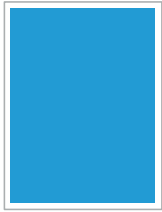


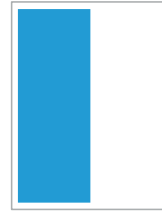
## AD SIZES - BROADSHEET



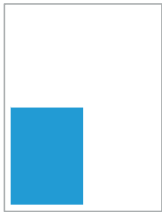
**Full page - 54x8**  
W 342mm x H 540mm



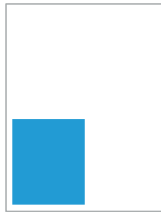
**1/2 page horizontal - 27x8**  
(25x8 for some supps)  
W 342mm x H 270mm



**1/2 page vertical - 54x4**  
W 169mm x H 540mm



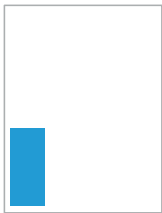
**1/4 page - 27x4**  
W 169mm x H 270mm



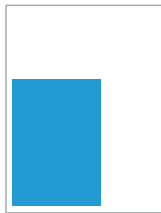
**25x4**  
W 169mm x H 250mm



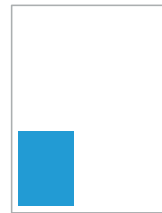
**38x6**  
W 255mm x H 380mm



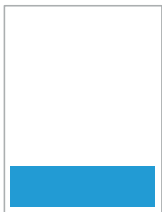
**20x2**  
W 83mm x H 200mm



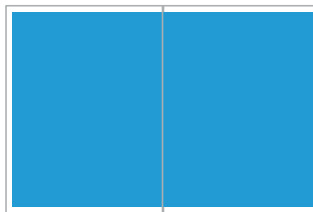
**33x5**  
W 212mm x H 330mm



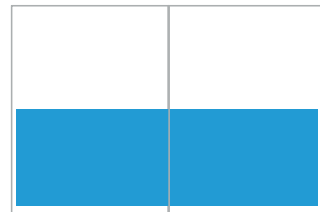
**20x3**  
W 126mm x H 330mm



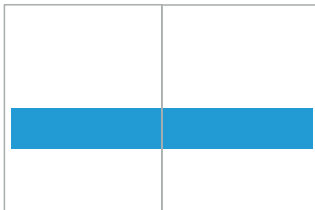
**10x8**  
W 342mm x H 100mm



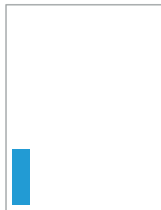
**Non Panoramic DPS**  
W 706mm x H 540mm  
*Each page must be supplied as a separate file*



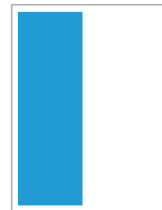
**1/2 page DPS with bleed**  
W 706mm x H 270mm  
*Each page must be supplied as a separate file*



**10x16 DPS strip**  
W 706mm x H 100mm  
*Must be supplied as one file*

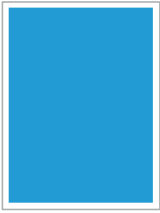


**Scribble Pad for Saturday Telegraph**  
W 40mm x H 130mm



**Ribbon Cut**  
W 159mm x H 540mm

## AD SIZES - BROADSHEET (CONT.)



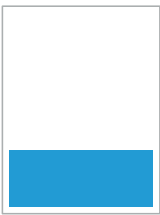
**342x545**  
W 342mm x H 545mm



**353x545**  
W 353mm x H 545mm

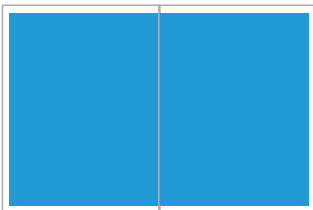


**38x12**  
W 534mm x H 380mm  
*Each page must be supplied as a separate file*

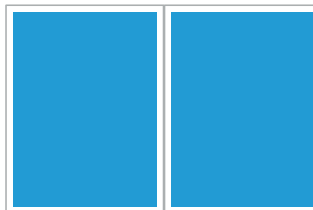


**13x8**  
W 342mm x H 130mm

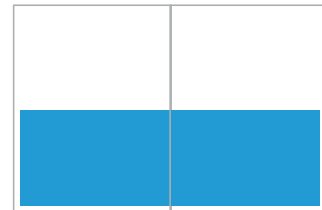
## AD SIZES - PANORAMIC FIXED SIZES



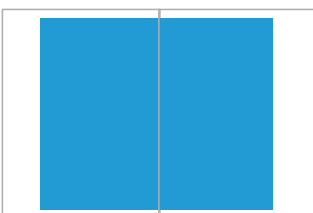
**Panoramic 16 column as 1 file**  
W 706mm x H 540mm  
*Must be supplied as one file*



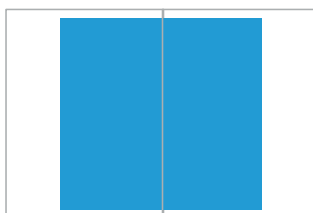
**Panoramic 16 column as 2 files**  
W 706mm x H 540mm  
*Each page must be supplied as a separate file*



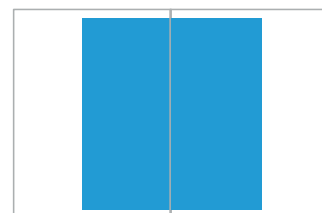
**1/2 page Panoramic**  
W 706mm x H 270mm  
*Must be supplied as one file*



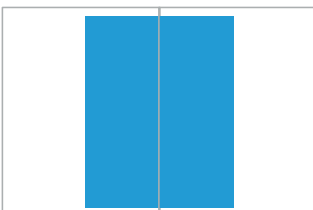
**Panoramic 12 column**  
W 534mm x H 540mm  
*Must be supplied as one file*



