



# Specification

Schweizer Familie: 1/2 page horizontal (4 columns)



## **Specification: 1/2 page horizontal (4 columns)**

### **Specifications**

#### **Format (W x H in mm)**

Type area:

182 x 125

Bleed format:

210 x 143

### **Technical specifications**

#### **Technical details**

Full-bleed adverts: + 3 mm bleed margin on all

4 pages. Text and image elements that may not be bled off must be 8 mm from the format edge.

Position of print space: Edge distances: outer 16 mm, inner 12 mm, top 17.5 mm, bottom 18.5 mm.

#### **Price for positioning**

Positioning instructions +20%.

Special formats on request

Positioning requests will be taken into account as far as possible, but can not be guaranteed.

No additional charge is made for full-bleed adverts and adverts overlapping the binding.

All surcharges are calculated on the basis of the gross price.

#### **Colours**

Prices are valid for black-and-white and for 2, 3 and 4-colour adverts.

#### **Value-added tax**

All prices exclude 7.7% value-added tax.

#### **Print process**

Contents/cover: web offset, 60-grid, 4/4 colour EURO scale (no Pantone colours).

#### **Print documents**

Only digital documents are accepted. The preferred file format for supplying data is as a PDF file in PDF/X-3 standard.

#### **Data delivery**

All data transmitted must include the title, issue number, customer's name and a keyword related to the subject (e.g. SF15\_Customer\_Keyword.pdf)

#### **Print-ready digital templates**

PDF formats: PDF/X-3 (settings available at <http://www.pdfx-ready.ch>)

Fonts: PostScript type 1 fonts, OpenType fonts, no TrueType fonts.

Image resolution: 300 dpi.

Format/Status: The document size should correspond to the correct status of the advertising space purchased.

**Data transfer**

E-mail: [anzeigen@schweizerfamilie.ch](mailto:anzeigen@schweizerfamilie.ch)

Compulsory order information

- Customer
- First publication date / issue no.
- Subject of advert

**Delivery**

[nbsp]

**Data delivery**

All data transmitted must include the title, issue number, customer's name and a keyword related to the subject (e.g. SF15\_Customer\_Keyword.pdf)

**Print-ready digital templates**

PDF formats: PDF/X-3 (settings available at <http://www.pdfx-ready.ch>)

Fonts: PostScript type 1 fonts, OpenType fonts, no TrueType fonts.

Image resolution: 300 dpi.

Format/Status: The document size should correspond to the correct status of the advertising space purchased.

**Data transfer**

E-mail: [anzeigen@schweizerfamilie.ch](mailto:anzeigen@schweizerfamilie.ch)

Compulsory order information

- Customer
- First publication date / issue no.
- Subject of advert