

FULL COVER

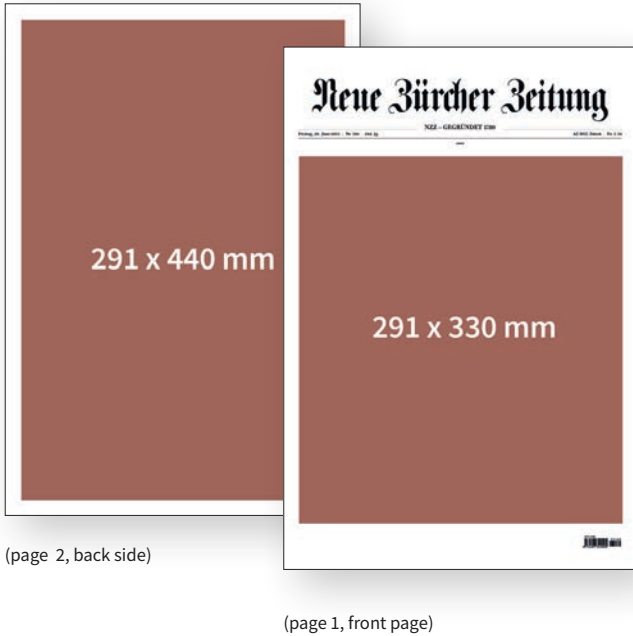


Neue Zürcher Zeitung, NZZ am Sonntag,
Le Temps, Corriere del Ticino

GENERAL GUIDELINES

- Advertisements are labelled by NZZ as “Advertisement”.
- It must be clearly evident, not only through the label, that the content is advertising.
- Imitation of or resemblance to editorial content is not permitted.
- The header and footer, including the barcode, must always be reproduced unchanged and placed on the front page.
- Final approval of the advertisement artwork lies with the editor in chief.
- Delivery of print ready material: 10 working days prior to publication and following editorial approval.

Neue Zürcher Zeitung



Formats

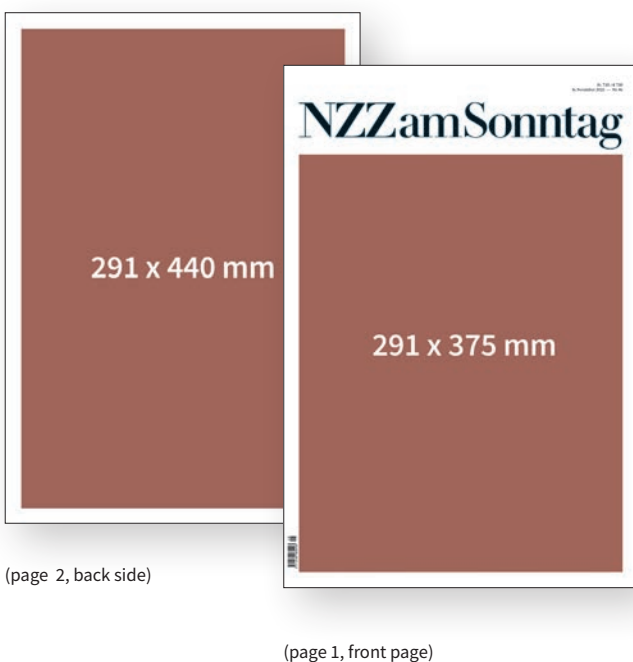
Ad space on the front page: 291 x 330 mm

Ad space on page 2: 291 x 440 mm

TECHNICAL GUIDELINES

Data size	25 MB
Resolution	Images: min. 150 dpi, max. 300 dpi Logos: 1200 dpi
Screen	48 L/cm (122 lpi)
Min./max. dot	2%, 98%
Colour process	Four-colour CMYK throughout
UCR (total ink density)	GCR, 240%, ISOnewspaper26v4
Dot gain	26% in midtone
Gray balance	C=50%, M=40%, Y=40%
Printing sequence	Cyan/Magenta/Yellow/Black
Paper	45 gm ² , standard-paper, white 60
Paper size	320 x 465 mm

