

TECHNICAL SPECIFICATIONS LUXEMBOURG

Ads & Data



TABLE OF CONTENT

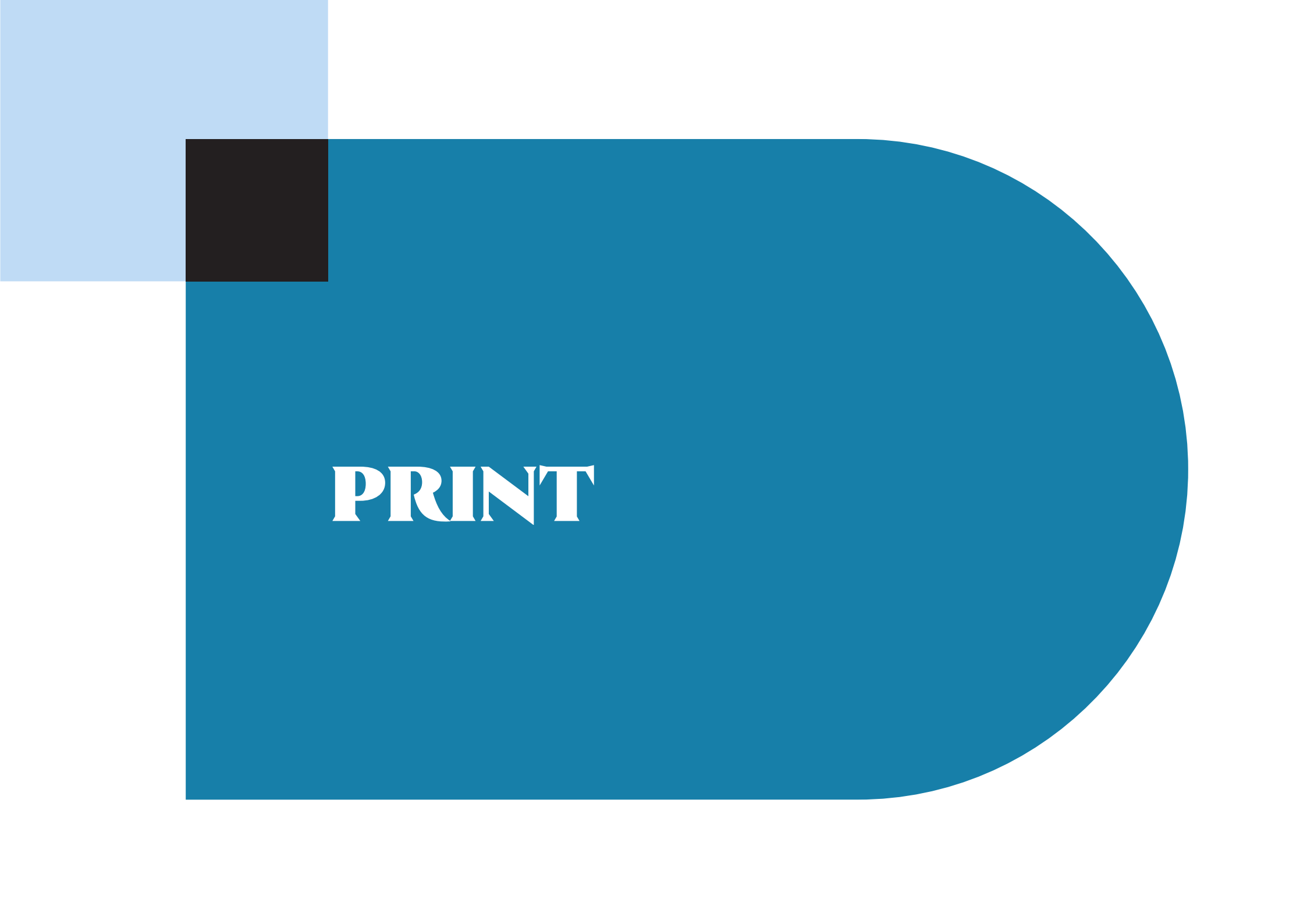
1.	PRINT	pg.
	Luxemburger Wort	4
	Contacto	10
	Magazines	15

2.	DIGITAL	pg.
	Contacto	17
	Luxembourg Times	17
	Radio Latina	17
	wortimmo.lu	17
	Virgule	17

3.	RADIO	pg.
	Radio Latina	21

4.	ADVERTISER CONTENT	pg.
	Editorial approach	23
	Print standards	24
	Digital standards	25

5.	CONTACT	pg.
		26

An abstract graphic design featuring a large blue rounded rectangle on the right side. On the left, there is a light blue square and a black square, both partially overlapping the blue shape. The word "PRINT" is written in white, bold, serif capital letters on the blue background.

PRINT

ADVERTISEMENTS

MATERIAL STANDARDS

FILE FORMATS: Adobe Acrobat PDF1.4 or higher; Adobe InDesign Package; Adobe Illustrator ai; Adobe Photoshop PSD, JPG or TIFF; JPG or TIFF image file; MS-Office to be saved as PDF for printing.

All **fonts** used must be embedded in the document or vectorised. Imported **elements** (images, logos and graphics) must be embedded in the document.

Image resolution (PSD, JPG or TIFF): minimum 200 dpi used at 100%; colour images: in CMYK mode.

File name: specify publication medium, date of publication and advertiser's name.

PRINTING STANDARDS

- Applied standard: ISO 12647-3 2013
- Use of the WAN-IFRANewspaper26v5.icc profile for 4-colour separation.
- Use of the WAN-IFRANewspaper26v5_gr.icc profile for the reproduction of greyscale images.
- Dot gain: 26%.
- Coverage: C+M+Y+K = 220% (max. 240%)
- Image resolution: minimum 200 dpi used at 100%.
- Linearity: 120 lpi

Regie.lu reserves the right to refuse data carriers/transmissions that do not comply with the technical requirements or to charge for additional working time.

PRODUCTION OF ADVERTISEMENTS

A graphic adaptation service is available at 65€/hour (minimum chargeable: 1 hour) including a maximum of 2 proofs. Graphic design on request.