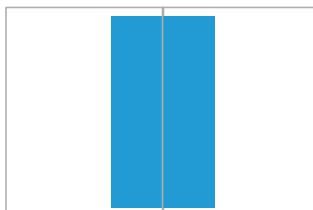
**Panoramic 10 column**  
W 448mm x H 540mm  
*Must be supplied as one file*



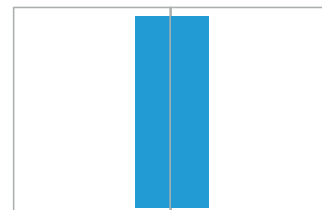
**Panoramic 8 column**  
W 362mm x H 540mm  
*Must be supplied as one file*



**Panoramic 6 column**  
W 274mm x H 540mm  
*Must be supplied as one file*

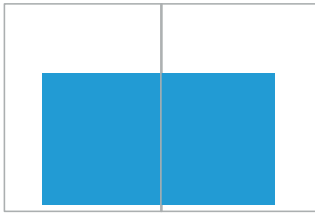


**Panoramic 4 column**  
W 190mm x H 540mm  
*Must be supplied as one file*

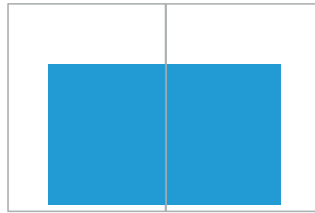


**Panoramic 2 column**  
W 103mm x H 540mm  
*Must be supplied as one file*

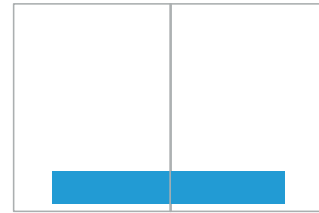
## AD SIZES - PANORAMIC FIXED SIZES (CONT.)



**Panoramic 37x12**  
W 534mm x H 370mm  
*Must be supplied as one file*



**Panoramic 38x12**  
W 534mm x H 380mm  
*Must be supplied as one file*



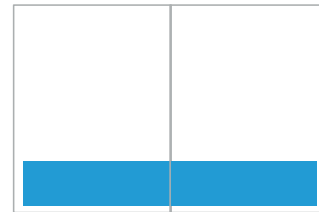
**Panoramic 8x12 Broadsheet**  
W 534mm x H 80mm  
*Must be supplied as one file*



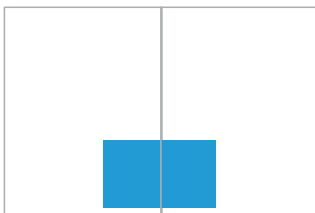
**Panoramic 8x12 Tabloid**  
W 545mm x H 80mm  
*Must be supplied as one file*



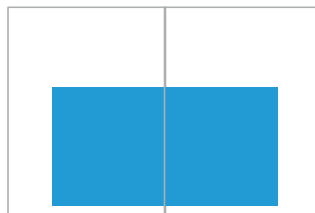
**Panoramic 10x12 Tabloid**  
W 545mm x H 100mm  
*Must be supplied as one file*



**Panoramic 10x16 Broadsheet**  
W 706mm x H 100mm  
*Must be supplied as one file*



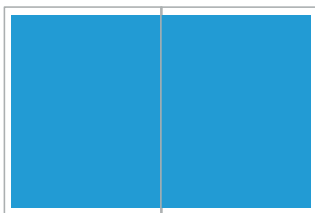
**Fireplace 17x6**  
W 278mm x H 170mm  
*Each page must be supplied as a separate file*



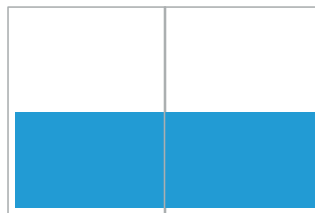
**Panoramic Size (27x10)**  
W 448mm x H 270mm  
*Must be supplied as one file*

## AD SIZES - TABLOID PANORAMIC

NB only for suppliers sending a complete tabloid section with foilos.



**Tabloid panoramic**  
W 545mm x H 330mm  
*Must be supplied as one file*



**Tabloid 1/2 page Panoramic**  
W 545mm x H 170mm  
*Must be supplied as one file*

## COLUMN SIZES

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### Broadsheet Column Sizes

Column height is variable from 30mm to 540mm in 10mm increments, please refer to booking

1	2	3	4	5	6	8
40mm	83mm	126mm	169mm	212mm	255mm	342mm

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### Broadsheet Bleed Column Sizes

Gutter bleed only (SPECIAL REQUEST ONLY. Must be confirmed with copy contact)

1	2	3	4	5	6	8
-	-	-	181mm	224mm	267mm	353mm

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### Daily Telegraph Tabloid Column Sizes

Mon - Sat Sport: 4pm, before publication day

Review section: 4pm, Wednesday before publication day

1	2	3	4	5	6	7	8
40mm	85mm	129mm	174mm	-	262mm		

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### Daily Telegraph Tabloid Bleed Column Sizes

Gutter bleed only (SPECIAL REQUEST ONLY. Must be confirmed with copy contact)

1	2	3	4	5	6	7	8
-	-	139mm	184mm	-	273mm		

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## THE DAILY TELEGRAPH FILE SPECIFICATION

### SPECIFICATION

NewspaperAds\_1v4 (by GWG)

### PDF STANDARD

PDF/X1a: 2001

### CROP MARKS

Required for ads with bleed.

### PROFILE convert to CMYK using these settings:

ISOnewspaper26v4 (IFRA26 Max TAC 240)

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