

Finished format: W 225 mm x H 285 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".

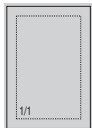
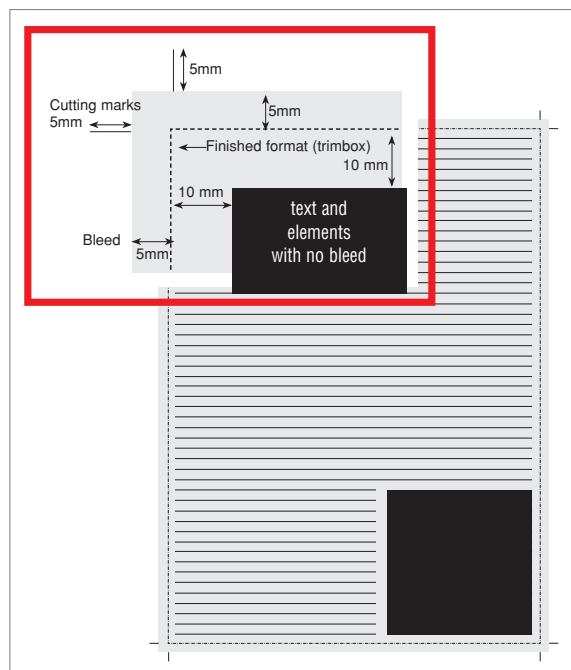
Adverts regarding drinks with additives and manufactured food products must contain a health warning (for example : "Pour votre santé, évitez de grignoter entre les repas. www.mangerbouger.fr").

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

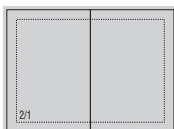
Finished format (trimbox) :
W 225 mm x H 285 mm

Finished format + 5 mm bleed:
W 235 mm x H 295 mm

Finished format + 5 mm bleed + 5 mm cutting marks:
W 245 mm x H 305 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 450 mm x H 285 mm

Finished format + 5 mm bleed:
W 460 mm x H 295 mm

Finished format + 5 mm bleed + 5 mm cutting marks:
W 470 mm x H 305 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**
For more information please consult our website : <http://pressemagazine.com/documentation-technique/>



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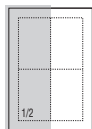
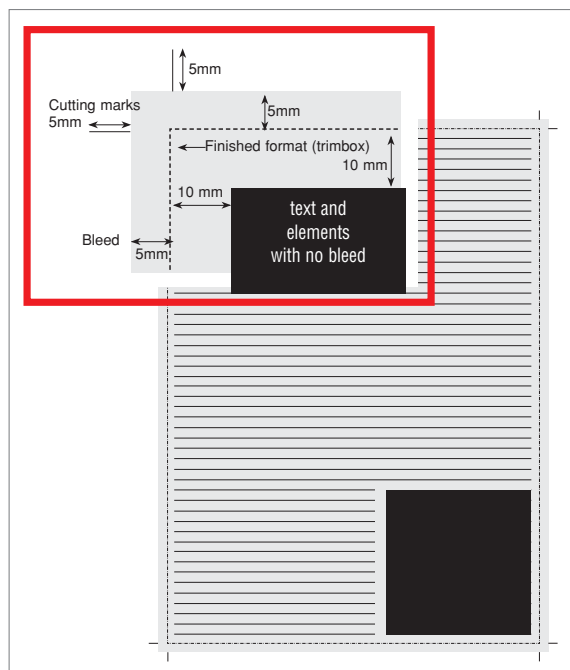
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1/2 page vertical bleed

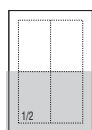
Finished format (trimbox) :
W 111 mm x H 285 mm

Finished format + 5 mm bleed:
W 121 mm x H 295 mm

Finished format + 5 mm bleed + 5 mm cutting marks:
W 131 mm x H 305 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 bleed