ELECTRONIC DELIVERY

Via e-mail: printadvertising@adsanddata.be

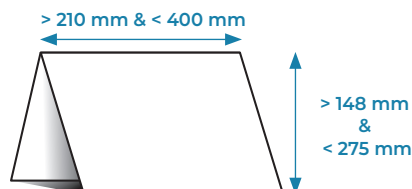
INSERTS

GRAMMAGE AND SIZE

Minimum size (finished product)
210 mm W x 148 mm H

Maximum size (finished product)

- 400 mm W x 275 mm H
- 4 pages: from 200 g/m² (unsatinned)
- 8 pages: from 150 g/m²
- 12 pages and more: from 90 g/m²



Minimum thickness: 1 sheet (2 pages)

Paper weight (indicative):

- Single sheet : from 200 g/m²
- 4 pages : from 100 g/m²
- 8 pages : between 65 and 100 g/m²
- 12-16 pages : between 60 and 80 g/m²
- More than 16 pages : between 45 and 60 g/m²
- Maximum 96 pages

Maximum weight of the total number of inserts per day:

No more than 120 g per edition.

Please contact us if you have a request for a folder larger than 120 g.

RESERVATION DEADLINE

3 weeks before distribution, subject to availability and feasibility.

In the event of cancellation after the closing date, a cancellation fee of 50% of the amount will be charged. When booking, please advise us of the format, number of pages and weight of the insert.

The publisher cannot guarantee sector exclusivity for inserts in the same edition.

WHERE TO DELIVER

Printing Partners Paal-Beringen N.V.

Industrieweg 147

Poort West-Limburg 2206

B-3583 Paal-Beringen

Tel. +32 11 71 71 71

E-mail: dirk.meeus@coldsetprintingpartners.be

WHEN TO DELIVER

- Monday to Friday, between 8:00 am and 4:00 pm.
- Inserts must be delivered to the print company 5 working days before the insert date and no later than 3 working days.
- **Attention:** Exceptional Belgian holiday closure on 21.07 and 11.11.

INSERTS

DELIVERY NOTE

Each delivery of inserts must be accompanied by a delivery note containing at least the following information:

- Name of the customer
- Name and language of the edition concerned
- Name of the insert
- Date of distribution
- Total number of inserts on the pallet
- Number of inserts per package

If you are delivering several versions of your insert for different editions, you must pack and deliver them separately. If the delivery is not made according to the specifications If the delivery is not made according to the specifications, the additional costs will be charged to the customer.

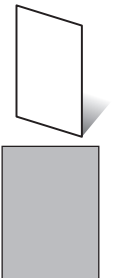
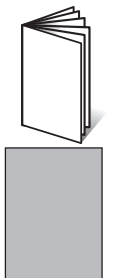
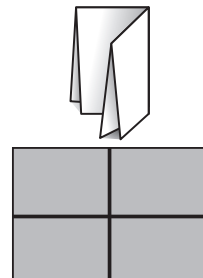
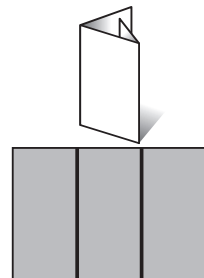
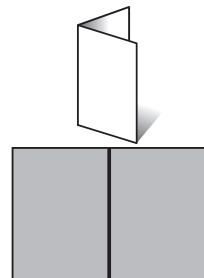
TECHNICAL APPROVAL

For all other types of inserts, models or mock-ups must systematically be submitted to the print planning manager for approval, at the latest 6 weeks before the publication date at the latest.

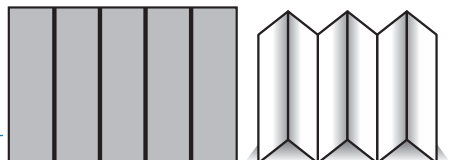
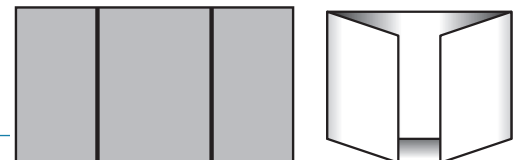
The planner must have assess the product to be inserted and determine if it is can be included in the schedule. Before the insert is technically possible. The booking of the insert is only definite when the the production manager of the printing partner has given his approval. The minimum number of layouts to be supplied for a test is 500 copies.

For more information, please contact
print company planning manager:
Jos Castro, 011/71 71 77 - 0475/80 33 42
planningdrukcentrum@coldsetprintingpartners.be

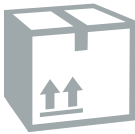
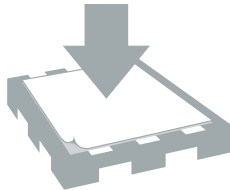
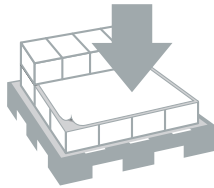
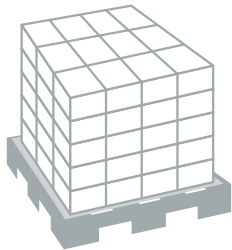
THE FOLLOWING INSERTS CAN BE PROCESSED

SINGLE SHEET	MAGAZINE/BROCHURE	CROSS-FOLD	WRAP-FOLD	MIDDLE FOLD
				

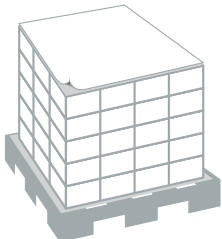
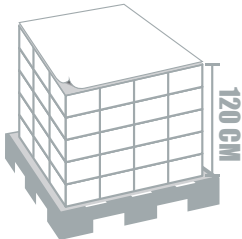
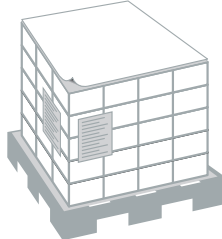
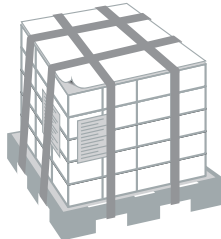
THE FOLLOWING INSERTS BE PROCESSED

HARMONICA FOLD	ALTAR FOLD
	

DELIVERY REQUIREMENTS | INSERTS

PACKING HEIGHT	NO PACKAGING	STABLE PALLET	PROTECTIVE LAYER ON THE PALLET	PROTECTION LAYER BETWEEN THE PALLET LAYERS	STRAIGHT STACKING
					
