

# Material & printing standards

## newspaper and supplements 2022

### SPECIFICATIONS FOR THE ELEKTRONIC DELIVERY OF ADVERTISEMENTS FOR NEWSPAPERS (COLDSET)

The standards are defined within the context of Medibelplus, the joint project for newspaper and magazine printing in Belgium.

#### PDF

De advertentie(s) steeds aan te leveren in een Certified PDF, in CMYK, volgens de PDFspecificaties op [www.medibelplus.be](http://www.medibelplus.be) voor magazines.

#### COLOUR PROFILE

In line with the Medibel+ standards:  
**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 / E-MAIL 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 en Het Nieuwsblad
- DS for De Standaard
- NB for Het Nieuwsblad
- GVA for Gazet van Antwerpen
- HBVL for Het Belang van Limburg
- CIT voor 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](mailto: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.