



TECHNICAL SPECIFICATIONS

ALL IN FORMULA - PRINT & ENCARTAGE

Ads & Data

ALL-IN FORMULA | PRINT & ENCARTAGE

2 OPTIONS FOR PRINTING YOUR BROCHURE*

1. Brochure on 12 single pages

- square size 260 mm x 260 mm
- printed on 60 gr newsprint in coldset (= newspaper print)

Brochure square size



260 x 260

2. Brochure on 4 single pages

- A4 size 210 mm x 297 mm
- printed on maco paper 135 gr in heatset (= magazine print)

Brochure A4 size



210 x 297

* Other printing options on demand.

Send your material to: printadvertising@adsanddata.be

Ads & Data

15-09-2026

MATERIAL & PRINTING STANDARDS | NEWSPAPERS & SUPPLEMENTS

SPECIFICATIONS FOR THE ELECTRONIC DELIVERY OF ADVERTISEMENTS FOR NEWSPAPERS (COLDSET) = BROCHURE ON 12 SINGLE PAGES, SQUARE SIZE (260 MM X 260 MM)

PDF

The advertisement(s) should always be delivered in a Certified PDF, in CMYK, according tot the PDF specifications for **newspaper** 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.

■ Delivery on 12 separate pages

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 serveral 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.

MATERIAL & PRINTING STANDARDS | MAGAZINES

SPECIFICATIONS FOR THE ELECTRONIC DELIVERY OF ADVERTISEMENTS FOR MAGAZINES (HEATSET) = BROCHURE ON 4 SINGLE PAGES, A4 SIZE (210 MM X 297 MM)

PDF

The advertisement(s) should always be delivered in a Certified PDF, in CMYK, according tot 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.

- 3 mm bleed on all sides
- Delivery on 4 separate pages
- Paper = silk

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