- The packing height must be a <u>minimum of 10 cm</u> and a <u>maximum of 16 cm</u>. - If a packing of 10 cm does not contain 75 copies, the height of the packing must be adjusted to a maximum of 16 cm. <u>The backs of the printed matter must be on 1 side of the packing</u> - Ensure that all packings in one pallet layer are of the same height. - A top and/or bottom sheet may not be used in the individual packings of printed matter.	- There must be no protective paper at the bottom of the packing. - Do not tie the individual packings together nor wrap them in foil. - A binding tape around the packings could damage the brochures. - Copies may not be packed in boxes that are in turn stacked on a pallet.	- Pallet dimensions 120 x 80 cm (disposable). - The pallets must be able to be handled on all 4 sides with a pallet truck or forklift.	- Place a sturdy sheet of cardboard on each pallet to protect the bottom layer from dirt or damage. - A plastic sheet should also be provided when the pallet is wet.	There should also be a sheet of cardboard between each pallet layer. This increases the stability when stacking the pallet.	- Stack the packings as closely together as possible. - The packings should not protrude from the sides of the pallet. - The packings must be of the same height per pallet layer. - Straight stacking reduces the risk of damaging the brochures. <i>As an alternative to loose stacking of the inserts, pallet boxes can also be used (e.g. box with bottom dimensions: 77 cm x 118 cm - 102 cm height).</i>

DELIVERY REQUIREMENTS | INSERTS

PROTECTION ON THE TOP OF EACH PALLET	PALLET WEIGHT: MAXIMUM 1,000 KG	PALLET HEIGHT: MAXIMUM 120 CM	IDENTIFICATION SHEETS	PACKAGING OF THE PALLET
				
• If the pallets are not stacked on top of each other, it is sufficient to protect the top of the pallet with a sheet of cardboard. • If the pallets will be stacked, the top must be protected with a wooden cover.	• One pallet may weigh a maximum of 1,000 kg. • A pallet that weighs more can no longer be manipulated using a pallet truck.	• If the pallet height exceeds 120 cm, there will be problems with manual removal, and the stability of the pallet will be endangered	• Apply to the short side and top of each pallet with the following data: • Name of the customer • Name and language of the respective edition • Name of the insert • Date of the insert • Total number of inserts on the pallet • Number of inserts per pack • Individual pallet number + total number of pallets of the edition • Weight of the pallet • Name (contact person), address and telephone number of the printer	• You provide the pallet with cardboard pallet corners, after which you wrap the pallet with stretch film OR you provide the pallet with a wooden cover board at the top, after which you strap the pallet with 4 plastic straps (2 per direction). PLEASE NOTE: no metal straps!

MEMOSTICK

FORMAT AND SIZE

Only one format possible: **76 mm x 76 mm**

Positioning: on the front page, right-hand column

Exceptional shapes: it is possible, under certain conditions of feasibility, to respond to creative requests by producing special shapes; please submit an example of a design in advance.
Technical costs on request.

MATERIAL AND PRINTING STANDARDS

FILE FORMATS: Adobe Acrobat PDF1.4 or higher; Adobe InDesign Package; Adobe Illustrator ai; Adobe Photoshop PSD, JPG or TIFF; JPG or TIFF image file; MS-Office to be saved as PDF for printing.

All **fonts** used must be embedded in the document or vectorised. Imported **elements** (images, logos and graphics) must be embedded in the document.

Image resolution (PSD, JPG or TIFF): minimum 300 dpi used at 100%; colour images: in CMYK mode. File name: specify publication medium, date of publication and advertiser's name.

File name: specify the publication medium, the date of publication and the name of the advertiser.

Leave 3 mm bleed on each side in addition to the final size.
Avoid inserting text too close to the edges to prevent it from being cut off.

RESERVATION & DELIVERY DEADLINE

At the latest **20 working days before distribution**. This period is extended to 25 working days for exceptional formats. Subject to availability and practicability.
The printing is carried out obligatorily through Regie.lu.

ELECTRONIC DELIVERY

Via e-mail: printadvertising@adsanddata.be

ADVERTISEMENTS

MATERIAL STANDARDS

FILE FORMATS: Adobe Acrobat PDF1.4 or higher; Adobe InDesign Package; Adobe Illustrator ai; Adobe Photoshop PSD, JPG or TIFF; JPG or TIFF image file; MS-Office to be saved as PDF for printing.

All **fonts** used must be embedded in the document or vectorised. Imported **elements** (images, logos and graphics) must be embedded in the document.

Image resolution (PSD, JPG or TIFF): minimum 200 dpi used at 100%; colour images: in CMYK mode.

File name: specify publication medium, date of publication and advertiser's name.

ATTENTION:

Material for ads in **Contacto** are strongly recommended in Portuguese, French is allowed.

PRINTING STANDARDS

- Applied standard: ISO 12647-3 2013
- Use of the WAN-IFRAnewspaper26v5.icc profile for 4-colour separation.
- Use of the WAN-IFRAnewspaper26v5_gr.icc profile for the reproduction of greyscale images.
- Dot gain: 26%.
- Coverage: C+M+Y+K = 220% (max. 240%)
- Image resolution: minimum 200 dpi used at 100%.
- Linearity: 120 lpi

Regie.lu reserves the right to refuse data carriers/transmissions that do not comply with the technical requirements or to charge for additional working time.

PRODUCTION OF ADVERTISEMENTS

A graphic adaptation service is available at 65€/hour (minimum chargeable: 1 hour) including a maximum of 2 proofs. Graphic design on request.

For translation costs into Portuguese (this language only), the standard rate is 5% of the gross amount.

ELECTRONIC DELIVERY

Via e-mail: printadvertising@adsanddata.be

INSERTS

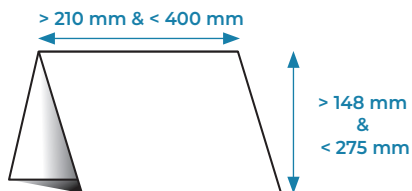
GRAMMAGE AND SIZE

Number of inserts to be delivered: 21.060 copies

Minimum size (finished product)
210 mm W x 148 mm H

Maximum size (finished product)

- 400 mm W x 275 mm H
- 4 pages: from 200 g/m² (unsatinned)
- 8 pages: from 150 g/m²
- 12 pages and more: from 90 g/m²



Minimum thickness: 1 sheet (2 pages)

Minimum paper weight :
150 g/m², for an insert of one DIN A4 sheet
170 g/m², for an insert on a DIN A5 sheet

Maximum weight of the total number of inserts per day:
No more than 35 g per edition.
Please contact us if you have a request for a folder larger than 35 g.

TECHNICAL APPROVAL

For more information, please contact
print company planning manager:
Jos Castro, +32 11 71 71 77 +32 475 80 33 42
planningdrukcentrum@coldsetprintingpartners.be

RESERVATION DEADLINE

3 weeks before distribution, subject to availability and feasibility.

In the event of cancellation after the closing date, a cancellation fee of 50% of the amount will be charged. When booking, please advise us of the format, number of pages and weight of the insert.

The publisher cannot guarantee sector exclusivity for inserts in the same edition.

