

De Tijd - L'Echo

Technical specifications

2010



What to deliver?

You should deliver your advertisement in a PDF file, according to the Medibel+ standards. These can be found on <http://www.medibelplus.be>

How to deliver?

Via FTP `ftp://ftp.mediafin.be`

Login: `materiaal`

Password: `mat185e`

Via E-mail `artwork@mediafin.be`

Maximum size of file: approximately 5 MB (this will also depend on your internet provider)

Via CD-Rom for Macintosh: send CD-rom to De Persgroep, Flashcenter, Chaussée de Bruxelles 347, B-1730 Asse, Belgium

Filename?

We receive lots of advertising material. To avoid mistakes, it is essential to correctly name your PDF file: e.g., "tijd.pdf" is not a good choice. A better choice? Here are a few tips:

- Do not give it a long name; despite the fact that modern systems allow you to use very long names, it is better to use a relatively short one. It is standard to use a maximum of 32 characters (extension included)
- Do not use special characters in the name (punctuation, spaces, characters with accents, etc.)
- Only use one full stop dot, i.e. the one for the extension (.pdf)
- Use the first publication date with the customer and/or theme in the name.
For example: 25022007_BMW5.pdf. This could be an advertisement for BMW (series 5) for the newspaper on 25th February 2007.

Delivery deadline

2 working days before publication

Column widths

NUMBER OF COLUMNS	MM
1 column	45 mm
2 columns	94 mm
3 columns	142 mm
4 columns	191 mm
5 columns	239 mm
6 columns	288 mm
7 columns	336 mm

De Tijd Rapporten - Les Dossiers Pro L'Echo

Technical specifications also valid for Les Dossiers Pro L'Echo - De Tijd Rapporten.

Contact

■ Johan Van Gijsegem
`artwork@mediafin.be`
Tel.: +32 (0) 486 83 74 41