



Specification

ALPHA: 1/2 page horizontal



Specification: 1/2 page horizontal

Specifications

Format (in mm)

296 x 220

Technical specifications

Important information about special colours

Advertisements with special colours must be redefined using Euroscale colours. Separation data for the Pantone colours and the ICC profile can be downloaded from the following address:
www.tamediadruckzentrum.ch/html/service.html

Specifications for newspaper offset printing (ISO 12647-3)

- Screen count 60 L/cm
- Dot shape Hybrid screen round dot shape
- Dot gain at 50% CMYK = 26% (as per Murray-Davis formula)
- Screen dot starting tone 2%
- At end of image 3%
- Dark areas 95%
- Maximum ink coverage 260%
- Recommended grey balance C30% M24% Y24%
- Image resolution 200 dpi

Electronic data transmission

E-Mail inserate@tages-anzeiger.ch

Delivery as PDF file (high-end)

For settings, see Technical details (www.tamedia-druckzentrum.ch/html/service.html).

Delivery

Thursday, 9 am