

**metro**

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**RATECARD PRINT**

**2019**

# Modules 2019



**ARTICLE 1000**  
H337 x W227 mm

EDITION	RATE
NL	16.020
FR	19.025
NL+FR	25.075



**ARTICLE 750**  
H240 x W181 mm

EDITION	RATE
NL	11.135
FR	13.225
NL+FR	17.425



**ARTICLE 600**  
H195 x W227 mm

EDITION	RATE
NL	11.135
FR	13.225
NL+FR	17.425



**ARTICLE 500**  
H165 x W227 mm

EDITION	RATE
NL	9.235
FR	10.975
NL+FR	14.450



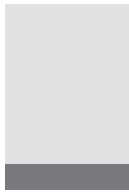
**ARTICLE 250**  
H195 x W135 mm

EDITION	RATE
NL	6.190
FR	7.350
NL+FR	9.675



**ARTICLE 125**  
H150 x W89 mm

EDITION	RATE
NL	3.270
FR	3.875
NL+FR	5.100



**ACCOLADE 50**  
H50 x W227 mm

EDITION	RATE
NL	2.650
FR	3.150
NL+FR	4.150



**ACCOLADE 100**  
H100 x W227 mm

EDITION	RATE
NL	5.290
FR	6.275
NL+FR	8.275



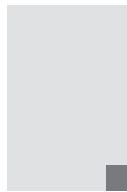
**ACCOLADE 2**  
H337 x W89 mm

EDITION	RATE
NL	7.940
FR	9.425
NL+FR	12.450



**ACCOLADE 3**  
H337 x W135 mm

EDITION	RATE
NL	11.920
FR	14.150
NL+FR	18.650



**APOSTROPHE 50**  
H50 x W43 mm

EDITION	RATE
NL	535
FR	625
NL+FR	850



**APOSTROPHE 100**  
H50 x W89 mm

EDITION	RATE
NL	1.070
FR	1.250
NL+FR	1.650



**APOSTROPHE 200**  
H100 x W89 mm

EDITION	RATE
NL	2.150
FR	2.550
NL+FR	3.300



**APOSTROPHE 400**  
H100 x W181 mm

EDITION	RATE
NL	4.240
FR	5.050
NL+FR	6.625



**1/2 PANO**  
H165 x W486 mm

EDITION	RATE
NL	19.810
FR	23.525
NL+FR	30.950



**PANO**  
H337 x W486 mm

EDITION	RATE
NL	24.015
FR	28.525
NL+FR	37.600

**SUPPLEMENTS: IF SPECIFIED LOCATION, MULTIPLY THE MODULE PRICE BY:**

Page 1 (max. 400 mm)	5
Page 2 (max. 400 mm)	1,5
Page 3	2
Page 4	1,25
Page 5	1,5
Right page	1,25
Sports page	1,25
TV Grid	1,5
Last Page (337 x 227 mm)	2,25
Specified page	1,25
Required location on page	1,25

## Contact us

Mass Transit Media s.a.  
Galerie Ravenstein 4,  
1000 Brussels

[advertise@metrotime.be](mailto:advertise@metrotime.be)  
[www.metrotime.be](http://www.metrotime.be)  
+32 (0)2 227 93 51

\*Rates in €, quadri, excluding VAT  
\*Rates Black/White on demand

# Creative formats 2019

**Metro,**  
the daily that  
dares creativity!

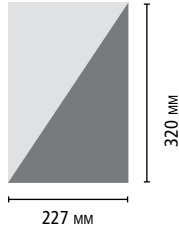
Metro offers a wide range of creative formats! Choosing for Metro means communicating creatively and efficiently. Our many possibilities will sublimate your campaigns and catch our readers attention. Ask our team for a custom offer and find the format that best suits your needs. Here is the selection:



### EYECATCHER

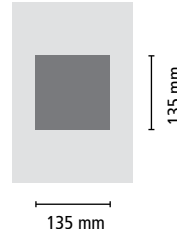
A detoured image of your product in the middle of a text column.