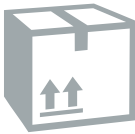
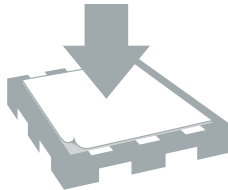
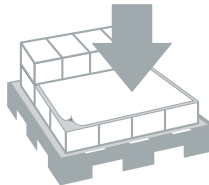
WHERE TO DELIVER

Printing Partners Paal-Beringen N.V.
Industrieweg 147
Poort West-Limburg 2206
B-3583 Paal-Beringen
Tel. +32 11 71 71 71
E-mail: dirk.meeus@coldsetprintingpartners.be

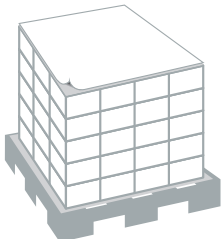
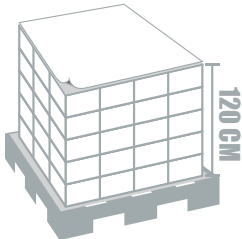
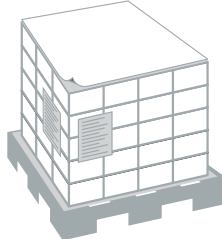
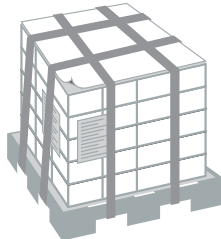
WHEN TO DELIVER

- Monday to Friday, between 8:00 am and 4:00 pm.
- Inserts must be delivered to the print company 5 working days before the insert date and no later than 3 working days.
- **Attention:** Exceptional closure Belgian holidays on 21.07 and 11.11.

DELIVERY REQUIREMENTS | INSERTS

PACKING HEIGHT	NO PACKAGING	STABLE PALLET	PROTECTIVE LAYER ON THE PALLET	PROTECTION LAYER BETWEEN THE PALLET LAYERS	STRAIGHT STACKING
					
- The packing height must be a <u>minimum of 10 cm</u> and a <u>maximum of 16 cm</u>. - If a packing of 10 cm does not contain 75 copies, the height of the packing must be adjusted to a maximum of 16 cm. <u>The backs of the printed matter must be on 1 side of the packing</u> - Ensure that all packings in one pallet layer are of the same height. - A top and/or bottom sheet may not be used in the individual packings of printed matter.	- There must be no protective paper at the bottom of the packing. - Do not tie the individual packings together nor wrap them in foil. - A binding tape around the packings could damage the brochures. - Copies may not be packed in boxes that are in turn stacked on a pallet.	- Pallet dimensions 120 x 80 cm (disposable). - The pallets must be able to be handled on all 4 sides with a pallet truck or forklift.	- Place a sturdy sheet of cardboard on each pallet to protect the bottom layer from dirt or damage. - A plastic sheet should also be provided when the pallet is wet.	There should also be a sheet of cardboard between each pallet layer. This increases the stability when stacking the pallet.	- Stack the packings as closely together as possible. - The packings should not protrude from the sides of the pallet. - The packings must be of the same height per pallet layer. - Straight stacking reduces the risk of damaging the brochures. <i>As an alternative to loose stacking of the inserts, pallet boxes can also be used (e.g. box with bottom dimensions: 77 cm x 118 cm - 102 cm height).</i>

DELIVERY REQUIREMENTS | INSERTS

PROTECTION ON THE TOP OF EACH PALLET	PALLET WEIGHT: MAXIMUM 1,000 KG	PALLET HEIGHT: MAXIMUM 120 CM	IDENTIFICATION SHEETS	PACKAGING OF THE PALLET
				
• If the pallets are not stacked on top of each other, it is sufficient to protect the top of the pallet with a sheet of cardboard. • If the pallets will be stacked, the top must be protected with a wooden cover.	• One pallet may weigh a maximum of 1,000 kg. • A pallet that weighs more can no longer be manipulated using a pallet truck.	• If the pallet height exceeds 120 cm, there will be problems with manual removal, and the stability of the pallet will be endangered	• Apply to the short side and top of each pallet with the following data: • Name of the customer • Name and language of the respective edition • Name of the insert • Date of the insert • Total number of inserts on the pallet • Number of inserts per pack • Individual pallet number + total number of pallets of the edition • Weight of the pallet • Name (contact person), address and telephone number of the printer	• You provide the pallet with cardboard pallet corners, after which you wrap the pallet with stretch film OR you provide the pallet with a wooden cover board at the top, after which you strap the pallet with 4 plastic straps (2 per direction). PLEASE NOTE: no metal straps!

MEMOSTICK

FORMAT AND SIZE

Only one format possible: **76 mm x 76 mm**

Positioning: on the front page, right-hand column

Exceptional shapes: it is possible, under certain conditions of feasibility, to respond to creative requests by producing special shapes; please submit an example of a design in advance.
Technical costs on request.

MATERIAL AND PRINTING STANDARDS

FILE FORMATS: Adobe Acrobat PDF1.4 or higher; Adobe InDesign Package; Adobe Illustrator ai; Adobe Photoshop PSD, JPG or TIFF; JPG or TIFF image file; MS-Office to be saved as PDF for printing.

All **fonts** used must be embedded in the document or vectorised. Imported **elements** (images, logos and graphics) must be embedded in the document.

Image resolution (PSD, JPG or TIFF): minimum 300 dpi used at 100%; colour images: in CMYK mode. File name: specify publication medium, date of publication and advertiser's name.

File name: specify the publication medium, the date of publication and the name of the advertiser.

Leave 3 mm bleed on each side in addition to the final size.
Avoid inserting text too close to the edges to prevent it from being cut off.

RESERVATION & DELIVERY DEADLINE

At the latest **20 working days before distribution**. This period is extended to 25 working days for exceptional formats. Subject to availability and practicability.
The printing is carried out obligatorily through Regie.lu.

ELECTRONIC DELIVERY

Via e-mail: printadvertising@adsanddata.be

automoto

Bauen & Wunnen
Wortimmo.lu

decisão

D'HANDWIERK TENDANCES

[your]
LUXEMBOURG
Magazine

Health Bells

LAWYERSNOW

LUXEMBOURG TIMES



weekend

MERKUR Télécran

ADVERTISEMENTS

MATERIAL

FILE FORMATS: Adobe Acrobat PDF1.4 or higher; Adobe InDesign Package; Adobe Illustrator ai; Adobe Photoshop PSD, JPG or TIFF; JPG or TIFF image file; MS-Office to be saved as PDF for printing.

All **fonts** used must be embedded in the document or vectorised. Imported elements (images, logos and graphics) must be embedded in the the document.

