

Magazine

Perfect bound & Saddle stitched

L'Étudiant

specialised shows,
shows in regions : **GUIDE DU VISITEUR**

Finished format: W 150 mm x H 210 mm

Every supply of material should be accompanied by a note of dispatch containing at least the following information: the client's name, the advertiser's name, date and title of all editions using the material, the subject and a reference to the corresponding order number.

LEGAL AND LEGAL NOTICES

Adverts regarding alcoholic drinks must be accompanied by the health warning "L'abus d'alcool est dangereux pour la santé. A consommer avec modération".

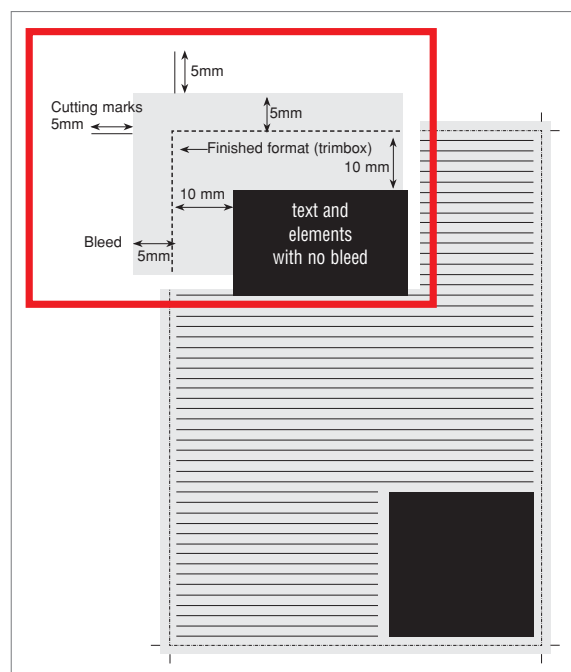
Adverts regarding drinks with additives and manufactured food products must contain a health warning (for example : "Pour votre santé, évitez de grignoter entre les repas. www.mangerbouger.fr").

All health warnings written in a foreign language must be translated into French.

For more information, consult the complete legal text : the advertising audit office aims to install a code of ethics within advertising and maintain the ethic in advertising. For more information please consult our website on www.bvp.org (BVP : Bureau de Vérification de la Publicité).

ADVERTORIALS

Call us to be aware of the advertorial directions. All your creations have to be approved 4 weeks previous to the on sale date. Contact the department ADV : materiel@er-services.fr



1/1 page

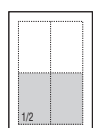
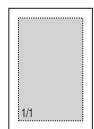
Finished format (trimbox) :
W 150 mm x H 210 mm

Finished format + 5 mm bleed:
W 160 mm x H 220 mm

Finished format + 5 mm bleed + 5 mm cutting marks:
W 170 mm x H 230 mm

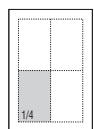
The bleed must not contain any registration marks, colour strips and the like.

The texts, photos, logos and agency references must remain at least 10 mm from the bleed.



1/2 page horizontal no bleed

Format:
W 130 mm x H 90 mm



1/4 page squared no bleed

Format:
W 63 mm x H 90 mm

EXPRESS ROULARTA SERVICES adapted the specifications of the technical commission of **APPM**
For more information please consult our website : <http://pressemagazine.com/documentation-technique/>

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