

**Finished format: W 202 mm x H 267 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".

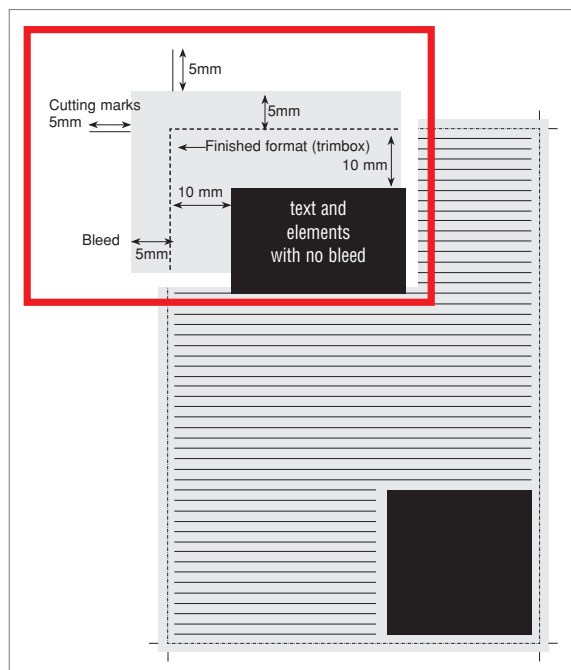
Adverts regarding drinks with additives and manufactured food products must contain a health warning (for example : "Pour votre santé, évitez de grignoter entre les repas. [www.mangerbouger.fr](http://www.mangerbouger.fr)").

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](http://www.bvp.org) (BVP : Bureau de Vérification de la Publicité).

**ADVERTORIALS**

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1/1 page

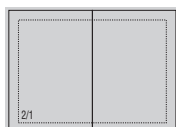
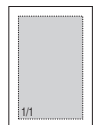
**Finished format (trimbox) :**  
**W 202 mm x H 267 mm**

**Finished format + 5 mm bleed:**  
W 212 mm x H 277 mm

**Finished format + 5 mm bleed + 5 mm cutting marks:**  
W 222 mm x H 287 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.



2/1 page

**Finished format (trimbox) :**  
**W 404 mm x H 267 mm**

**Finished format + 5 mm bleed:**  
W 414 mm x H 277 mm

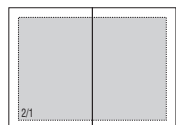
**Finished format + 5 mm bleed + 5 mm cutting marks:**  
W 424 mm x H 287 mm

*The double page must be delivered in one file*

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.

All materials must be supplied as one unit. Spread headings and texts must remain 3 mm left and 3 mm right from the fold.



EXPRESS ROULARTA SERVICES adapted the specifications of the technical commission of **APPM**  
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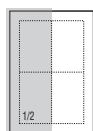
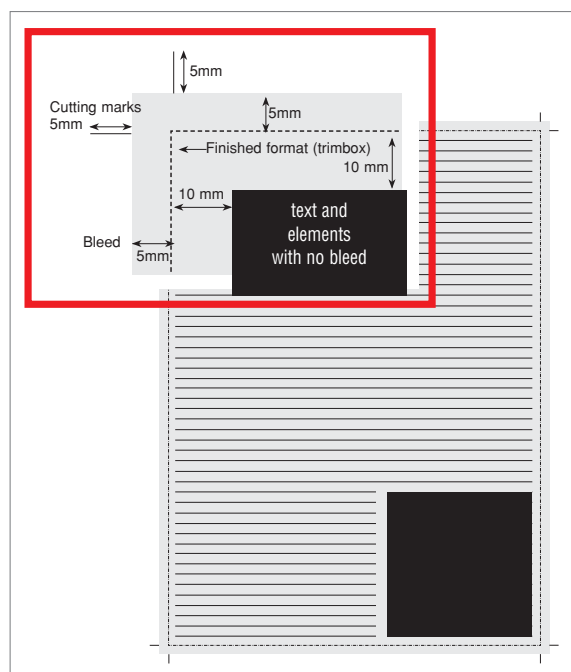
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1/2 page vertical bleed

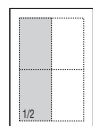
**Finished format (trimbox) :**  
**W 99 mm x H 267 mm**

**Finished format + 5 mm bleed:**  
W 109 mm x H 277 mm

**Finished format + 5 mm bleed + 5 mm cutting marks:**  
W 119 mm x H 287 mm

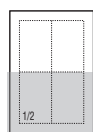
The bleed must not contain any registration marks, colour strips and the like.

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



1/2 page vertical no bleed

**Format:**  
**W 84 mm x H 240 mm**



1/2 page horizontal bleed

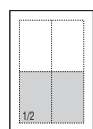
**Finished format (trimbox) :**  
**W 202 mm x H 132 mm**

**Finished format + 5 mm bleed:**  
W 212 mm x H 142 mm

**Finished format + 5 mm bleed + 5 mm cutting marks:**  
W 222 mm x H 152 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 171 mm x H 118 mm**

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# Magazine

## Saddle stitched



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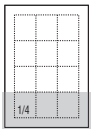
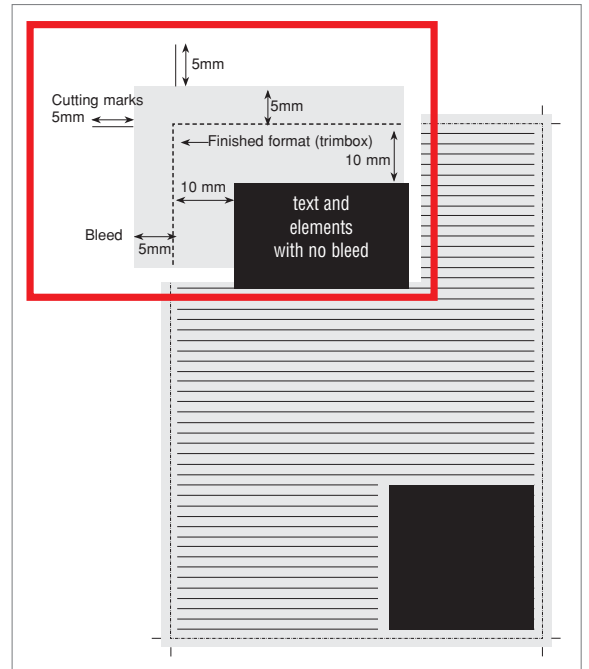
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1/4 page horizontal bleed

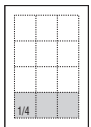
**Finished format (trimbox) :**  
**W 202 mm x H 71 mm**

**Finished format + 5 mm bleed:**  
W 212 mm x H 81 mm

**Finished format + 5 mm bleed + 5 mm cutting marks:**  
W 222 mm x H 91 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.



1/4 page horizontal no bleed

**Format:**  
**W 171 mm x H 57 mm**

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