

# Technical specifications

De Tijd | L'Echo Paper & Digital Newspaper (tablet + smartphone)



2019

RATES DE TIJD | L'ECHO

## Practical info:

- Order form digital newspaper: clearly indicate booking of tablet & smartphone advertisement + confirmation delivery material: to send to [booking@trustmedia.be](mailto:booking@trustmedia.be)
- Material Print: upload your material via the personalised link in the mail that you will receive 15 days before publication
- Material tablet & smartphone: [tablet@trustmedia.be](mailto:tablet@trustmedia.be) - 3 working days in advance
- Trustmedia requires the delivery of one adapted format for all supports

## Static ad:

- Presence in tablet & smartphone newspaper on the day of publication in the print newspaper
- No animation in this static publication
- Format: jpg, png
- Weight: 150 kb
- Non clickable
- Clickable: ONLY when an animation is purchased (infra)
  
- Pixels: see next page

## Dynamic ad, with animation:

- Presence for 5 consecutive days in the digital newspaper (tablet & smartphone).
- The animation is user-initiated and starts after activation by the reader, by clicking on the static ad. The animation appears in full-screen mode. The animation starts when the reader is online.
- Pixels static ad: see next page.
- Possible animation forms:
  - > **Video**: mp4
  - > **Foto gallery**: jpg, png
  - > **Landing page** (HTML5)

Contact us for more information concerning the dimensions for the animations

General sales conditions are available on [www.trustmedia.be](http://www.trustmedia.be)

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## Modules

### PRINT FORMATS (column x height in mm)

PRINT	DIMENSION*	QTY
1/1 page	6x440	1
1/2 page H	6x220	1
1/2 page V	6x180	1
2/3 page	6x140	1
1/4 page H	4x180	1
1/4 page V	4x220	1

H = Horizontal \* V = Vertical

\*\* Number of publications a day

\*\*\* The ad appears IN the tablet newspaper

### \* DIMENSIONS COLUMNS

1 column	= 45 mm
2 columns	= 94 mm
3 columns	= 143 mm
4 columns	= 192 mm
5 columns	= 241 mm
6 columns	= 290 mm

TABLET (pixels, WxH)			SMARTPHONE (pixels, WxH)		
TABLET (static)	QTY**	DIMENSION (landscape)	SMARTPHONE (static)	QTY**	DIMENSION (portrait)
Full page	1	862x924	Half page mobile	3	320x200
Half page tablet	2	862x336	Half page mobile	2	320x200
Half page tablet	2	862x336	Half page mobile	2	320x200
Half page tablet	1	862x336	Half page mobile	1	320x200
Half page tablet	1	862x336	Half page mobile	1	320x200
Half page tablet	1	862x336	Half page mobile	1	320x200

! Every publication in the digital newspaper can be enriched with an animation (subject to an additional cost).

Possibilities:

- Video ou
- Image gallery ou
- Content page (HTML)

Contact us for other tailored animation possibilities.

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## Technical Guidelines:

- The HTML page is hosted by Mediafin, and has to be tested in Mobile Safari on iPad and iPhone.
- The HTML page can use HTML5-CSS3-Javascript for i.e. video and/or interactivity, but this has to be tested thoroughly in Mobile Safari on iPad and iPhone.
- Browser plug-ins (Flash, Silverlight, Windows Media...) are NOT supported on iPad and iPhone.

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## Get in contact

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## Material

**Material Print:** upload your material via the personalised link in the mail that you will receive 15 days before publication

### Material Tablet:

[tablet@trustmedia.be](mailto:tablet@trustmedia.be)

3 working days in advance

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## ① Paper journal + full page tablet + half page mobile

### Paper journal



1/1 page  
290mm W x 440mm H

### Tablet



Full Page  
862 x 924 pixels (wxh)

### Smartphone



Half Page Mobile  
320 x 200 pixels (wxh)

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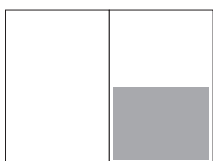
2019

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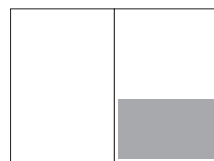
General sales conditions are available on [www.trustmedia.be](http://www.trustmedia.be)

## ② Paper journal + banner tablet + banner mobile

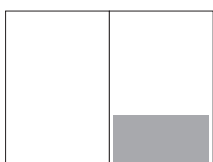
### Paper journal



1/2 page H  
290mm W x 220mm H



1/2 page H  
290mm W x 180mm H



6x140  
290mm W x 140mm H



1/4 page  
192mm W x 220mm H



1/4 page  
192mm W x 180mm H

### Tablet



Half Page Tablet  
862 x 336 pixels (wxh)

### Smartphone



Half Page Mobile  
320 x 200 pixels (wxh)