



Private Banking

Technical specifications

How to deliver

- **Ready to print material:** Upload your material via the personalized link in the mail that you will receive 15 days before publication. Questions or issues? Contact artwork@mediafin.be
- **In-house composition:** advops@mediafin.be

What to deliver

Print-ready PDF (embedded fonts + high-resolution photos: 300 dpi, black/white or CMYK).

- **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
- **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.

For your information: adverts are printed on salmon pink newsprint.

Filename

To avoid mistakes, it is essential to correctly name your PDF file: e.g., "tjtd.pdf" is not a good choice.

A few tips:

- Do **not give it a long name**; despite the fact that modern systems allow you to use very long names, it is better to use a relatively short one. It is standard to use a **maximum of 32 characters** (extension included)
- Do **not use special characters** in the name (punctuation, spaces, characters with accents, etc.)
- Only use **one full stop dot**, i.e. the one for the extension (.pdf)
- Use the **first publication date with the customer and/or theme** in the name. E.G. 25022021_BMW.pdf. This could be an advertisement for BMW for the newspaper on 25th February 2021.

Formats

Half Berliner format: 315mm H x 235mm

module	height	col
2/1 page	290 mm	441 mm
1/1 page	290 mm	206 mm

Delivery deadline

7 working days before publication



Get in contact

Christophe Meskens

christophe.meskens@mediafin.be

Artwork Mediafin

artwork@mediafin.be