Image resolution (PSD, JPG or TIFF): minimum 300 dpi used at 100%; colour images: in CMYK mode.

File name: specify the publication name, publication date and the name of the advertiser.

ATTENTION: Material for ads in **Luxembourg Times** are required to be in English.

PRINTING STANDARDS

- Applied standard: ISO 12647-2
- Use of the ISOcoated v2 300% profile for 4-colour separation.
- Maximum coverage: C+M+Y+K = 300%
- Image resolution: minimum 300 dpi used at 100%.

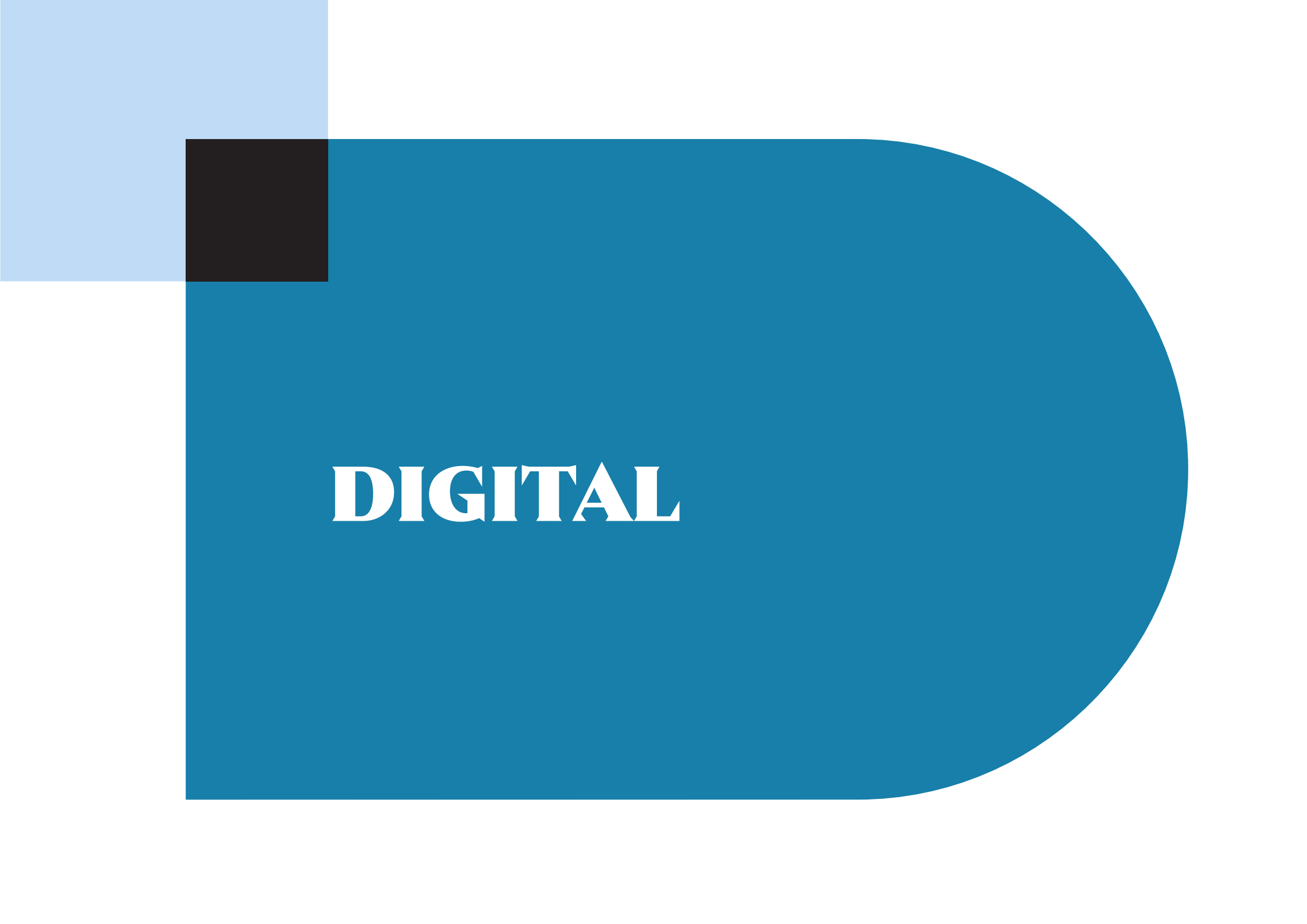
Regie.lu reserves the right to refuse data carriers/transmissions that do not comply with the technical requirements or to charge for additional working time.

PRODUCTION OF ADVERTISEMENTS

A graphic adaptation service is available at 80€/hour (minimum chargeable: 1 hour) including a maximum of 2 proofs.
Graphic design on request.

ELECTRONIC DELIVERY

Via e-mail: printadvertising@adsanddata.be



DIGITAL

DIGITAL

MATERIAL STANDARDS

FILE FORMATS: HTML5, JPEG, GIF, PNG & 3rd party tag

Size : 150kB.

HTML5 / Richmedia: Initial download 2.2 MB progressive download. It is strongly recommended to use HTML5 responsive. Please also provide static material in GIF or JPEG format. No SVG format.

HTTPS compliance: To be compliant all traffic must be served over «https». This includes the 3rdParty tag and external downloads.

Sound

- Sound must always be turned off at the beginning of the animation or video
- Sound can be activated either by clicking on a «sound» button or by the mouse over function

Inread

Click for more information:

[Parallax](#) [Flow](#)
[Carousel](#) [Video](#)

Third party tags: Most third party tags are accepted, a detailed list can be sent on request.

RESERVATION & DELIVERY DEADLINE

Booking and delivery of material:

- 4 working days before the desired start of the campaign
- 7 working days for rich media formats (expand floating, audio, video)

Special operations => consult your sales consultant.

Regie.lu reserves the right to refuse media/ data transmissions that do not comply with the technical requirements or to invoice for additional work.

BANNER PRODUCTION

A creation service is at your disposal.

BASIC	RATES	ANIMATED MODEL	RATES
customised model	€ 95	customised model	€ 205
static format	€ 55 per variation format	static format	€ 105 per variation format
		max. 3 slides	+ € 55 / device

Formats available on the sites: Wort.lu, Luxtimes.lu, Contacto.lu/Latina.lu and Wortimmo.lu.

