

TECHNICAL SPECIFICATIONS MEMOSTICKS

Ads & Data
One & not the same



MATERIAL & PRINTING STANDARDS | MEMOSTICKS

PDF

The advertisement(s) should always be delivered in a Certified PDF, in CMYK, according to the PDF specifications of Ferag.

DELIVERY ADDRESS:

printadvertising@adsanddata.be

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

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 as series of advertisements, etc.). Please note: 1 file per advertisement!

HOLIDAYS:

Each legal holiday moves the deadline up by 24 hours.

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

