



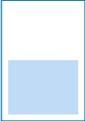
**TECHNICAL
SPECIFICATIONS
NEWSPAPERS AND
SUPPLEMENTS***
FOR POLITICALS ADS

Ads & Data

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

TECHNICAL SPECIFICATIONS | FORMATS NEWSPAPERS & SUPPLEMENTS

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

	ART 1000	ART 750	ART 500	ART 250	ACC 100	AP 400	AP 200
WIDTH X HEIGHT (MM)	255X380	200X255	255X203	148X203	255X100	200X100	97X100
WIDTH IN COLUMNS	5 COL	4 COL	5 COL	3 COL	5 COL	4 COL	2 COL
							

Commercial supplement:

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

NB / GVA WKND + HBVL DE MARKT

	1/1 PAGE
WIDTH X HEIGHT (MM)	255X380
WIDTH IN COLUMNS	5 COL
	

CITTA

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

MATERIAL & PRINTING STANDARDS | NEWSPAPERS & SUPPLEMENTS

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

HOLIDAYS

Each legal holiday moves the deadline up by 24 hours.

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

PRINT POLITICAL ADS

Print political advertisements must include the label, located at the bottom across the full width of the ad, be clearly visible and legible, with a maximum height of 15 mm of the total creative height. [Download template political labels here.](#)