

# HIGH IMPACT / YELLOW PAGES® AND WHITE PAGES® COVERS AND INSERTS / TECHNICAL SPECS

For all ads: Supply files as single page press quality pdfs. Alternatively we will accept Illustrator eps files.  
Please convert all text to paths/outlines, embed all images, and make sure all colours, scans etc are CMYK.

Image resolution = 300dpi / Bitmap resolution = 600dpi /  
Total ink coverage not to exceed 300% (C+M+Y+K = 300% max).

Position	UDAC Yellow Code	Trim size width x height	Bleed	Margin
Front Cover Banner	FCBAY	167mm x 41.75mm	N/A	N/A
Inside Front Cover Inside Back Cover	IFCA IBCA	189mm x 247.5mm	5mm all round	10mm outside edges and 15mm on the spine side
Gatefold with Inside Front Cover*	GATFA	184.5mm + 100mm (gatefold) x 247.5mm and gatefold front	5mm all round	10mm outside edges and 15mm on the spine side
Spine Ad**	SPN	13mm x 45mm	N/A	N/A but the ad must have rounded corners (3mm radius)
Bound Insert single sided	BISSA	189mm x 247.5mm	5mm all round	10mm outside edges and 15mm on the spine side
Bound Insert double sided	BDINA	189mm x 247.5mm	5mm all round	10mm outside edges and 15mm on the spine side
Bound Insert double – with tab	BTINA	189mm x 247.5mm + 15mm x 247.5mm (tab)	5mm all round	10mm outside edges and 15mm on the spine side (5mm on the tab)
Bound Insert double – perforated	BPRFA	189mm x 247.5mm	5mm all round	10mm outside edges and 15mm on the spine side (can be perforated anywhere)
Outside Back Cover	OBCA	189mm x 247.5mm	5mm all round	10mm all round

