Specification

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

29.03.2024



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Specifications

Format (W x H in mm)

Type area:	182 x 60
Bleed format:	210 x 79

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
Compulsory order information
– Customer
– First publication date / issue no.
– Subject of advert

Delivery

[nbsp]

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