# Specification

## Zürcher Regionalzeitungen ZRZ: Stereolith 2 columns

28.03.2024

## Specification: Stereolith 2 columns

**Specifications**

| | |
|---|---|
| Format (in mm): | 96 x 440 |

**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
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: inserate.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 | Deadline |
| --- | --- |
| Generally | 2 woking days prior to publication, 8 am |
| Proofs | 4 woking days prior to publication, 8 am |
| Political ads | 4 woking days prior to publication, 8 am |
| Job offers | 2 woking days prior to publication, 8 am (4 newspapers+ 3 newspaper variants) |
| Job offers | 2 woking days prior to publication, 4 pm (2 newspapers variants) |
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