

An abstract graphic consisting of three overlapping shapes: a blue shape on the left with a rounded top, a black square in the center, and a red shape on the right with a rounded bottom-right corner.

TECHNICAL SPECIFICATIONS SPECIALS IN NEWSPAPERS

Ads & Data
One & not the same

FORMATS | SPECIALS IN NEWSPAPERS

MAGAZINE | 230 X 295

	1/1 PAGE
Width x Height in mm	230 x 295
Width in columns	5 col



MATERIAL & PRINTING STANDARDS | **NEWSPAPER & SUPPLEMENTS**

SPECIFICATIONS FOR THE ELECTRONIC DELIVERY OF ADVERTISEMENTS FOR NEWSPAPERS (COLDSET)

The standards are defined within the context of Medibelplus, the joint project for newspapers and magazine printing in Belgium.

PDF

The advertisement(s) should always be delivered in a Certified PDF, in CMYK, according to the PDF specifications on www.medibelplus.be for magazines.

COLOUR PROFILE

In line with the Medibel+ standards:

IsoCoated V2 300

To be included in the name of the PDF file: ..._IC.pdf

IMAGE RESOLUTION

Grayscale / CMYK: 300 dpi

Maximum compression: 300%

QR-code

Resolution minimum 300 dpi

Format at least: 2.5 cm

Only in Black-and-White

TEXTS

Smallest font

Positive: body 8 pt

Negative (in solid area): body 10 pt bold

Negative (in raster): body 12 pt bold

NAMING THE FILE / EMAIL SUBJECT:

DDMMYY_TIT_CLIENT_THEME_IC.PDF

DDMMYY = the first insert date for this advertisement

TIT = the title (abbreviation) in which this advertisement appears. This can be:

DSNB for De Standaard and Nieuwsblad

DS for De Standaard

NB for Nieuwsblad

GVA for Gazet Van Antwerpen

HBVL for Het Belang van Limburg

CIT for citta

MH for the same ads in 4 newspapers

CLIENT = the name of the advertiser client (e.g. Armani)

THEME = the content of the advertisement. This field is required only if several materials are being submitted (e.g. interchangeable material for editions, or a series of advertisements, etc.)

Please note: 1 file per advertisement!

DIFFERENCES IN FOUR-COLOUR

In newspaper production, 2 or 4 four-colour pages usually fall within the same ink zone. For this reason, they need to be printed in standardized form, and printing adjustments based on 1 pages are not possible.

DO YOU HAVE ANY QUESTIONS?

For more technical information (or problems): preflight@mediahuis.be

HOLIDAYS:

Each legal holiday moves the deadline up by 24 hours.

For special dossiers, separate deadlines apply, so please contact us for more information.