Continued on next page

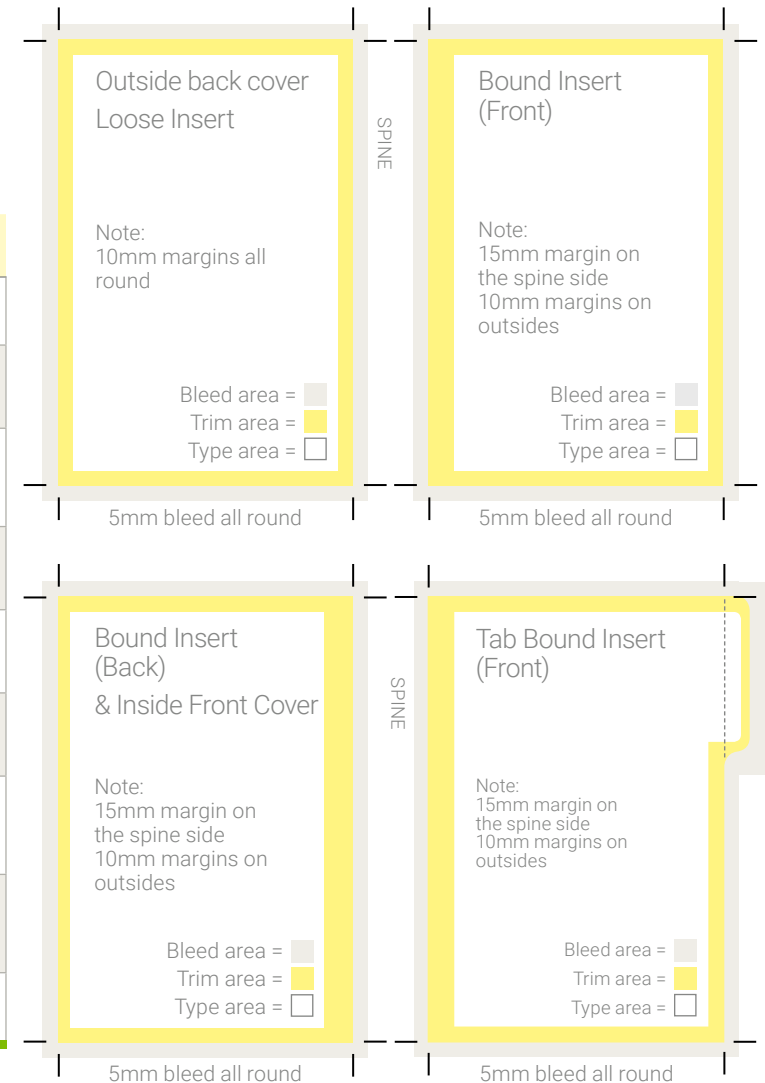
## Deadline

Please note that the deadline for covers and inserts is two weeks before the production book close date.



\*Not available for Auckland books.

\*\*Only available for Auckland, Christchurch, Wellington, Bay of Plenty and Waikato Regional Books. Subject to change.



# HIGH IMPACT / MAGNETS / TECHNICAL SPECS

For all ads: Supply files as single page press quality pdfs. Alternatively we will accept Illustrator eps files. Please convert all text to paths/outlines, embed all images, and make sure all colours, scans etc are CMYK.

## Magnets

Image resolution = 300dpi / Bitmap resolution = 600dpi.

Position	UDAC Yellow Code	Trim size width x height	Bleed	Margin
Magnet*	MGRS	90mm x 55mm	3mm all round	3mm all round
Multi-magnet**	MMAG	84mm x 44mm	3mm white non image area all round each magnet**	3mm all round



\* Please note that the deadline for a magnet is one month before book close date.

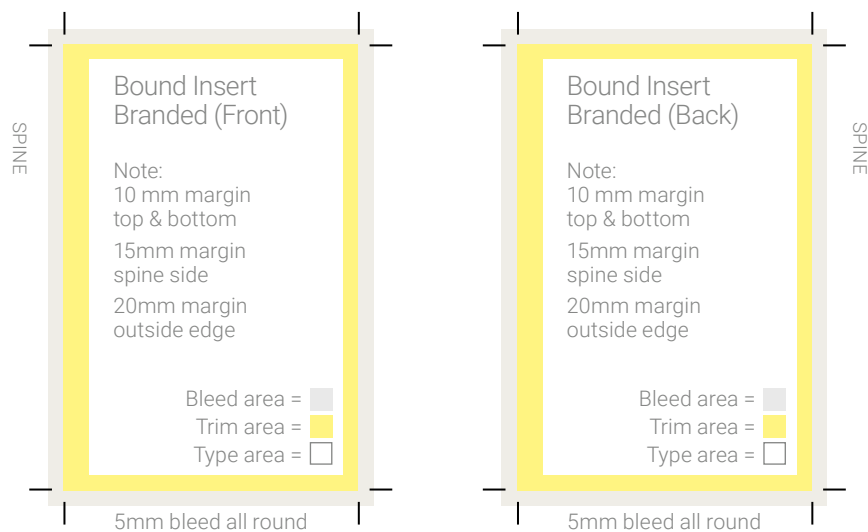
\*\* Multi-magnets comprises two different customers' magnets printed on one sheet (i.e. a double magnet), separated by a perforation. Multimagnets have a 3mm white non image area all round each magnet so that the colours of each magnet cannot blend into each other during printing. The trim size above excludes this 3mm white non image area. This will be added before the magnet artwork goes to print.

# HIGH IMPACT / YELLOW PAGES® AND WHITE PAGES® BRANDED INSERTS / TECHNICAL SPECS

For all ads: Supply files as single page press quality pdfs. Alternatively we will accept Illustrator eps files.  
Please convert all text to paths/outlines, embed all images, and make sure all colours, scans etc are CMYK.

Image resolution = 300dpi / Bitmap resolution = 600dpi /  
Total ink coverage not to exceed 300% (C+M+Y+K = 300% max).