NZZ am Sonntag



Formats

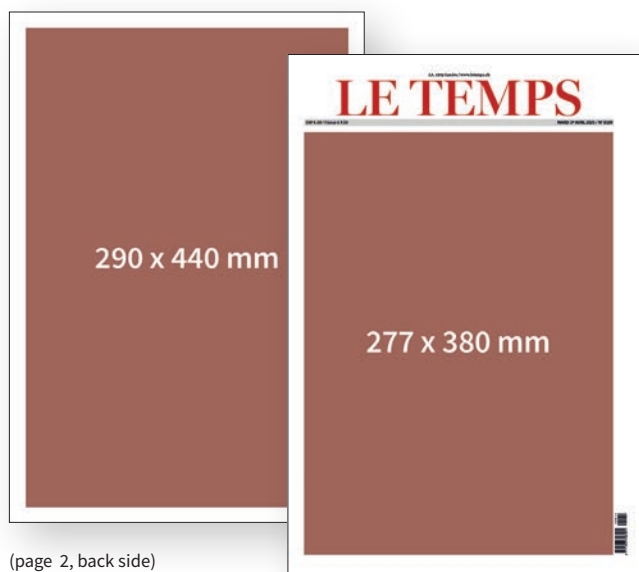
Ad space on the front page: 291 x 375 mm

Ad space on page 2: 291 x 440 mm

TECHNICAL GUIDELINES

Data size	max. 25 MB
Resolution	Images: min. 150 dpi, max. 300 dpi Logos: 1200 dpi
Screen	48 L/cm (122 lpi)
Min./max. dot	2%, 98%
Colour process	Four-colour CMYK throughout
UCR (total ink density)	GCR, 240%, ISOnewspaper26v4
Dot gain	26% in midtone
Gray balance	C=50%, M=40%, Y=40%
Printing sequence	Cyan/Magenta/Yellow/Black
Paper	45 gm ² , standard-paper, white 60
Paper size	320 x 470 mm

Le Temps



(page 2, back side)

(page 1, front page)

Formats

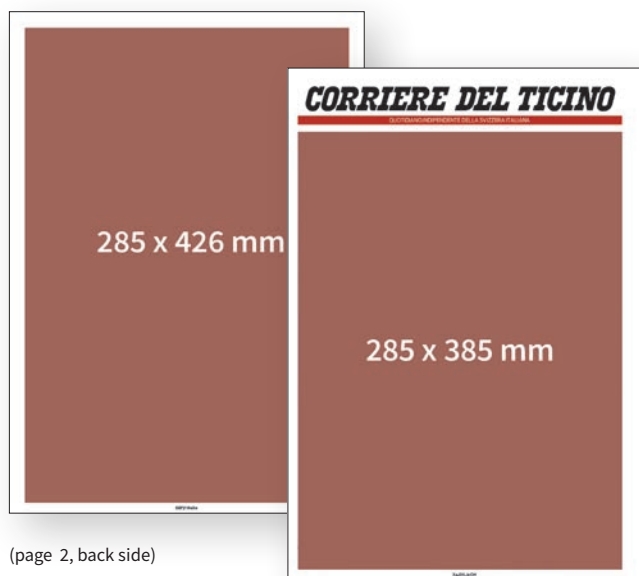
Ad space on the front page: 277 x 380 mm

Ad space on page 2: 290 x 440 mm

TECHNICAL GUIDELINES

Data Size	max. 25 MB
Resolution	Pictures: min. 200 dpi, max. 300 dpi Logos: 1270 dpi
Grid width	60 L/cm (150 lpi)
Grid point	Light: 2%, Depth: 98%
Colour structure	CMYK throughout
Total colour application	max 260% (ISOnewspaper26v4)
Tone value increase	26% in the mid-tone (ISOnewspaper26v4)
Grey balance	C=50%, M=42%, Y=42% (ISOnewspaper26v4)
Print order	Cyan/Magenta/Yellow/Black
Paper	45 gm ² , Standard
Paper size	315 x 470 mm

Corriere del ticino



(page 2, back side)

(page 1, front page)

Formats

Ad space on the front page: 285 x 385 mm

Ad space on page 2: 285 x 426 mm

TECHNICAL GUIDELINES

Data size	max.25 MB
Resolution	Pictures: min. 200 dpi (min. 18 dpi, max. 225 dpi)
Grid width	52 L/cm
Grid point	Light: 3%, Depth 95%
Colour structure	CMYK throughout
Total colour application	(ISOnewspaper26v4)
Tone value increase	26% (Tolerance +/- 3%)
Grey balance	C=30%, M=24%, Y=24%
Print order	Cyan/Magenta/Yellow/Black
Paper	42 gm ² , Standard
Paper size	315 x 470 mm

CONTACT

Advertisements

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NZZone

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For full details of all rates and services, please refer to www.nzzone.ch

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