Specification

SonntagsZeitung: 2/1 pages panorama

Specification: 2/1 pages panorama

Specifications

Format (in mm) :   614 x 440

Technical specifications

Important information about special colours
Advertisements with special colours must be redefined using Euroscale colours. Separation data for the Pantone colours and the ICC profile[nbsp]can be downloaded from the following address: www.tamediadruckzentrum.ch/html/service.html

Specifications for newspaper offset printing (ISO 12647-3)

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- Dot shape Hybrid screen round dot shape
- Dot gain at 50% CMYK = 26% (as per Murray-Davis formula)[nbsp]
- Screen dot starting tone 2%
- At end of image 3%
- Dark areas 95%
- Maximum ink coverage 260%
- Recommended grey balance C30% M24% Y24%
- Image resolution 200 dpi

Layout rules

- Minimum height of 40mm for 3- and multi-column ads
- Follow-on texts with height of at least 40mm and at most 220mm (half page) for 10-column advertisements
- Minimum height of 40mm and height of 140mm for 1- to 2-column exclusive advertisements
- 9-column advertisements are calculated to full page width (10 columns)
- Advertisements of more than 380mm are calculated to full page height (440mm)
- Minimum height of 10mm for classified ads

Electronic data transmission
E-Mail anzeigen@sonntagszeitung.ch
Delivery as PDF file (high-end)
For settings, see Technical details (www.tamedia-druckzentrum.ch/html/service.html).

Delivery

Wednesday before publication date, 5 pm