Specification

24 heures: Banner

28.03.2024

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Specifications

Front page of 1st section:	
Banner mini (Monday–Saturday):	290 x 50
Front page of 2nd section:	
Banner mini (Monday–Friday):	290 x 50
Banner maxi (Monday–Friday):	290 x 80
Page 3:	
Banner mini (Monday–Saturday):	290 x 50
Banner maxi (Monday–Saturday):	290 x 80
Regional pages:	
(Lausanne, Riviera-Chablais, Nord vaudois-Broye, La Côte)	
Banner (Monday–Saturday):	290 x 50
In VD pages:	
Banner (Monday–Saturday):	290 x 150

Technical specifications

Data to be provided
The document “DTP Guide”, available at Tamedia AG, provides detailed information on the points below.

Images
Images must be provided in CMYK (cyan, magenta, yellow and key [black]). In Photoshop, use the CMYK colour profile ISOnewspaper26v4.icc (free download on the IFRA site www.wan-ifra.org, or available from Tamedia AG). The use of any other profile can result in a major difference between the appearance of the ad and its printed version, a difference which must be accepted by the advertisers. The optimal resolution is 200 dpi for images, and 1270 dpi for a lined element.

Pantone colours converted to CMYK
Because the newspaper is printed entirely in CMYK, all ads in black and one Pantone colour must be converted to CMYK by using the ISOnewspaper26v4.icc profile. Any files which still contain Pantone colours will be modified automatically. Differences may appear when converting Pantone colours to CMYK. These differences must be accepted by the advertisers.

PDF/X-3 files (for formatted ads)
We recommend using Acrobat Distiller to create your PDF/X-3 files. Never generate files directly from a native application (XPress, InDesign, etc.). Data producers can now have their PDF/X-3 files checked by Acrobat Professional before submitting them. Preflight profiles and settings are available free of charge at www.pdfx-ready.ch. You will also find other information and comments on this site. All fonts used must be inserted in the PDF/X-3 or vectorised. CMYK ads must always be submitted in CMYK (and never in RGB or LAB). PDF/X-3 files must be provided without comments, trim marks or bleed marks, and with the OPI function disabled. Quality control: We perform a quality control on all formatted ads received. In the event the file does not meet the required quality standards, we will contact the client.

Colour model / Print model
For colour ads, the following must be provided: a proof on standard newspaper paper or a proof that is representative of the ad. Ink densities and dot gain must meet the technical requirements for the printing of newspapers (ISO 12647-3:2005).

Open data for partially completed ads
We recommend using Adobe CS and QuarkXPress to create the elements of your ad. Its text can be done in Microsoft Word. Other programmes may be used if they are approved beforehand. Along with the file, a paper proof must be submitted to illustrate the ad’s format. All fonts must also be included or supplied (OpenType fonts are preferable).

Do not use the DCS2 format for your ads. This format does not allow for the proper generation of PDF/X-3 files. To ensure all fonts, images and elements are supplied, we recommend saving your

file in the following manner:

InDesign: [gt] “Package”, then compress.

QuarkXpress: [gt] “Collect for output”, then compress.

Submission

Provide us with the following information: applicant, sender and telephone number, size of the ad, title chosen, category, publication date and “subject” of the ad.

Print specifications

The newspaper is produced in accordance with the international standards of ISO 12647-3:2005. Here is a summary of the main specifications that are applied:

Printing: rotary offset (without drying). Paper: 42.5 g/m2 standard newspaper paper. Min. dot size: 3% (first tone visible on the print). Max. dot size: 95% (last dotted tone before the tint area). Tonal value increase: 26% (to 50%, according to Murray-Davies). Tolerance: +/-3%. Print density: 0.9 (CMY), 1.15 for black. Tolerance: +/-0.05. Sum of UCR/GCR: 240% (max. CMYK coverage). Differences in registration: a tolerance of 0.3 mm between two colours.

Delivery

Publication date / Deadline for reservations and material
Monday / Friday 08.30 am
Tuesday / Monday 08.30 am
Wednesday / Tuesday 08.30 am
Thursday / Wednesday 08.30 am
Friday / Thursday 08.30 am
Saturday / Friday 08.30 am