



# TECHNICAL SPECIFICATIONS

**NEWSPAPERS, SUPPLEMENTS\*  
AND SPECIALS IN NEWSPAPERS**

**Ads & Data**

\* NB WKND + NU - GvA WKND + citta - HBvL De Markt + WKND  
And also commercial supplements (meedruk)

# TECHNICAL SPECIFICATIONS | 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	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

### Commercial supplement:


- only ART 1000
- exceptional: in the middle of commercial supplement, a pano is possible

\* on front page  
\*\* format on request

## SUPPLEMENTS


### NB / GVA WKND + 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



### CITTA


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



## SPECIALS

### MAGAZINE

	1/1 PAGE
WIDTH X HEIGHT (MM)	230X295
WIDTH IN COLUMNS	5 COL



# MATERIAL & PRINTING STANDARDS | NEWSPAPERS & SUPPLEMENTS & SPECIALS

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

### PDF

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

PDF files in version 1.3 may lead to compatibility issues in the digital newspaper. Therefore, we kindly request that all files be submitted in version 1.4 or higher to ensure optimal performance and display.

### COLOUR PROFILE

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](mailto: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.