

The Guardian

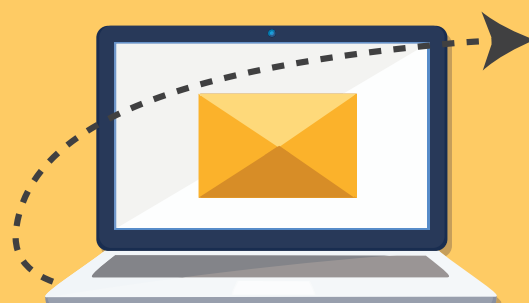
SPECIFICATIONS FOR SENDING DIGITAL ARTWORK

FILE FORMAT

1. The following applications are used by The Guardian:
 - Adobe Indesign CC (2017)
 - Adobe Illustrator CC
 - Adobe Photoshop CC
 - Adobe Acrobat and Distiller DC
2. Finished advertising artwork will be accepted as a PDF that has been created from Acrobat Distiller using our job options (these will be supplied to clients by contacting an advertising representative).
All Illustrator files should be separated to CMYK mode and all FONTS MUST BE OUTLINED.
3. Any linked files (eg: Photographs and logos) are to be close to 100% of size required (no importing of massively oversized files and then scaling them down to fit when building documents).
4. Colour photograph resolution must be 200dpi. Grayscale resolution must be 150dpi. Line art resolution must be 800dpi.
5. No Microsoft Word or Publisher documents will be accepted as finished artwork but will be accepted as a text file. Photo files should be .jpg files and attached to the email, NOT imported into a Word or Publisher document, line art to be .tif file.
6. Four process colour advertisements should be single file and separated to CMYK mode.
7. Spot colour files should have all linked photograph files in Grayscale mode. Any photographs in Duotone mode or logos containing Spot colour should be separated to 100% Magenta, 100% Yellow.
8. NO Pantone colours, Custom colour, Indexed Colour, LAB colour, ICC profiles, DeviceN colour or Multichannel colour is accepted. Pantone colours must be separated to CMYK. DO NOT IMPORT RGB IMAGES INTO ANY DOCUMENT, IT WILL PRINT MONO.
9. Advertisements may be sent by:
 - WebSend
 - Quickcut
 - Email: rduff@theguardian.com.au

Deadline for material: 2pm day prior.

NB: Please ensure you include relevant booking information for the advertisement being sent eg: Publication title, day, date, advertisement size, section to be published, contact name and number.



DISPLAY

Module sizes - Display advertising

T11	46x63	T13	46x194
T21	93x63	T23	93x194
T31	140x63	T33	140x194
T41	187x63	T43	187x194
T61	280x63	T63	280x194
T81	374x63	T83	374x194
T12	46x129	T14	46x260
T22	93x129	T24	93x260
T32	140x129	T34	140x260
T42	187x129	T44	187x260
T62	280x129	T64	280x260
T82	374x129	T84	374x260

CLASSIFIEDS

Column sizes - Classified advertising based on 8 column maximum

1 Column	29.0mm
2 Columns	62.4mm
3 Columns	95.7mm
4 Columns	129.1mm
5 Columns	162.4mm
6 Columns	195.7mm
7 Columns	229.1mm
8 Columns	262.5mm

CONTACTS

Any queries regarding these settings or sending material please contact the following:

PRODUCTION MANAGER

Shaun O'Bree (03) 5032 2161

The Guardian

