

## Guardian/Observer Display Print Supply Specifications

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**Publication Day:** Monday-Sunday

**Copy Deadlines: Guardian**

Main Paper/G2: 4pm Day previous to publication (Friday for Monday)

All Other sections: 4pm 2 Days previous to publication (Friday for Monday)

Except: Literary Review & Family (Tuesday 4pm 4 days prior to publication)

**Copy Deadlines: Observer**

Main Paper, Sport: Friday 4pm 2 days before publication.

Cash, Business, Review & Escape: Thursday 4pm 3 days before publication

**Products Covered**

**Guardian Main Paper** & related sections: G2, Media/Office Hours, Education, Society, Technology, Film & Music, Family, Sport, Work/Money/Rise, Travel, Literary Review.

**Observer Main Paper** & related sections: Sport, Cash, Business, Review & Escape

**Column Measures (Main Paper and G2 - 7 Column)**

**1.** 25mm **2.** 54mm **3.** 83mm **4.** 112mm **5.** 141mm **6.** 170mm **7.** 199mm (Guardian G2 7 column ends here)  
**8.** 228mm **9.** 257mm **10.** 286mm

Main DPS 601mm wide/440mm deep : G2 DPS 425mm wide/280mm deep

NOTE: Please notice that G2 ends on seven (7) columns as shown above for display advertising

Main Paper centre gutter = 29mm. G2 centre gutter = 27mm

Main Paper 440mm Deep G2 280mm deep

For Fireplace ads, add the columns either side of the gutter plus the gutter measurement.

**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.

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**Other Useful Information**

Design: Main paper 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](mailto:advertising.copy@guardian.co.uk)

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