



Ads & Data

TECHNICAL SPECIFICATIONS MAGAZINES

FOR POLITICAL ADS

TECHNICAL SPECIFICATIONS | FORMATS MAGAZINES

DE STANDAARD MAGAZINE | DE STANDAARD

LAYOUT AREA: 230 MM X 315 MM (WXH)

1/1 PAGE

250 x 335
+ 5 MM BLEED
ON 4 SIDES



BILLIE | NIEUWSBLAD | GAZET VAN ANTWERPEN | HET BELANG VAN LIMBURG

LAYOUT AREA: 190 MM X 277 MM (WXH)

1/1 PAGE

210 x 297
+ 5 MM BLEED
ON 4 SIDES



MATERIAL & PRINTING STANDARDS | MAGAZINES

SPECIFICATIONS FOR THE ELECTRONIC DELIVERY OF ADVERTISEMENTS FOR MAGAZINES (HEATSET)

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.

PDF

PRODUCT	COLOR PROFILE INSIDE	COLOR PROFILE COVER
BILLIE	ISOCOATED_V2_300	ISOCOATED_V2_300
DE STANDAARD MAGAZINE	ISOCOATED_V2_300	ISOCOATED_V2_300

IMAGE RESOLUTION

Grayscale / CMYK: 300 dpi
Maximale compression: 300%

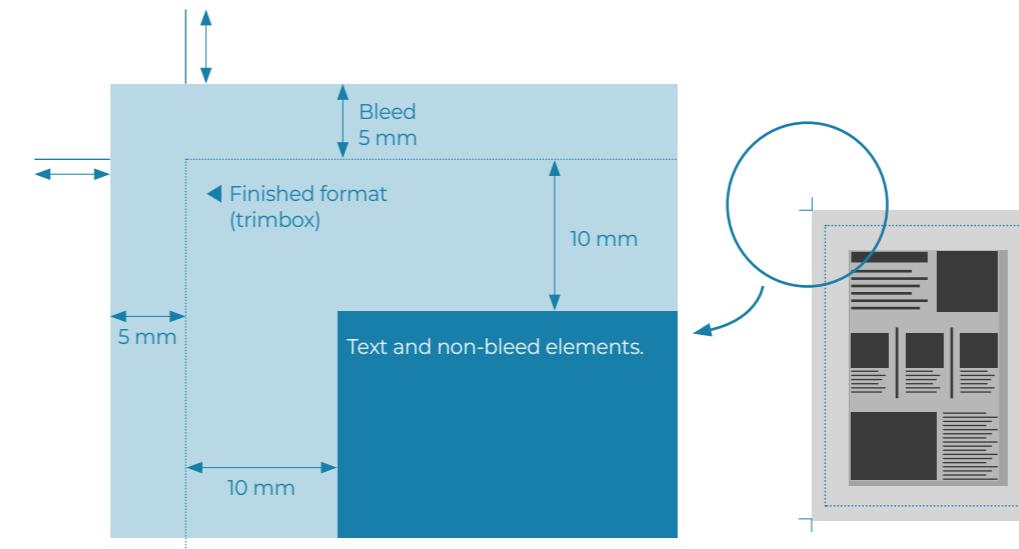
QR-Code
Resolution: minimum 300 dpi
Format at least: 2,5 cm
Only in Black and White

DIFFERENCES IN FOUR COLORS

In magazine production, 2 four color 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



TECHNICAL SPECIFICATIONS | DELIVERY MAGAZINES

YOU HAVE AN INSERT ORDER FOR ADS AND DATA

DELIVERY ADDRESSES

All information for the delivery of an advertisement is available per:

printadvertising@adsanddata.be
011/87.84.85
03/210.02.21

DEADLINES

De Standaard Magazine / De Standaard Weekblad + Billie

Reservations	: date of publication -11 working days, Friday at 11:30 am
Ready to be published	: date of publication -6 working days, Friday at 11:30 am
Ready to be published cover DSM	: date of publication -9 working days, Tuesday at 11:30 am
To be designed	: date of publication -11 working days, Friday at 11:30 am
On holidays	: one of the above deadlines -1 extra workingday

Inserts printed together with the newspaper: are automatically cross-published.
Mediahuis looks after this and you have nothing further to do.

Inserts are not automatically cross-published. For more information, please contact us.

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.](#)

FILE NAME / SUBJECT E-MAIL

DDMMJJ_TIT_KLANT_THEME_IC.PDF

DDMMJJ = the first insert date for this advertisement.

TIT = the title (abbreviation) in which this advertisement appears.

This can be:

BIL for Billie

NB for Nieuwsblad

DSM for De Standaard Magazine

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

THEME = the content for 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!