Position	UDAC Yellow Code	Trim size width x height	Bleed	Margin
Bound Insert single sided branded	BISSB	189mm x 247.5mm	5mm all round	10mm top and bottom edges, 15mm on the spine side, 20mm on the outside edge
Bound Insert double sided branded	BDINB	189mm x 247.5mm	5mm all round	10mm top and bottom edges, 15mm on the spine side, 20mm on the outside edge



## Deadline

Please note that the deadline for inserts is two weeks before the production book close date.

# HIGH IMPACT / REGIONAL FRONT COVER BANNER AND SPINE Page 4

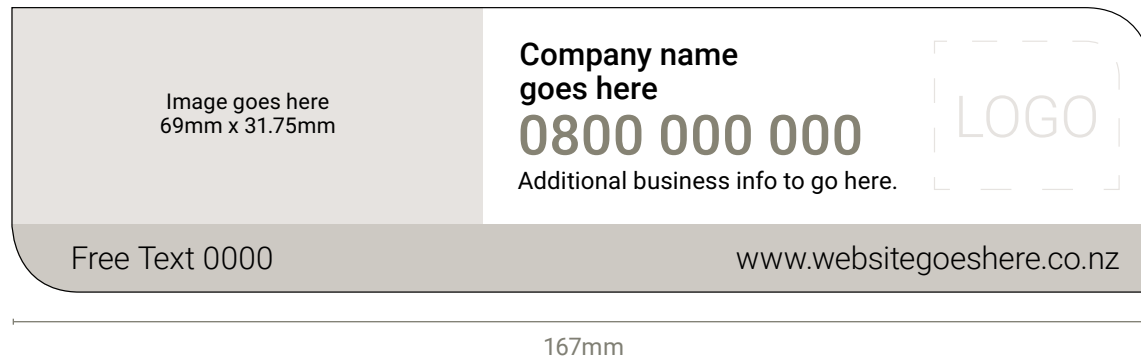
For all ads: Supply files as single page press quality pdfs. Alternatively we will accept Illustrator eps files. Please convert all text to paths/outlines, embed all images, and make sure all colours, scans etc are CMYK.

Image resolution = 300dpi / Bitmap resolution = 600dpi.

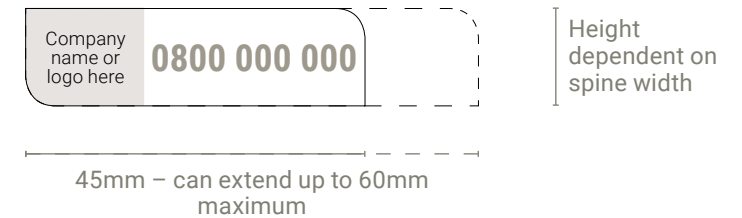
[Download indesign template](#) or [pdf template](#).

The banners and spine use the font Roboto, please [download](#) if you don't have installed on your machine.

## Regional Front Cover Banner (FCBAY)



## Regional only (SPN)



# HIGH IMPACT / REGIONAL OUTSIDE BACK COVERS (OBCA)

For all ads: Supply files as single page press quality pdfs. Alternatively we will accept Illustrator eps files. Please convert all text to paths/outlines, embed all images, and make sure all colours, scans etc are CMYK.

Image resolution = 300dpi / Bitmap resolution = 600dpi.

[Download indesign template](#) or [pdf template](#).

The banners and spine use the font Roboto, please [download](#) if you don't have installed on your machine.

## Full Page Ads

### Layout instructions

- MANDATORY for Outside Back Cover
- GUIDE for Inside Covers and Inserts
- Main body white background is set
- Font is set at Roboto
- Logo (Company Name) at the top
- Image below logo
- Logo (trading name) + image to take no more than 50% of white space
- Headline message is to appear in black below image above large phone number
- Large phone number in grey or customer's logo colour
- If required, subhead message is to appear below phone number in black, at a smaller font size than the headline.
- Large full width box with curved top right and lower left corners to have client's key goods and services bullet pointed or multiple address listings if required
- Smaller one line full width box with curved top right and lower left corners at the bottom with email and website addresses (or directive message)
- Box colours are as per client logo colours

## Regional Template



Margins = 10mm top and bottom, 13mm on the inside and outside margins

Please add 5mm bleed on the sides if the image extends off the page

For IFC/IBC – Margins = 13mm on the outside and 15mm on the inside (spine side) (**Template not mandatory for IFC or IBC**)



### Deadline

Please note that the deadline for covers is two weeks before the production book close date.

