

TECHNICAL SPECIFICATIONS NEWSPAPERS AND SUPPLEMENTS*

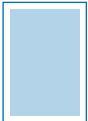













Ads & Data
One & not the same



* NB: Check and NU - GvA Check, citta and DNA - HBvL De Markt and WKND

FORMATS NEWSPAPERS

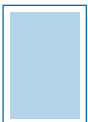













DE STANDAARD | NIEUWSBLAD | GAZET VAN ANTWERPEN | HET BELANG VAN LIMBURG

	ART 1000	ART 750	ART 500	ART 250	ACC 100	ACC 50	ACC 2	AP 400	AP 200	AP 100	AP 50	REGIO SPOT*	PANO**	1/2 PANO**
WIDTH X HEIGHT (MM)	255X380	191X270	255X192	142X200	255X100	255X50	94X380	191X100	94X100	94X50	45X50	94X50	532X380	532X192
WIDTH IN COLUMNS	5 COL	4 COL	5 COL	3 COL	5 COL	5 COL	2 COL	4 COL	2 COL	2 COL	1 COL	2 COL	10 COL	10 COL
														

CHANGED FORMATS FROM 17 JUNE 2024



DE STANDAARD | NIEUWSBLAD | GAZET VAN ANTWERPEN | HET BELANG VAN LIMBURG

	ART 1000	ART 750 !	ART 500 !	ART 250 !	ACC 100	ACC 50	ACC 2 !	AP 400 !	AP 200 !	AP 100 !	AP 50 !	REGIO SPOT !*	PANO**	1/2 PANO !**
WIDTH X HEIGHT (MM)	255X380	200X255	255X203	148X203	255X100	255X50	97X380	200X100	97X100	97X50	47X50	97X50	532X380	532X203
WIDTH IN COLUMNS	5 COL	4 COL	5 COL	3 COL	5 COL	5 COL	2 COL	4 COL	2 COL	2 COL	1 COL	2 COL	10 COL	10 COL
														


! changed format from 17/06/2024

* on front page
** format on request

FORMATS SUPPLEMENTS


NB / GVA CHECK + HBVL DE MARKT

	1/1 PAGE	ACC 75	PANO
WIDTH X HEIGHT (MM)	255X380	255X75	532X380
WIDTH IN COLUMNS	5 COL	5 COL	10 COL




PACKAGE POPULAR: CHECK NB + CHECK GVA + DE MARKT HET BELANG VAN LIMBURG

	1/1 PAGE
WIDTH X HEIGHT (MM)	255 X 380
WIDTH IN COLUMNS	5 COL



CITTA

	1/1 PAGE	1/2 PAGE	PANO
WIDTH X HEIGHT (MM)	255X380	255X192	532X380
WIDTH IN COLUMNS	5 COL	5 COL	10 COL




CITTA



CHANGED FORMATS FROM 17 JUNE 2024

	1/1 PAGE	1/2 PAGE!	PANO
WIDTH X HEIGHT (MM)	255X380	255X203	532X380
WIDTH IN COLUMNS	5 COL	5 COL	10 COL



! changed format from 17/06/2024

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 page 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.