On demand



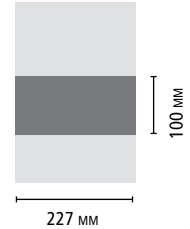
### DIAGONAL

EDITION	RATE
NL	9.495
FR	11.225
NL+FR	14.800



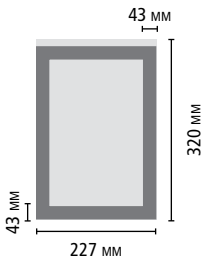
### MEETING SQUARE

EDITION	RATE
NL	6.015
FR	7.125
NL+FR	9.350



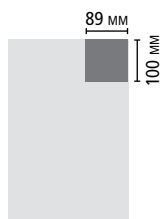
### FOCUS 100

EDITION	RATE
NL	7.045
FR	8.350
NL+FR	10.975



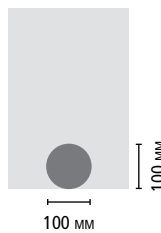
### FRAME

EDITION	RATE
NL	14.355
FR	17.000
NL+FR	22.400



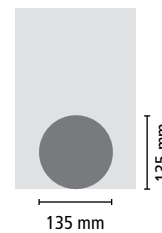
### ISLAND

EDITION	RATE
NL	2.725
FR	3.325
NL+FR	4.400



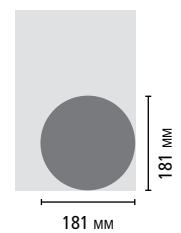
### MEETING POINT

EDITION	RATE
NL	4.230
FR	5.025
NL+FR	6.600



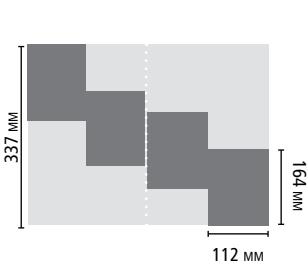
### BIG MEETING POINT

EDITION	RATE
NL	6.015
FR	7.125
NL+FR	9.350



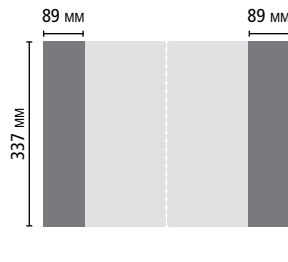
### XL MEETING POINT

EDITION	RATE
NL	10.755
FR	12.725
NL+FR	16.750



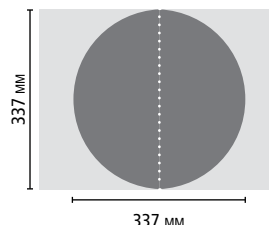
### STEP-DOWN

On demand



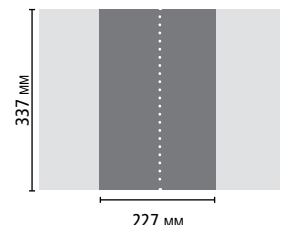
### TWO TOWERS

EDITION	RATE
NL	19.430
FR	23.025
NL+FR	30.275



### GIGA MEETING POINT

EDITION	RATE
NL	29.150
FR	34.525
NL+FR	45.375

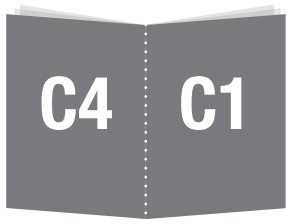


### CENTER BOARD

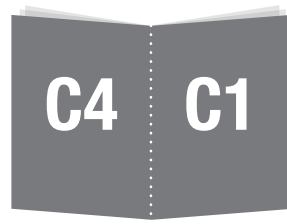
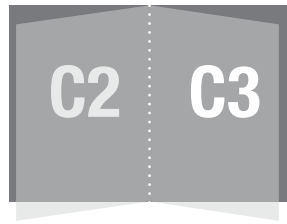
EDITION	RATE
NL	25.310
FR	29.975
NL+FR	39.475

## Contact us

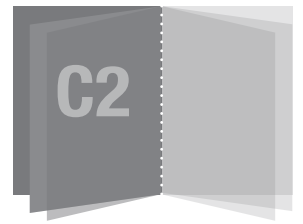
# Big impact formats 2019 (RATES ON DEMAND)



