

Technical specifications

L'Echo | De Tijd



2019

RATES L'ECHO | DE TIJD

What to deliver

You should deliver your advertisement in a PDF file, according to the Medibel+ standards. These can be found on www.medibelplus.be.

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

In-house composition:

booking@trustmedia.be.

Filenamer

We receive lots of advertising material. To avoid mistakes, it is essential to correctly name your PDF file: e.g., "tijd.pdf" is not a good choice. A better choice? Here are 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
For example: 25022010_BMW5.pdf. This could be an advertisement for BMW (series 5) for the newspaper on 25th February 2010.
5.pdf. Cela pourrait être une annonce de BMW (série 5) pour le journal du 25 février 2010.

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Column widths

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

Delivery deadline

2 working days before publication

Modules

BERLINER FORMAT : 440 MM H X 6 COLUMNS (290 MM) W

HEIGHTS (MM)	COLUMNS	MODULE
440	24	Panoplus
440	12	Pano
440	6	1/1 page
440	3	1/2 page vertical
440	2	1/3 page vertical
310	5	3/4 - Junior Page
220	12	Halve pano
220	6	1/2 page horizontal
220	4	1/4 page
150	6	bandeau 4
150	2	pavé 5
120	6	bandeau 3
100	4	pavé 7
100	3	pavé 6
100	2	pavé 3
80	6	bandeau 2
50	6	bandeau 1
50	4	pavé 4
50	3	pavé 2
50	2	pavé 1

Get in contact

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