



Specification

SonntagsZeitung: 1/2 page horizontal text follow-on



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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)

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- 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

Layout rules

- Minimum height of 40mm for 3- and multi-column ads
- Follow-on texts with height of at least 40mm and at most 220mm (half page) for 10-column advertisements
- Minimum height of 40mm and height of 140mm for 1- to 2-column exclusive advertisements
- 9-column advertisements are calculated to full page width (10 columns)
- Advertisements of more than 380mm are calculated to full page height (440mm)
- Minimum height of 10mm for classified ads

Electronic data transmission

E-Mail anzeigen@sonntagszeitung.ch

Delivery as PDF file (high-end)

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

Delivery

Wednesday before publication date, 5 pm