



Specification

20 Minuten: Column ad



Specification: Column ad

Specifications

Column ads are compiled into full-page ads that usually form side-by-side ad pages in the second half of the newspaper.

Column

Education
Marketplace
Events
Job vacancy
Property

Only F-CH

Finances
Consultations, Voyance

How advertising prices are calculated:

Number of columns x height of ad in mm

(+ 2 mm white space) x price per mm = gross price per publication.

1. You must decide on one of the numbers of columns.
2. You may choose an ad height between a minimum of 20 mm and a maximum of 280 mm.
3. You select the edition in which your ad will appear.

Practical example:

Your column ad is 100 mm wide = 4 columns (103 mm)

Your column ad is 100 mm high = 100

Rate for placement in the national edition is CHF 20.60 per mm

4 columns x 100 mm x CHF 20.60 = CHF 8,240 gross, excl. VAT

2 columns = 50 mm

4 columns = 103 mm

6 columns = 156 mm

8 columns = 210 mm

Fix-Formats column ad (W x H in mm):

1/2 page horizontal

1/2 page vertical

1/4 page block

1/8 page vertical

1/8 page horizontal

1/16 page horizontal

1/16 page block

Publication day

Daily

Daily

Thursday, Friday

Monday, Wednesday, Friday

Tuesday, Thursday

Daily

Daily

210 x 138

103 x 280

103 x 132

50 x 132

103 x 65

103 x 31

50 x 65

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 docu[-]mentation 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)