

thelondonpaper

Specifications and Information for Advertisers

DISPLAY: News Stream Ltd provide display copy chasing and file reception services for thelondonpaper. All copy must be supplied by the Quick Cut system. For full details on how to supply display copy please visit www.news-stream.ltd.uk

ENTS: All copy must be supplied by the client (or a suitable production house) via the Quick Cut system.

Page & Column Specifications

Full Page: 340 mm DEEP x 264 mm WIDE

Half Page: 170 mm DEEP x 264 mm WIDE

1 Column = 34mm

4 Column = 149 mm

7 Column = 264 mm

2 Column = 73 mm

5 Column = 188 mm

3 Column = 111mm

6 Column = 226 mm

Creative Ads

thelondonpaper accepts Creative Ads of irregular shape. Overall frame sizes will be agreed at the time of booking and copy should be supplied via Quickcut in the usual way.

Sample Creative ad shapes and specifications

The Disc (Circular ad) 11cm x 11cm (11cm x 3cols)

The Wedge (Triangular ad) 15cm x 15cm x 21.2cm (15cm high x 4cols)

Contact Information (Display)

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