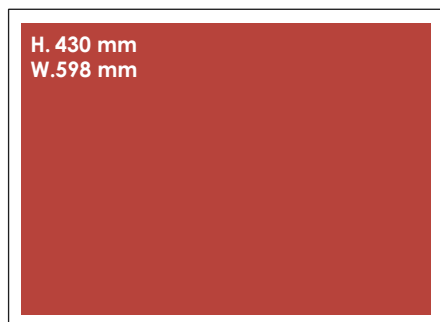


Les Echos

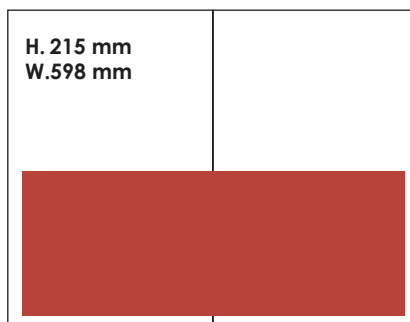
Formats

SPECIAL FORMATS

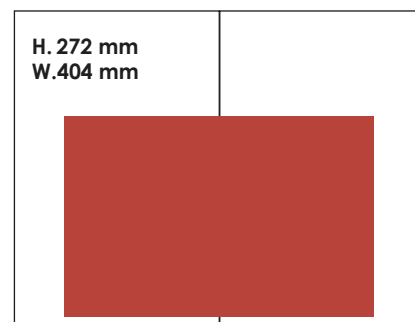
FORMATS DOUBLE



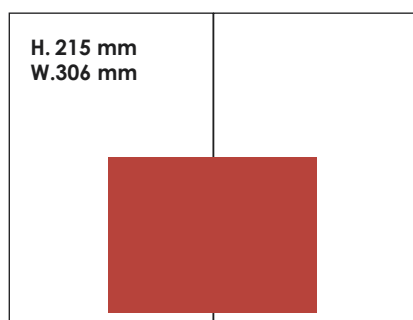
Double Full Page



Double 1/2 Full Page

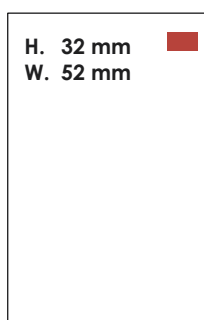


Double Junior Page



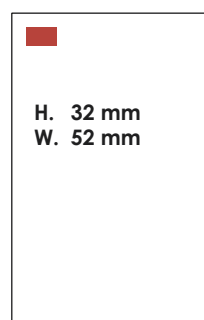
Double 1/4 Page

UNE Cahier 1

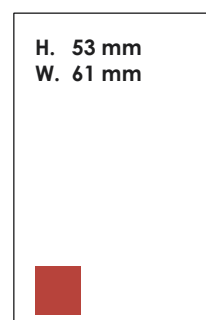


Earpiece general section

UNE Cahier 2 Entreprises et Marchés

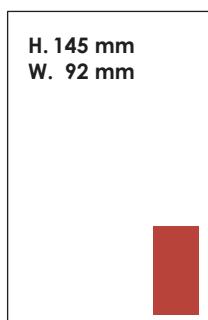


Earpiece

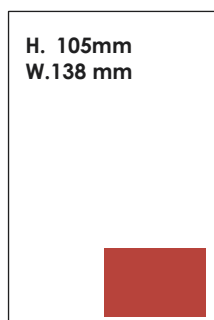


Mini

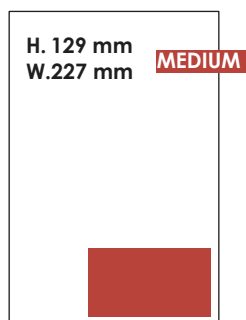
Back Page



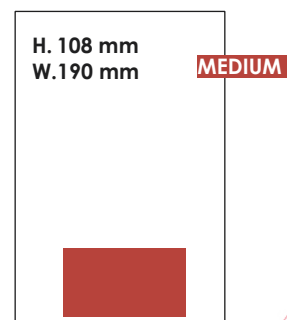
Premium general section



Premium general section



Medium
«Entreprises & Marchés» Section



Medium
«Entreprises & Marchés» Section





Les Echos

Technical Specifications

MATERIALS TO PROVIDE

PDF (1.3 or 1.4) with TrimBox fonts included
No OPI links

DELIVERY OF MATERIALS

3 working days prior to publication.
For all documents from outside of Paris or abroad, please be aware there is an additional duration of 72 hours.
Include the name of the advertiser in the file name.

IMAGES

Image resolution 300 dpi
No RVB
Please crop images to ad size

QUADRI SEPARATION

- 5% to 90% repeated tones
- 50% gray thickness: 22%
- Ink ratio: from 220% max
- Include the separation pattern

We recommend that you use the pattern **Isonews-paper26v4.icc** available on http://www.ifra.com/WebSite/ifra.nsf/html/CONT_ISO_DOWNLOADS
No Pantone colors or direct tones.

FONTS

No fonts that are too skinny or too small in blocks of black, white and color.
No fonts < 6
Plan for a 10 mm block row

FILE TRANSFERS

For files that are bigger than 2 Mo, please send via an online transfer (WeTransfer, Yousendit...)
For files inferior to 2 Mo, please send to:
(adresse email)

maquette@lesechosleparisien.fr

SPONSORED CONTENT / OPEN LETTER

All editorial ad content must:

- Include the mention "Advertisement" "Press Release" in bold in the top margin and in the body of the text >10
- The font used must differ visibly to the one used in the rest of the paper (for example, use stick fonts)
- There must be less columns and they must be larger than the ones in the paper (e.g. for news, split the text in 2 or 3 columns instead of 4).

All ads in this format must be approved by the editor prior.

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 Evrin).
- 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.

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