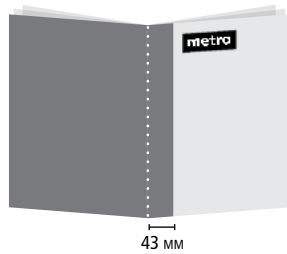
COVERWRAP 4P



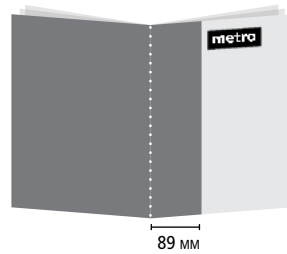
COVERWRAP 3P



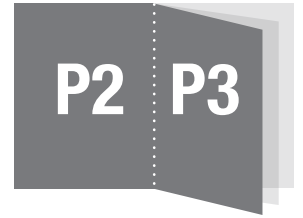
COVERWRAP 2P



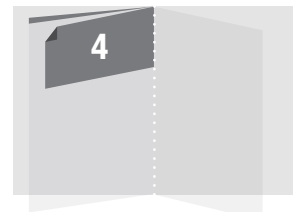
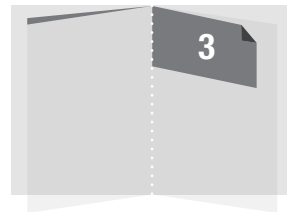
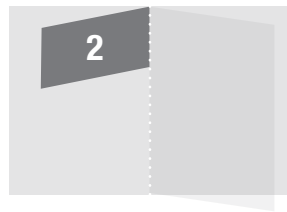
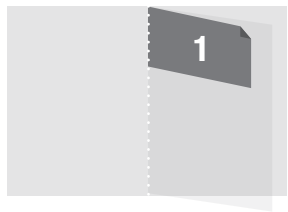
FLIPCOVER 43



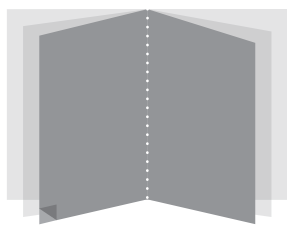
FLIPCOVER 89



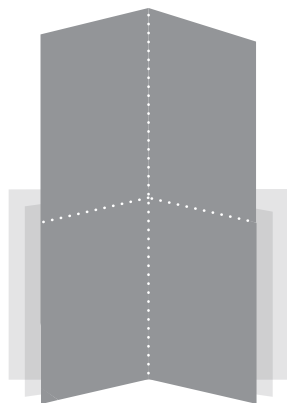
OPENING SPREAD P2 + P3



FLY IN



POSTER



COVER HEADER



MEMOSTICK  
Different formats and options available

## Contact us

# Technical specifications 2019



## Delivery

### Resolution

Grayscale / CMYK: 300 dpi  
Max. compression: 300%

### Text

**Smallest font**  
Positive: corps 8 pt  
Negative (full): corps 10 pt bold  
Negative (grid): corps 12 pt bold

### QR-code

Colour: black & white only  
Resolution: min. 30 dpi  
Dimensions: min. 2,5 cm

### Colour profile

PDF according to the standards  
**Medibel+ (Certified PDF)**

Pick the Medibel-standard according to the media channel that will be used (quality «Newspaper – krant» or «Magazine»)

We suggest to use the  
**IsoCoatedv2 (\_IC)-** or  
**IsoNewspaper26v4 (\_INP)-**profile.

### Name PDF-file

When using the profile, you must name the file as following:

**ddmmy\_TIT\_custom\_IC.pdf**  
or **ddmmy\_TIT\_custom\_INP.pdf**

ddmmy = day/month/year  
TIT = titel of publication  
custom = subject

More info on the Medibel standards:  
[www.medibelplus.be](http://www.medibelplus.be)



## Send

Via e-mail (max. 5 mb):  
**productie@metrotime.be**

if > 5 mb via [WeTransfer](https://www.wetransfer.com)

or

Via FTP:  
**ftprod.rossel.be**

user: metro-ftp-premedia / password: 93KBqfn2V8

**Advertisement materials must be delivered within the deadline of 4 working days before publication.**

When you send via FTP, please also send an e-mail to [productie@metrotime.be](mailto:productie@metrotime.be) including:  
a **preview of the file(s)** (to verify) + **the name of the file(s)** + **date of publication(s)**.

## ! Remarks

→ Advertisements without bleed will be printed exactly as shown in the PDF file. The file should not contain any crop, registration or colour marks, or any surrounding white space.

→ Every file will be checked (preflighted) automatically for errors regarding the printing process. Files that do not meet the required technical specifications are requested to be corrected and resent.

→ Respected advertising agencies are expected to send material that meets the Medibel+ standards. If Mass Transit Media NV has to make technical corrections, the agency commission will be forfeit.

→ Images containing an ink coverage of more than 400% will automatically be edited to meet the total area coverage requirements. This could result in deviating colours.

→ We recommend a colour proof on newspaper to serve as a reference for the final appearance. These test prints should be labelled with the date of publication and sent to:

**Drukcentrum Coldset Printing Partners**  
**T.a.v. Productie**  
**Gossetlaan 30**  
**1702 Groot-Bijgaarden**  
**België**

## Contact us

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