

Newspapers - National

Technical Specifications

1. Procedure

1.1 Campaign requests

The rule is first come, first served. You can reserve an advertisement at any time, but always take into account the availability of the product and respect the reservation deadlines as mentioned on the website. The deadlines in the table only apply to regular ads. We kindly ask you to contact us if you want a creative ad or if you want to advertise in a special. A booking is only valid when we receive a signed - and fully completed - order form, including the contact details of the contact person for the material.

Reservation by email: print.sales@dpgmedia.be

1.2 Option policy

Options have to be confirmed at least 3 working days before the reservation deadline (<https://www.advertising.dpgmedia.be/nl/adverteren/nationaal/krant?tab=tech-specs>). They remain valid for 10 working days and you can extend them only once for an additional period of 10 working days. An option can be taken maximum 12 months before the publication date. In all cases DPG Media Advertising reserves the right to decide whether or not to grant an option, among other things depending on the space available. A signed receipt for one of our products on which an option has already been taken, gives the first option holder the time to confirm his/ her option. The deadline for doing so is 48 hours. If the first option is not confirmed, the new order can go ahead. If an option is not confirmed in time, DPG Media cannot guarantee the publication or starting date, nor the (preferential) placement.

Exceptions to option policy

- For unpredictable Topicals, flexibility is possible for newspapers: confirmation is possible until 12am on the day before publication.
- For creative formulas the 10-day rule does not apply, given the deadlines for delivery of blanks and final copies.

1.3 Changing a campaign

Changing a campaign period can be done up to 3 working days before the reservation deadline. Changing a product type/ size or special placement is only possible with the approval of your account manager at DPG Media Advertising and at least 3 working days before the reservation deadline.

1.4 Proof numbers

We always provide a digital proof number of the title in which the advertisement was published.

2. Technical conditions

2.1 Deadlines and delivery conditions

Newspapers: 2 working days before publication in the newspaper.

Het Laatste Nieuws

Delivery

Non-print-ready material

DPG Media Advertising offers the possibility to have your advertisement prepared by our graphics unit. Individual parts of the advertisement can be submitted digitally via AdPoint. In most cases, this involves photos, logos or individual texts. Software allowed for the different components:

- Photoshop CS5 (minimum 200 DPI, JPEG)
- Illustrator CS5 (EPS, converting fonts in letter outlines/vectors)
- Word, PowerPoint and Excel are only used for submitting texts
- Deadline for delivery of individual components: 3 days before the print-ready materials deadline (submit materials via AdPoint - see deadlines below)

Print-ready material

DPG Media Advertising supports the Belgian 'Medibel+ standard' for submitting advertisements in the Adobe Acrobat (pdf) format. Please refer to the website of Medibel+ for additional info (www.medibelplus.be).

In addition to an elaborate manual, it also contains the export profiles for the current graphics packages. Please note that a distinction must be made between newspapers and magazines.

When naming your file, the following items must be provided:

- Client
- Publication
- Date of publication
- ICC profile, ISO Coated or ISO Newspaper (IC or INP)

How to deliver?

You can submit your material via our AdPoint platform. You will find the link to that platform in the reservation email. For questions regarding submission and/ or technical printing properties of our printing presses, do not hesitate to contact the Prepress Team via the number 09/353.48.18.

Deadlines HET LAATSTE NIEUWS (week)

	Reservation	delivery print-ready	delivery non-print-ready
Monday	Thu. 16:00	Thu. 16:00	Tue. 17:00
Tuesday	Thu. 16:00	Fri. 17:00	Wed. 17:00
Wednesday	Mon. 16:00	Mon. 17:00	Thu. 17:00
Thursday	Tue. 16:00	Tue. 17:00	Fri. 17:00
Friday	Wed. 16:00	Wed. 17:00	Mon. 17:00
Saturday	Thu. 16:00	Thu. 17:00	Tue. 17:00

De Morgen

Delivery

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- Deadline for delivery of individual components: 3 days before the print-ready materials deadline (submit materials via AdPoint - see deadlines below)

Print-ready material

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You can submit your material via our AdPoint platform. You will find the link to that platform in the reservation email. For questions regarding submission and/ or technical printing properties of our printing presses, do not hesitate to contact the Prepress Team via the number 09/353.48.18.

