



# L'Echo | De Tijd

Obituary

## L'Echo | De Tijd, the only business newspapers in Belgium

The business dailies L'Echo | De Tijd are the perfect platform to publish an obituary in the Belgian business world.

Our newspapers can count on a large readership of decision-makers, entrepreneurs and managers who use them as a daily tool.

### Rates 2024

(in euros, excl. VAT)

		100mm H	140mm H	180mm H	220mm H
94mm L (2 columns)	L'Echo   De Tijd	1,810	2,530	3,255	3,975
	L'Echo	710	995	1,280	1,560
	De Tijd	1,100	1,535	1,975	2,415
143mm L (3 columns)	L'Echo   De Tijd	2,710	3,795	4,880	5,970
	L'Echo	1,065	1,490	1,915	2,345
	De Tijd	1,645	2,305	2,965	3,625
192mm L (4 columns)	L'Echo   De Tijd	3,620	5,060	6,510	7,950
	L'Echo	1,420	1,990	2,560	3,120
	De Tijd	2,200	3,070	3,950	4,830

H = height - W = width

#### Out of format

L'Echo | De Tijd € 9,04 mm/kol

L'Echo € 3,55 mm/kol

De Tijd € 5,49 mm/kol

Example : € 9,04 x 112 mm x 2 col = € 2,024,96

# Technical Specifications

## Technical specifications for print content

### Content to be created

Word document (embedded fonts + high-resolution photos: 300 dpi, black/white or CMYK)

### Print-ready content

Print-ready PDF (embedded fonts + high-resolution photos: 300 dpi, black/white or CMYK). Adverts are printed on salmon pink newsprint.

- **PDF** Your advert must be supplied in PDF format, in accordance with the Medibel+ standards. You can view these standards on [www.medibel-plus.be](http://www.medibel-plus.be).
- **Colours** CMYK
- **Images** CMYK; TIFF, EPS or JPG - 300 dpi (normal) 1200 dpi (bitmap)
- **ICC profile** We recommend that you use the IsoCoatedv2 or IsoNewspaper26v4 ICC profiles. Please make sure you include your choice at the end of the PDF file name: "name\_IWC.pdf" or "name\_NP.pdf". That way, we can ensure the best possible print result for your adverts
- **Fonts** Use an OpenType, PostScript or TrueType font. Please avoid any imported fonts.

### Material delivery

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