DESKTOP	MOBILE	INREAD	RATES
300 x 250 px	320 x 88 px	Parallax	€ 155
1200 x 150 px (only wort.lu, virgule.lu)	320 x 50 px	Inread Social	€ 180
970 x 250 px (only luxtimes.lu)	300 x 250 px	Carrousel max 5 images*	€ 260
840 x 150 px	300 x 600 px	SMARTCOVER/PULSE	RATES
300 x 600 px		Smartcover static image	€ 155
* € 55/additional image		Smartcover animation	€ 260
		Smartpulse	€ 260

Material to be provided by the client (HD logo, content information, images of minimum quality equal to the format to be produced, redirection link). Possibility to deliver images at 15€/piece. Deadlines: at least 3 days before the campaign is broadcast.

SMARTCOVER

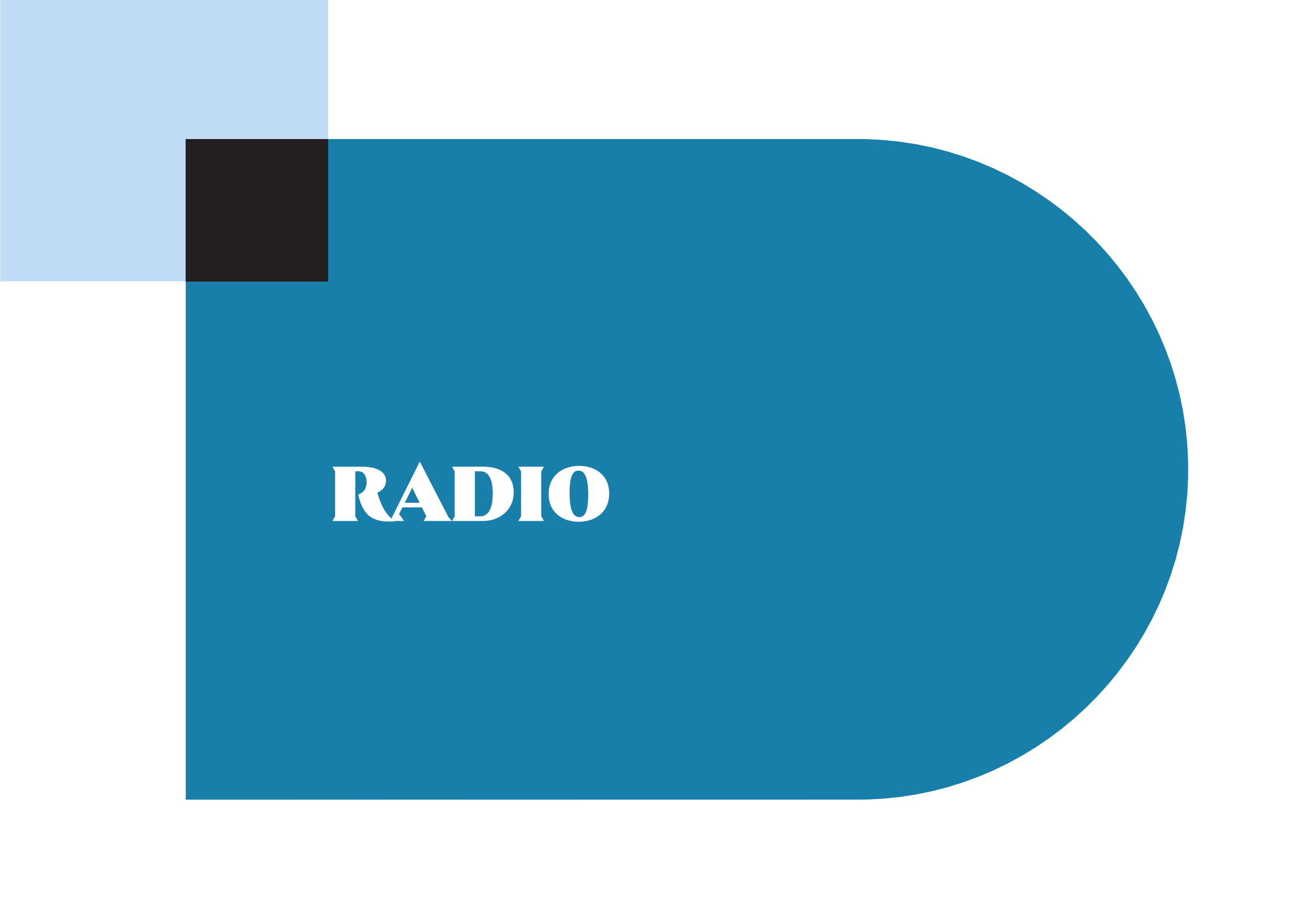
FORMAT	DEVICE		FILE	DIMENSION DESKTOP	DIMENSION MOBILE	VIDEO
Smartcover	All		JPEG, HTML5, GIF	2560 x 430 px	1440 x 575 px	MP4
Smartpulse	Mobile	Pulse	JPEG	-	logo 150x150 + text max 100 characters	MP4
		Hero	JPEG, HTML5	-	> 970 px wide	MP4

ELECTRONIC DELIVERY

Via e-mail: luxwortadvertising@adsanddata.be

FORMAT	DEVICE	SIZE PX	WEIGHT MAXIMUM	FILE	3RD PARTY	HTML5	HTTPS COMPLIANCY	REDIRECTION LINK	VIDEO	AUDIO
IMU	Desktop, mobile, app	300 x 250	100 kb	HTML5, JPEG, PNG, GIF, 3rd party tag	All tags accepted 3rd parties by google Ad Manager.	Download initial 2.2 MB of download progressive. It is strongly recommended to use HTML5 responsive. Please also provide material static material in GIF or JPEG format.	To be compliant, the link must refer to an "https". This is also valid for tags and downloads.	The redirect link must be a unique unique redirect link (no use of bit.ly)		
IMU video	Desktop, mobile, app	300 x 250	100 kb	HTML5, 3rd party tag					2.2 Mbps 25 fps progressive Duration unlimited	The EBU R128 standard must be used. No automatic sound. A sound management button be added. The first click allows to activate the sound. The second click allows to mute the sound.
Super Leader-board, Billboard, XL Leaderboard, Leaderboard	Desktop, Mobile	1200 x 150 970 x 250 995x123/150/250 840 x 150 728x90 468x60 320 x 50/88/100/200 336x280	100 kb	HTML5, JPEG, PNG, GIF, 3rd party tag						
Billboard video	Desktop	970 x 250	100 kb	HTML5, 3rd party tag					2.2 Mbps 25 fps progressive Duration unlimited	The EBU R128 standard must be used. No automatic sound. A sound management button be added. The first click allows to activate the sound. The second click allows to mute the sound.
Halfpage	Desktop, mobile	300 x 600	100 kb	HTML5, JPEG, PNG, GIF, 3rd party tag						
Halfpage video	Desktop, mobile	300 x 600	100 kb	HTML5, 3rd party tag					2.2 Mbps 25 fps progressive Duration unlimited	The EBU R128 standard must be used. No automatic sound. A sound management button be added. The first click allows to activate the sound. The second click allows to mute the sound.
Leaderboard Newsletter	Newsletter	300 x 250	100 kb	JPEG, PNG, GIF	No third party tags. Only static format.					
18 Preroll	Desktop, mobile, app		512 MB	MPEG4, 3GPP, and MOV files: These formats typically support H264, MPEG4 video codecs, and the AAC audio codec	VAST				Audio must be disabled at the start	