Deadlines DE MORGEN

	Reservation	Delivery print-ready	Delivery non-print-ready
Monday	Thu. 16:00	Thu. 16:00	Tue. 17:00
Tuesday	Fri. 16:00	Fri. 17:00	Wed. 17:00
Wednesday	Mon. 16:00	Mon. 17:00	Thu. 17:00
Thursday	Tue. 16:00	Tue. 17:00	Fri. 17:00
Friday	Wed. 16:00	Wed. 17:00	Mon. 17:00
Saturday	Thu. 16:00	Thu. 17:00	Tue. 17:00

3. Inserts under seal

National advertising in Het Laatste Nieuws and De Morgen is also possible via a supplement under seal (foil) with the magazine NINA or dm.magazine.

3.1 [HLN: insert under seal \(foil\) with NINA \(link\)](#)

Sample copies

We ask you to supply 20 to 50 blank copies for a technical inspection. Please send them 3 weeks before sealing to:

DPG Media attn. Nico Tackaert
 Mediaplein 1
 2018 Antwerp

DPG Media Advertising is not responsible for any problems and/or failure to execute the sealing when test copies are not delivered. In case of problems extra costs will be charged to the client.

Delivery

We ask that physical copies be delivered at least 2 weeks before sealing to:

De Brug – NINA
attn. Kevin Vanrompaey
Deurnestraat 208
2640 Mortsel

Digital copies in pdf format should be delivered to encart@dpgmedia.be at least 7 working days prior to sealing.

Structure e-mail:

- Subject: client's name + which newspaper + national or regional + date of publication.
Example: Digital supplement HLN National AS Adventure 21/10
- Be sure to include the title of the attachment = the name that is visible in the digital version of the newspaper
- Annex: pdf naming convention: 'client+which newspaper+appearance date

Format

- Format
 - portrait > closed at the longest side – 297 mm
 - max. NINA – 220 x 297 mm
 - min. A5 – 148 x 210 mm
- Total thickness of the newspaper, NINA + attachments in sealing package < 30 mm

Packaging

- Attachments must be packed separately per magazine and per filing date, indicating the magazine and the filing date:
 - in LOOSE packs of at least 12 cm WITHOUT flaps (all backs in the same orientation)
 - 1 pack height per layer
 - cardboard between the different layers
 - Stacked on pallets for further processing

Reservation

On request - please contact your account manager.

3.2 [De Morgen: insert under seal \(foil\) with DM.magazine \(link\)](#)

Sample copies

We ask you to supply 20 to 50 blank copies for technical inspection.
Please send them 3 weeks before sealing to:

DPG media attn. Nico Tackaert
Mediaplein 1
2018 Antwerp

DPG Media Advertising is not responsible for any problems and/or failure to execute the sealing when test copies are not delivered. In case of problems extra costs will be charged to the client.

Delivery

We ask that physical copies be delivered at least 2 weeks before sealing to:

Roularta Printing – dm.magazine
Kathy Platteau
Meensesteenweg 300
8800 Roeselare

Digital copies in pdf format should be delivered at least 7 working days before sealing to encart@dpgmedia.be.

Structure mail:

- Subject: client's name + which newspaper + national or regional + date of publication
Example: Digital supplement DM National AS Adventure 21/10
- Be sure to include the title/name of the attachment = the name that is visible in the digital version of the newspaper
- Annex: pdf name convention: 'client+which newspaper+appearance date'.

Format

- Format
 - portrait > closed at the longest side – 285 mm
 - max. dm.magazine – 217 x 285 mm
 - min. A5 – 148 x 210 mm
- Total thickness of the newspaper, dm.magazine + attachments in sealing package < 30 mm

Packaging

- Attachments must be packed separately per magazine and per filing date, indicating the magazine and the filing date:
 - in LOOSE packs of at least 12 cm WITHOUT flaps (= all backs in the same orientation)
 - 1 pack height per layer
 - cardboard between the different layers
 - stacked on pallets for further processing

Reservation

On request - please contact your account manager.

3. Emergency number

Experiencing an urgent problem with your campaign on weekdays before 8.30am and after 5.30pm or during the weekend? For radio, television or publishing, call 02-255-04-04; for digital, call 0477-910-908 and we will resolve the problem for you.