



# Specification

Der Landbote: 1/2 page horizontal text follow-on



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### **Specifications**

Format (in mm):

296 x 220

### **Technical specifications**

#### **Digital ads**

##### **All ads must be complete and saved as PDF files**

They may be submitted as PDF files which comply with the PDFX-ready standard. Information and settings can be found at: [www.pdfx-ready.ch](http://www.pdfx-ready.ch)

Advertisers will be charged additional costs if their ads are incomplete (CHF 180.--/hour).

##### **Data delivery/transmission**

On a data storage device: CD or USB stick

By email: [inerate@landbote.ch](mailto:inerate@landbote.ch)

Created with the following programs: QuarkXPress, InDesign, Illustrator, Photoshop, Word, Publisher, Corel

Please do not send Excel or PowerPoint files

For questions, contact your customer care representative – and don't forget to submit your ad order in writing!

##### **Labelling files/data storage devices/subject copies**

Please label files as follows: title, date, order or customer number, subject

Example: LB\_1001\_144-123456\_Sport.pdf or LB\_1001\_ExampleCompany\_Exhibition.pdf

##### **Restitution of print documents**

Original documents such as photos and final artwork will be returned after the ad has expired. Paper copies are treated as consumables and only returned upon request.

##### **Typesetting and printing**

###### **Typesetting**

Tamedia AG, Production Services, Werdstrasse 21, 8021 Zurich, Switzerland

###### **Printing**

DZZ Druckzentrum Zürich AG, Bubenbergstrasse 1, 8045 Zurich, Switzerland

###### **Print method**

wet offset newspaper printing

###### **Basic font**

Franklin Gothic, 8 point

###### **Grid width[nbsp]**

60-channel grid

###### **Chromatic colours**

Euroscale; Pantone specifications (with proof)

###### **Dot sizes b/w[nbsp]**

Sharp point from 2%; from 95% = full tone

###### **Ink coverage UCR[nbsp]**

Maximum 240%

###### **Full tone density**

cyan, magenta, yellow, 0.90 each; black 1.10

**Dot gain**

at 50% and 60 L/cm = 26% (tolerance + 3%)

**Delivery****Edition from**

Monday

Tuesday

Wednesday

Wednesday "Stellen Nordost"[nbsp][Jobs in the Northeast]

Thursday

Friday

Saturday

Saturday "Stellen Nordost"[nbsp][Jobs in the Northeast]

Proofs

Political ads

[nbsp]

**Deadline until**

Friday

Monday

Tuesday

Monday

Wednesday

Thursday

Thursday

Thursday

4 working days prior to publication

4 working days prior to publication

**up to**

9 am

9 am

9 am

2:30 pm

9 am

9 am

4 pm

2:30 pm

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