



# Specification

Zürcher Regionalzeitungen ZRZ: 1/4 page horizontal text follow-on



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### **Specifications**

Format (in mm):

296 x 110

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

Franklin Gothic, 8 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****Description**

Generally  
Proofs  
Political ads  
Job offers  
Job offers  
[nbsp]

**Deadline**

2 woking days prior to publication, 8 am  
4 woking days prior to publication, 8 am  
4 woking days prior to publication, 8 am  
2 woking days prior to publication, 8 am (4 newspapers+ 3 newspaper variants)  
2 woking days prior to publication, 4 pm (2 newspapers variants)