Specification

Zürcher Unterländer (Neues Bülacher Tagblatt): 1/2 page horizontal advertorial

28.03.2024



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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

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: inserate.unterland@tamedia.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: ZU_1001_144-123456_Sport.pdf or ZU_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

Chronicle Text G1, 9.3[nbsp]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	**Deadline until**	**up to**
Monday	Thursday	3 pm
Tuesday	Friday	3 pm
Wednesday	Monday	3 pm
Thursday	Monday	5 pm
Friday	Wednesday	3 pm
Saturday	Thursday	3 pm
Proofs	1 day earlier respectively	[nbsp]
Supplements	4 working days prior to publication	[nbsp]

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