

Guardian/Observer Classified Features Print Supply Specifications

Publication Day: Various (Please contact our copy team for details if necessary) **

Copy Deadlines:

- Guardian G2: usually 4pm day before publication
- Film & Music: 4pm Tuesday before publication
- Saturday Review: 4pm Tuesday before publication
- Travel: 4pm Thursday before publication
- Observer Escape/Review: 4pm Thursday before publication

Products Covered: *Includes:* Guardian G2, Film & Music, Travel, Saturday Review, Observer Escape, Observer Review

Note: There are separate specifications for magazine classified features, which can be found on the same web page as this document: <http://www.adinfo-guardian.co.uk/general/how-to-advertise/index.shtml> These will include Guardian Weekend Magazine, The Guide, Observer Magazine, as well as various other periodical and special publications

Column Measures: (Classified Only. Display ads in this category match normal Guardian & Observer display print specifications)

- 1. 30mm 2. 62mm 3. 94mm 4. 126mm 5. 158mm 6. 190mm ^ 7. 222mm 8. 254mm 9. 286mm
- ^ Classified Features end on 6 columns (190mm) in G2.

Methods Of Delivery (Colour)

Quickcut Pagestore*. There are various ways of supplying colour copy via Quickcut.:

- Direct using your own Pagestore Software
- Via a Guardian recommended bureau as below
- Via a bureau/agency of your own choosing who have Quickcut software
- Preferred/Approved Supplier (See list below)

Vio Adsend

- Via Web interface: <http://www.adsend.com>

Methods Of Delivery (Mono)

- Printsure (Free, but requires account set-up: speak to your sales contact for details)
- Quickcut Pagestore*
- Vio AdSend via Web interface: <http://www.adsend.com>
- Guardian Preferred/Approved Supplier or Bureau (See list below)
- Via a bureau/agency of your own choosing with either Quickcut Pagestore or a Guardian Printsure account
- Setting: We can set your advert using supplied text and artwork for a small production charge
- Spot Colour ads can be created for you from a choice of set house colours for a small production charge

Preferred/Approved Suppliers with contact names

- ADTEC:** 14 Rosebery Avenue, London EC1R 4TD, 020 7837 6714
- ASSET GRAPHICS:** Jury House, 34-43 Russell Street, London WC2B 5HA, 020 7379 1999
- COLOUR SYSTEMS S1:** 90-92 Pentonville Rd, London N1 9HS, 020 7520 8790
- E-Graphics:** 76-80 Whitfield Street, London W1T 4EZ, 020 7019 0019
- EURO RSCG:** Cupola House, 15 Alfred Place, London. WC1E 7EB, 020 7240 4111
- FLUID:** 12 National Trading Estate, Bramhall Moor Lane, 0161 487 3423
- HUB PLUS:** 16 Bishops Bridge Road, Paddington W2 68A, 020 7863 9400
- KEENE:** 7 Curtain Road, London, EC2A 3LT. 020 7655 8250
- McCANN ERIKSON:** Bonis Hall, Prestbury, Cheshire. SK10 4EF, 01625 822200
- THE NETWORK:** 87-89 Cleveland Street, London W1T 6PJ, 020 7291 4700
- RADIUS LONDON Ltd:** 50 Featherstone Street, London, EC1Y 8RT, 020 8850 7017
- SCHAWK:** St. Mark's House, Shepherdess Walk, London N1 7LH, 020 7861 7777
- SPLASH:** Paramount Buildings, 206-212 St John Street, London EC1V 4JY. 020 7324 1420
- TAG:** 29 Clerkenwell Road, London EC1M 5TA, 020 7251 4571
- TAPESTRY MM:** 51-52 Frith Street, London, W1D 4SH, 020 7896 3000
- TRUCOLOUR:** Warwick Building, Kensington Village, Avonmore Road, London W14 8HQ, 020 7071 1850
- VISUAL ASPECTS:** 18 Leather Lane, London Ec1N 7SU, 020 7404 1290

Guardian recommended Bureaux:

- Madison Bell 020 7517 9940 | Bates Tavner 020 7481 2000 | Colour Systems S1 020 7520 8790
- Asterisk 020 7928 3233 | Ads4Press 01892 616610

Note: Preferred and Approved suppliers have all appropriate Guardian/Observer colour spec and proofing hardware and can supply a full repro service including printed contract proofs. Bureaux will handle and forward your copy via our preferred methods but usually without a repro service or printed proofs.

Other Useful Information

Design: Main paper and associated supplements 286mm wide x 440mm deep for Display ads – 430mm deep for fractional, Recruitment and other classified ads (please use contact details below if unsure)

G2: 199mm wide x 280mm Deep (printable type area)

Screen Ruling: 100 lines per inch. Paper: 44gsm newsprint. Press: Offset Web. Maximum ink weight: 240%

Printed using the ISO Newsprint 26v4 standard

Further Specifications for other Guardian and Observer products can be found on our website:

<http://www.adinfo-guardian.co.uk/general/how-to-advertise/index.shtml>

Production Contacts

** Copy supply: 020 3353 2191

** Copy mail: advertising.copy@guardian.co.uk

* *Quickcut can be contacted on 020 7539 8400 or <http://www.adstream.com/case%2Dstudies/production/>*