



# Specification

Zürichsee-Zeitung: 1/2 page horizontal advertorial



## **Specification: 1/2 page horizontal advertorial**

### **Specifications**

Format (in mm):

296 x 218

### **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: [inserter.unterland@tamedia.ch](mailto:inserter.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: ZSZ\_1001\_144-123456\_Sport.pdf or ZSZ\_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**

60-channel grid

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

Euroscale; Pantone specifications (with proof)

###### **Dot sizes b/w**

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

###### **Ink coverage UCR**

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  
Thursday  
Friday  
Saturday  
Zürichsee-Märt Wed + Sat  
Death Notices  
Proofs  
[nbsp]

**Deadline until**

Friday  
Monday  
Tuesday  
Wednesday  
Thursday  
Thursday  
2 working days prior to publication  
Day before  
4 working days prior to publication

**up to**

8 am  
8 am  
8 am  
8 am  
8 am  
4 pm  
5 pm  
5 pm  
8 am