



# Specification

Der Landbote: 1/2 page horizontal advertorial



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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  
[nbsp]  
[nbsp]