TYPE	FORMAT	DEVICE	FILE	RATIO	WEIGHT MAX	SIZE PX	SLIDE IMAGE	FRAME IMAGE	360 TYPE	LENGTH	TAGS AND PIXELS ACCEPTED
Video	InRead video square	All	MP4	1:1	100 MB	720 x 720				15/30 sec	1 x 1, VAST, VPAID JS (for all SSL tags only)
Video	InRead video landscape	All	MP4	16:9	100 MB	1280 x 720				15/30 sec	
Video	InRead video vertical	All	MP4	9:16	100 MB	720 x 1280				15/30 sec	
Video	InRead 360	All	MP4	16:9	2 GB	1920 x 1080			spherical (equirectangular) format		
Video	InRead live	All	YouTube / Twitch embled	16:9		1280 x 720					1 x 1 (for all SSL tags only)
Display	InRead flow landscape	All	JPEG, PNG	16:9	200 kb	960 x 540		min. 3 max. 30			
Display	InRead carousel square	All	JPEG, PNG	1:1	200 kb per image	540 x 540	min. 3 max. 8				
Display	InRead carousel square	All	JPEG, PNG	3:4	200 kb per image	405 x 540	min. 3 max. 8				
Display	InRead canvas landscape	All	JPEG, PNG	16:9	200 kb per image	960 x 540 reduced image 540 x 960 enlarged image					
Display	InRead canvas square	All	JPEG, PNG	1:1	200 kb per image	540 x 540					
Display	InRead scroller landscape	All	JPEG, PNG	16:9	200 kb per image	700 x 1600					SSL 1 x 1
Display	InRead scroller square	All	JPEG, PNG	1:1 (visible slot) 1:2 (background image)	200 kb per image	700 x 1600					SSL 1 x 1
Display	InRead scroller vertical	All	JPEG, PNG	9:16 (visible slot) 7:16 (background image)	200 kb per image	700 x 1244 700 x 1600					SSL 1 x 1
Display	InRead cinemagraph landscape	All	MP4	16:9		640 x 360				3 sec	1 x 1 (for all SSL tags only)
Display	InRead cinemagraph square	All	MP4	1:1		405 x 405				3 sec	



RADIO

RADIO

DELIVERY DEADLINE

Spot/message subject to prior production by us:

The constituent elements of the message (text to be translated, music, sound effects) must be received **4 working days** before the day of the first broadcast.

Material ready for broadcast:

2 working days before the day of the first broadcast of the message.

If produced by our technical services, the components should be sent to the following e-mail address: luxwortadvertising@adsanddata.be

Choice of formats: mp3 (320 kbps), wav (44.1 kHz - 16 bit)

ATTENTION:

Material for **Radio Latina** are strongly recommended in Portuguese.

ELECTRONIC DELIVERY

The final message should be sent to:
luxwortadvertising@adsanddata.be

PRODUCTION OF COMMERCIAL

Radio Latina also offers the **production of commercials**, carried out by our in-house production team. This service includes the translation and adaptation of your messages and/or spots from their original language into the languages used on Radio Latina: Portuguese, French, Cape Verdean Creole, Italian or Spanish.

Example: 30» spot

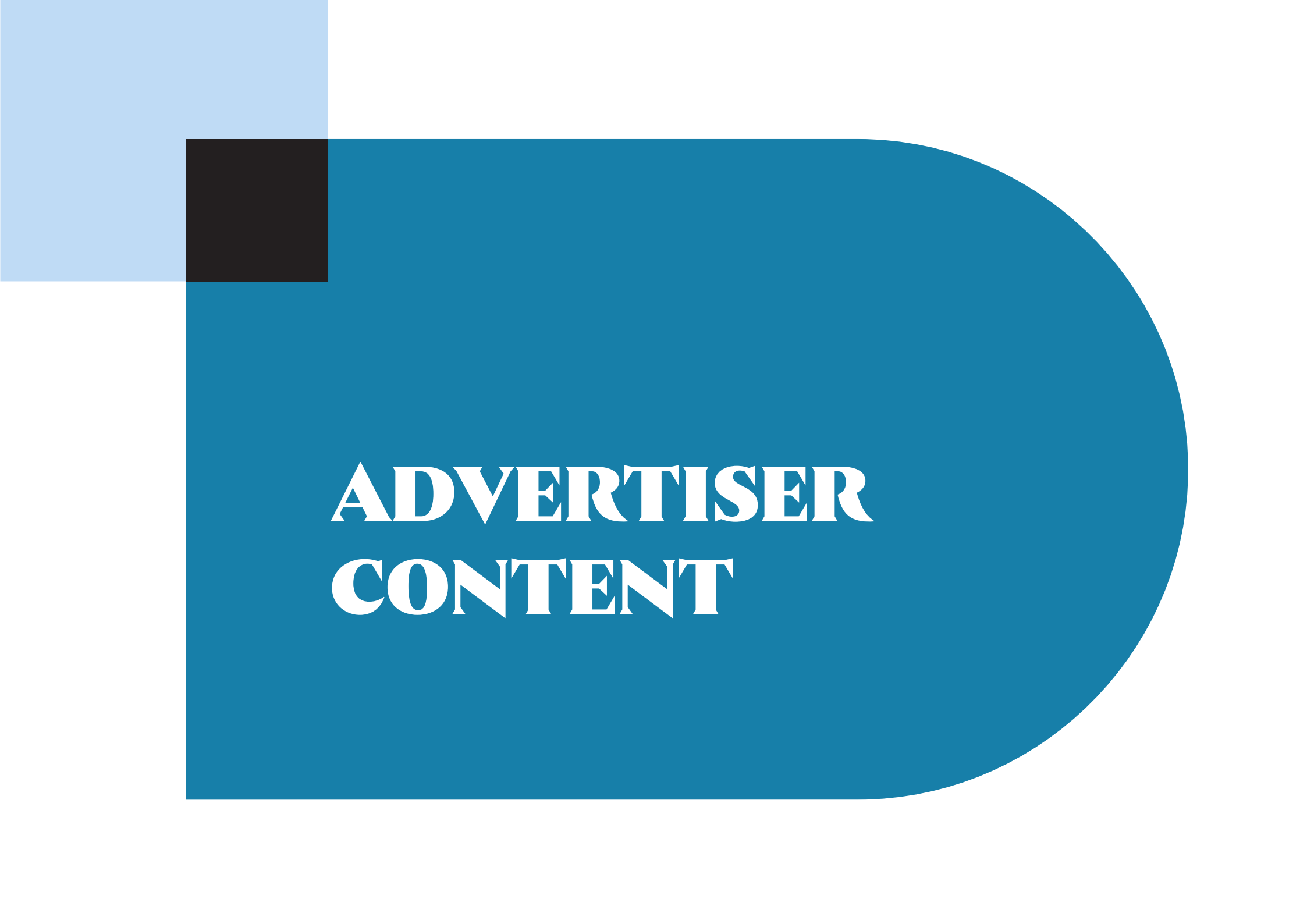
- Translation/adaptation of a text provided by the client
- Music provided by the client
- 1 Radio Latina voice
- Mp3 file sent to client by e-mail for review at a cost of € 315, broadcast time € 27

