

Observer TV Print Supply Specifications

Publication Day: Sunday

Copy Deadlines: Monday 4pm, six days before publication

Subjects Covered: TV listings and reviews

Column Measures (Main Paper and G2 - 7 Column)

1. 36mm **2.** 77mm **3.** 118mm **4.** 158mm **5.** 199mm

Page: 280mm deep x 199mm wide. **DPS:** 430mm widex 280mm deep. **Page Gutter:** 32mm

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

Type area only publication (this product does not bleed)

Page size = 280mm deep x 199mm wide

Screen Ruling: 100 lines per inch

Paper: 44gsm newsprint

Colour space: CMYK four colour separation

Press: Offset Web. Printed to 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/>*