



Specification

20 Minuten: Display ad



Specification: Display ad

Specifications

Display ads require either the entire page height (max. 103 mm wide) or the entire page width (max. 138 mm high). The positioning of the display ads on the editorial pages depends on the current guidelines of each editor. Minimum height of 50 mm.

Formats display ads (W x H in mm):

1/2 page pano	440 x 138
1/2 page horizontal	210 x 138
1/2 page vertical	103 x 280
1/3 page horizontal	210 x 91
1/4 page horizontal	210 x 68
1/4 page block	103 x 138
1/5 page vertical	39 x 280
2/5 page vertical	82 x 280

Technical specifications

Delivery

E-Mail[nbsp]

verlag@20minuten.ch – Compress the data to avoid damages during data transfer – no size restrictions for attachments

Post/Courier[nbsp]

20 Minuten AG, Druckmaterial, Werdstrasse 21, Postfach, 8021 Zurich – The submission must arrive before the advertising deadline!

For advertisements that must be created by our advertising graphic design department, we ask that you submit the unformatted advertising text as a Word document together with logos and images of good quality as a separate file. You will receive a “ready-to-print” copy of these advertisements. If we do not receive a timely response from you, the “ready-to-print” version will be used. This service is charged based on the time and effort involved.

All print materials must be submitted as a complete digital file (high-resolution PDF)*. No complaints regarding print quality will be accepted for paper or film documents that need to be scanned.

To avoid mix-ups, we ask that you label your print material with the 20 Minuten order number.

Changes to print materials are only possible before the advertising deadline and after discussing it with the advertising department. The print documentation must be labelled with the new order number. Please submit only one design or order per document/file. Please use CD-ROMs if possible with copies of your data to submit your data. No data submissions will be returned!

*Please contact us by email for current specifications and more detailed information: verlag@20minuten.ch

Delivery

Publication day

Advertising deadline

With "ready-to-print" approval

Monday

Thursday (14.00)

Wednesday (14.00)

Tuesday



Friday (14.00)
Thursday (14.00)

Wednesday
Monday (14.00)
Friday (14.00)

Thursday
Tuesday (14.00)
Monday (14.00)

Friday
Wednesday (14.00)
Tuesday (14.00)