Possibility of creating sound jingles, sound effects, etc. (price on request).
Airing fee: 20 € per spot version

For further information on the production of spots:

Phone: (+352) 4993 9000

E-mail address: luxwortadvertising@adsanddata.be



ADVERTISER CONTENT

TECHSPECS | ADVERTISER CONTENT

EDITORIAL APPROACH

By its form, location and content, Advertiser content resembles and is strongly integrated into the editorial content of the medium that distributes it.



TO RESPECT

1 Define the objective

The content must have a specific objective: awareness, consideration, preference, loyalty, advocacy, but also propose a specific action to be carried out (subscribe to a newsletter, download an app, a white paper, etc.).

2 Respect the reading contract

To take advantage of the media brand's image, adapt the graphic codes and editorial style of the medium in order to make your speech chameleon-like.

3 Develop a long-term strategy

Like any branding strategy, Native Advertising strategy, Native Advertising needs to work on the long term with multiple touchpoints and diverse stories. Create a compelling saga.

4 Create effective content

Multiply the formats (interviews, infographics, testimonials, videos, etc.) to create an enriching reading experience.

5 Provide a good title

The title must appeal to the reader and encourage him or her to read on. It should be a promise that the content should develop. It should answer a generic question that anyone can ask themselves. You are the solution!

6 Dare to use an impactful visual

The visual should contribute to the story you want to tell. A good visual is worth a 1,000 words!



TO AVOID

1 Publish a classic advertisement

Avoid using your classic print or display advertisement to develop your voice.

2 Using a press release.

Resist the temptation to put your company name everywhere. Avoid commercial content. Do not use „I“ or „we“, content should remain neutral and not be the voice of the company.

3 Believe that it is a „One Shot“

Don't just focus on off events (anniversary, move, change of governance, company takeover, etc.) but on broader and, above all, differentiating issues.

4 False promises

Native advertising must be useful, honest and transparent.

5 Improvisation

Your content strategy needs time to think and production time. It requires a precise definition of objectives and real internal monitoring.

6 The ineffective

Avoid asking questions in the title. Don't just write about your product or service, but what it can do for you in a broader sense. Diversify topics and angles in order to avoid reader fatigue and optimise your referencing.

TECHSPECS | ADVERTISER CONTENT

PRINT STANDARDS

	1/1 PAGE	1/1 PAGE + 1/1 PAGE
LUXEMBURGER WORT	4,500 characters + 2/3 photos 200 dpi	on request
CONTACTO	4,000 characters + 2/3 photos 200 dpi	6,000 characters + 4/5 photos 200 dpi
AUTOMOTO	2,500 characters + 2/3 photos 300 dpi	4,500 characters + 4/5 photos 300 dpi
DECISAO	2,250 characters + 2/3 photos 200 dpi	3,750 characters + 4/5 photos 300 dpi
D'HANDWIERK	2,750 characters + 2/3 photos 300 dpi	4,000 characters + 4/5 photos 300 dpi
HEALTH BELLS	2,500 characters + 2/3 photos 300 dpi	3,500 characters + 4/5 photos 300 dpi
LUXEMBOURG TIMES MAGAZINE	2,500 characters + 2/3 photos 300 dpi	on request
MERKUR	2,500 characters + 2/3 photos 300 dpi	on request
MOBILITY LIFE	2,500 characters + 2/3 photos 300 dpi	on request
TÉLÉCRAN	2,500 characters + 2/3 photos 300 dpi	4,500 characters + 4/5 photos 300 dpi
TENDANCES	3,200 characters + 3/5 photos 300 dpi	on request
YOUR LUXEMBOURG MAGAZINE	2,500 characters + 2/3 photos 300 dpi	on request

Logo + contact details (at the bottom of the page) + Advertiser content mention

TECHSPECS | ADVERTISER CONTENT

DIGITAL STANDARDS

TEXT / CHARACTERS / PHOTOS

Teaser / article

- Photo: 1.600px width minimum (the teaser photo can be different from the main photo in the article)
- Title: 60 characters including spaces
- Headline in the teaser: 160 characters including spaces

Article

- Main photo: minimum 1.600px width
 - Headline: maximum 300 characters including spaces
 - Article: recommended maximum of 5,000 characters
- Integrate interactive elements to make reading more pleasant : photos, slide show, social post embedding, video, infographics, etc.)
- Possibility of integrating a native survey directly into the content to collect data.
- Possibility of integrating native graphics if the data are provided to us.

LOGO

- Not displayed at the home page
- Headline: maximum 300 characters including spaces
- Article: recommended

LINKS

- Range of links at your convenience.

PUBLICATION MODALITIES

- Provide a draft layout (word, pdf) to match your wishes according to the graphic charter and the typography (including size and colour) of wort.lu/Virgule.lu/luxtimes.lu.
- Proof reading by the Advertorial editorial team and transmission of a «preview» link for approval to print.
- Possible corrections (photo order...) with a maximum of 3 modifications (beyond that, costs at the rate of € 90/hour)

DELIVERY DEADLINE

Texts and photos «ready for publication» should be sent to luxwortadvertising@adsanddata.be at the latest **4 working days before publication** (online on Monday at 8:00 am)

CONTACT

 www.adsanddata.be

 www.linkedin.com/company/adsanddata