# Specification

## BZ Berner Zeitung: 1/8 Seite Anzeige

29.03.2024

## Specification: 1/8 Seite Anzeige

**Specifications**

**Technical specifications**

Formate und Vorgaben für den Andruck
[nbsp]
**Redaktionelles Konzept**
BZ Berner Zeitung
BZ Langenthaler Tagblatt
Thuner Tagblatt
Berner Oberländer
1. Faszikel: Bern, Schweiz und die Welt
- lokale Seiten: Bern, Emmental, Oberaargau, Thun/Region, Oberland
- Kanton
- Nachrichten (täglich ein Kommentar/Beitrag zu einem aktuellen Thema aus Politik, Wirtschaft, Kultur)
- Schweiz
- Ausland
- Wetter
2. Faszikel: Sport + Freizeit
- Sport
- Roman/Rätsel
- Leserforum
- Agenda
- TV-/Radioprogramm
- Kino
- Letzte Seite
Servicethemen:
Montag bis Freitag Magazin (Mode, Reisen, TV, Theater, Film,
Bücher und CDs)
Samstag Zeitpunkt
[nbsp]
Der Bund
1. Faszikel: Ausland und Schweiz
- Thema (Mo–Fr)
- Samstagsinterview (Sa)
- Ausland
- Schweiz
- Meinungen

- Wirtschaft (Mo)

2. Faszikel: Wirtschaft und Sport
- Wirtschaft (Di–Sa)
- Geld (Fr)
- Börse (Di–Sa)
- Sport

3. Faszikel: Bern und Region
- Bern
- Wetter/Leserbriefe
- TV- und Radioprogramm
- Panorama

4. Faszikel: Der kleine Bund
- Kultur
- Berner Kultur
- Kinoseite
- Finale
- Gesellschaft, Reisen (Mo)
- Reportage/Hintergrund (Di/Sa)
- Gesellschaft, Wissen (Mi/Fr)
- Berner Woche (Do)

**Delivery**

**Monday edition**
Friday of previous week, 9 am

**Tuesday to Saturday edition**
previous day, 9 am

**Appointments section on Wednesday**
Monday 9 am

**Appointments section on Saturday**
Thursday 900 am

**Property market**
Wednesday 9 am

**Rental market**
Previous day 9 am

**Marketplace BZ Stadt/Der Bund, TT, BO**
Two working days before publication 12 o'clock

**Front cover, fascicle cover, block advertising section, shadow print**
One week before publication 9 am

**Memo sticks**
Four weeks before publication 9 am

**Special pages**
Two working days before publication 12 o'clock

**Regional pages**
Friday before publication week 12 o'clock
**Obituaries/Acknowledgements Monday BZ/Der Bund, TT, BO**
Sunday 4 p.m.
**Obituaries/Acknowledgements Tuesday to Saturday BZ/Der Bund, TT, BO**
Previous day 5 p.m.
**Proofs BZ/Der Bund**
Two working days before publication
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# File format

Data formats
Preferred format: PDF/X-3
Files from the following programs (Mac and PC) can be prepared for printing: QuarkXpress, InDesign, Illustrator, Photoshop, CorelDraw, MS Office (Note: logos and pictures can only be taken from Word files if the print quality is good).
Data from other programs can only be accepted as PDF and EPS files. Images, logos and fonts must be correctly embedded in PDF and PS files. For EPS files, images and logos (original files) must be included.
Any fonts used (except fonts from Adobe Type Library) must be included with the files.
Data media: CD-ROM and USB stick image resolution: 200-220 dpi
**Printed material delivery** As per advertising deadline.
Photo lithographs and proofs that do not correspond to our specifications cannot be accepted. Any resulting costs will be charged.
**Intangible transfer**
Transmission by e-mail
inserate@bernerzeitung.ch
We do not assume any responsibility with regard to complaints that lie within the tolerance range (System Brunner) for digitally delivered data where the required data quality with regard to the print characteristic curve has not been confirmed by means of a recognised proof or press proof procedure.