Les Echos

NEW SIZES

GRUPPO24ORE

FRONT PAGE

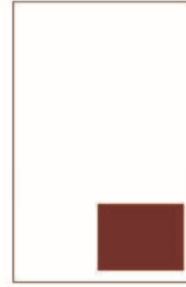Earpiece Section I
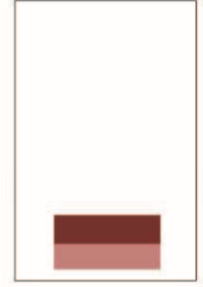D 32 x W 32

Earpiece Section I
D 32 x W 52
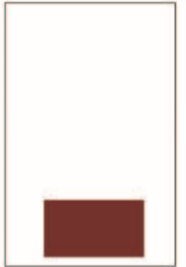
Mini
D 50 x W 44

Premium - Section I
D 145 x W 92

Medium Section I
D 105 x W 138

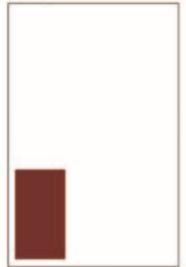Medium & Strip
Section II
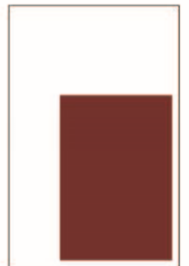D 113 x W 170 &
D 50 x W 170

OUTSIDE BACK COVER

Weather Feature
D 113 x W 170

Section II
D 50 x W 190 &
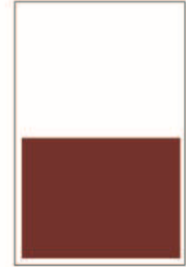D 95 x W 190

Page 2

Sections I & II
D 160 X W 87

SINGLE PAGE SIZES

Page
D 430 x W 287

1/2 Page Horizontal
D 215 x W 287

1/2 Page Vertical
D 430 X W 141

Junior Page
D 272 x W 190

1/3 Page
D 215 x W 190

1/3 Page Horizontal
D 145 x W 287

1/3 Page Vertical
D 430 X W 92

1/4 Page Portrait
D 215 x W 141

1/4 Page Horizontal
D 162 x W 190
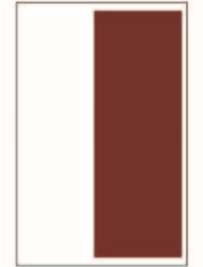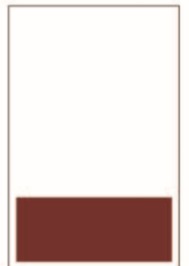
1/4 Page Strip
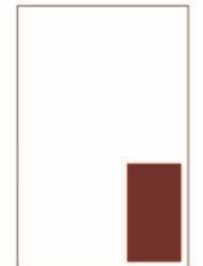D 108 x W 287

1/6 Page
D 145 x W 141

1/8 Page Square
D 109 x W 141

1/8 Page Rectangle
D 82 x W 190

1/8 Page Strip
D 55 x W 287

1/8 Page Vertical
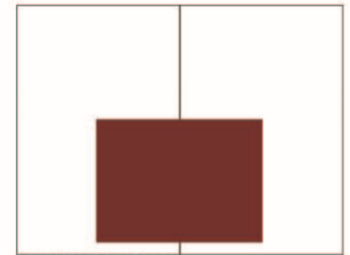D 163 X W 92

DOUBLE PAGE SIZES

Double Page Spread
D 430X W 598

Double 1/2 Page Spread
D 215 X W 598

Double Junior Page Spread
D 272 X W 404

Double 1/4 Page Spread
D 215 x W 306

TECHINICAL SPECIFICATIONS

GENERAL

Text in POSTSCRIPT only. TRUE TYPE not accepted.
For better readability, avoid text sizes < 6.
Any text appearing in a foreign language is required to be translated into French (Toubon Law)
Health warnings should be indicated for alcohol (Evin Law)
No PANTONES or direct colours

IMAGES

Images resolution 300 dpi
No images in RGB
All images should be adjusted to the format of the advertisement Only primary colours are considered as spot colour.

TEXT

Avoid overfine or very small typeface on BW and colour

4 COLOUR

Half tone range 5% to 90% Dot
gain 50% : 22%
CMYK density: 220% max
Include colour profile

Important: We recommend the use of Les Echos icc profile. The profile is available on request with instructions on Les Echos ftp site. It can be used with ColorSync software.

Profile: les_echos_M2_v1.0_04.icc

MATERIAL REQUIREMENTS

PDF (1.4 only) including fonts Acrobat Distiller.
Supply control report if Enfocus Pitstop Pro
No OPI links

File register XX_DDMMYY_MMMM
XX name of advertiser
DDMMYY insertion date
MMMM name of artwork

Example: DURANT_030906_SOLDES
No special characters: space, punctuation, accent, etc…

Documents to be submitted for approval (in the absence of these documents, no query will be upheld as regards the quality of reproduction).

BW: copy proof or fax
Colour: Cromalin or colour proof preferably on newspaper stock
TRANSMISSION
FTP no limitation in file size, limitation in tramission time only
Address: ftp.interne.lesechos.fr
Connection name: boetie
Password: compo

Send compressed files as .sit or .zip, to optimise sending process, please refer tor «A lire» on the ftp site
For files over 80 Mb, please send a Mac CD.

Internet, for files under 2 Mb,
Please send via email to maquette@lesechosmedias.fr and cc: boetie@lesechos.fr

Contacts: please inform the following services prior to transmission :
Commercial advertisements: Technical Team
Avis financiers (financial notices) and recruitment advertisements: Eric DAVID - + 33 1 49 53 65 26 - edavid@lesechosmedias.fr
Production: in the event of connection problems, please contact + 33 1 49 53 67 14

Copy deadline: 5 working days prior to insertion date. For all documents delivered from outside the Paris region and abroad, please allow an additional 72 hours.

ADVERTORIAL

All advertorials must comply with the following directives:
• They should bear the heading « Publicité » in bold type placed within the upper border
• The font used should be different from the newspaper font (for example, use of stick characters)
• The number of columns should be fewer and wider than those of the editorial content of the newspaper (eg: for a junior page, use 2 or 3 columns)
• Advertorials are subject to publisher approval prior to publication.

PRODUCTION CONTACTS

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