Finished format (trimbox) :
W 225 mm x H 141 mm

Finished format + 5 mm bleed:
W 235 mm x H 151 mm

Finished format + 5 mm bleed + 5 mm cutting marks:
W 245 mm x H 161 mm

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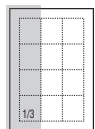
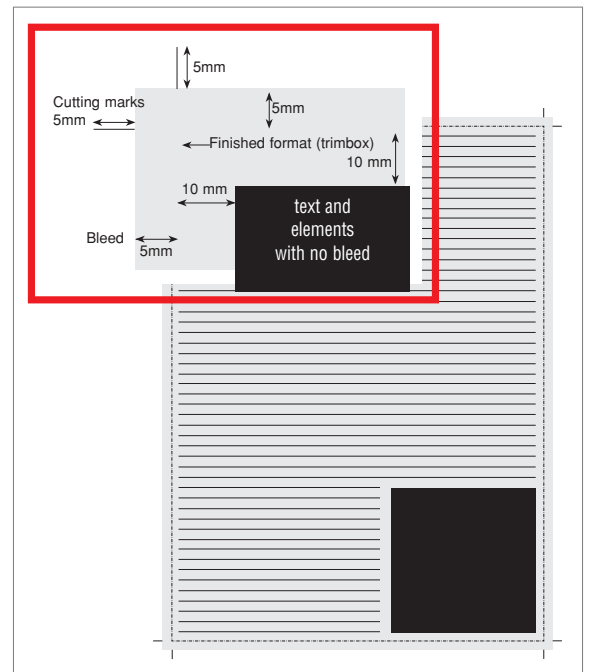
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1/3 page vertical bleed

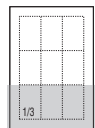
Finished format (trimbox) :
W 70 mm x H 285 mm

Finished format + 5 mm bleed:
W 80 mm x H 295 mm

Finished format + 5 mm bleed + 5 mm cutting marks:
W 90 mm x H 305 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.



1/3 page horizontal bleed

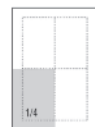
Finished format (trimbox) :
W 225 mm x H 90 mm

Finished format + 5 mm bleed:
W 235 mm x H 100 mm

Finished format + 5 mm bleed + 5 mm cutting marks:
W 245 mm x H 110 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 bleed

Finished format (trimbox) :
W 110 mm x H 140 mm

Finished format + 5 mm bleed:
W 120 mm x H 150 mm

Finished format + 5 mm bleed + 5 mm cutting marks:
W 130 mm x H 160 mm

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

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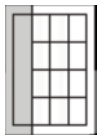
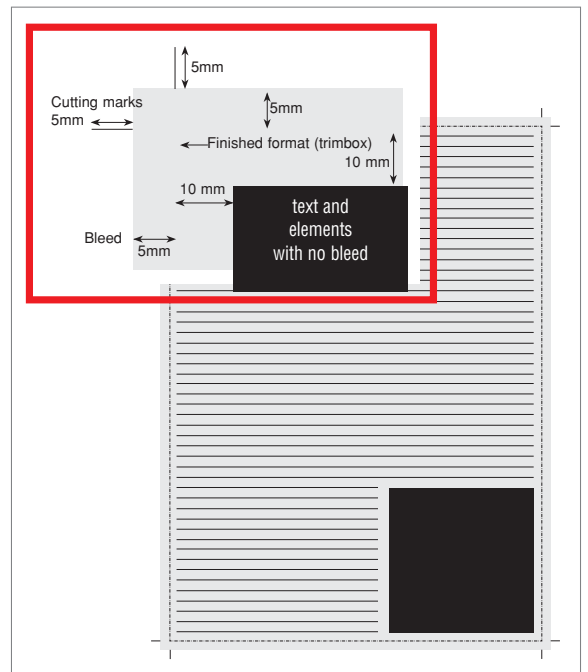
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1/4 page vertical bleed

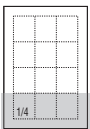
Finished format (trimbox) :
W 50 mm x H 285 mm

Finished format + 5 mm bleed:
W 60 mm x H 295 mm

Finished format + 5 mm bleed + 5 mm cutting marks:
W 70 mm x H 305 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 bleed

Finished format (trimbox) :
W 225 mm x H 65 mm

Finished format + 5 mm bleed:
W 235 mm x H 75 mm

Finished format + 5 mm bleed + 5 mm cutting marks:
W 245 mm x H 85 mm

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

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Module P.A.



MODULE PA - no bleed

Format :
W 95 mm x H 60 mm

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