# HIGH IMPACT / YELLOW PAGES BRANDED INSERTS (BISSB, BDINB)

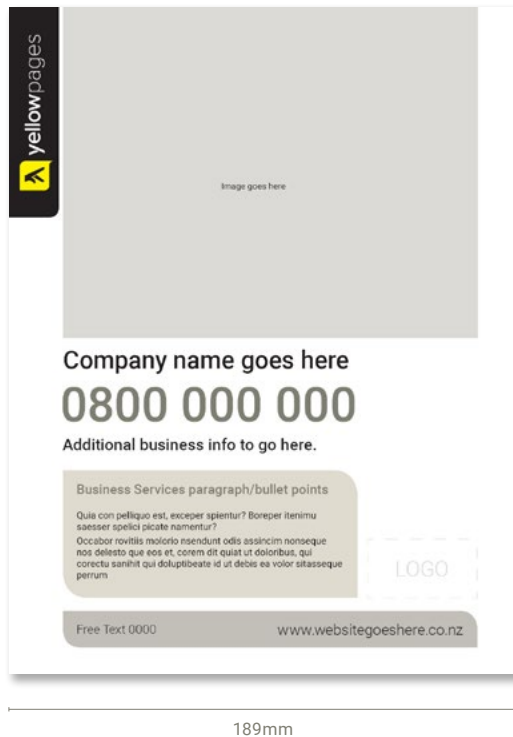
For all ads: Supply files as single page press quality pdfs. Alternatively we will accept Illustrator eps files. Please convert all text to paths/outlines, embed all images, and make sure all colours, scans etc are CMYK.

Image resolution = 300dpi / Bitmap resolution = 600dpi.

[Download indesign template](#) or [pdf template](#).

The banners and spine use the font Roboto, please [download](#) if you don't have installed on your machine.

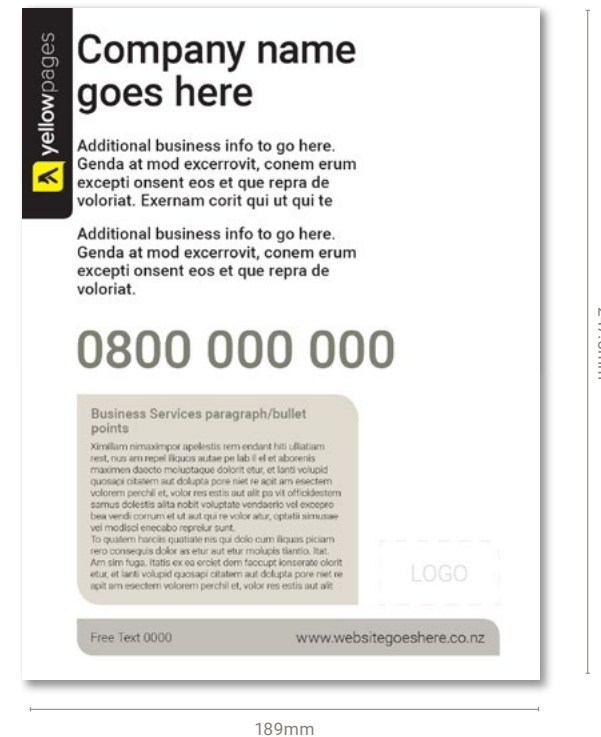
Template 1 - Landscape image



Template 2 - Portrait image



Template 3 - No image, text only



Note: These are the trim specifications. Please add 5mm bleed all round. Margins = 10mm top and bottom, 15mm on the spine and 20mm on the outside edge.



## Deadline

Please note that the deadline for inserts is two weeks before the production book close date.

# HIGH IMPACT / WHITE PAGES BRANDED INSERTS (BISSB, BDINB)

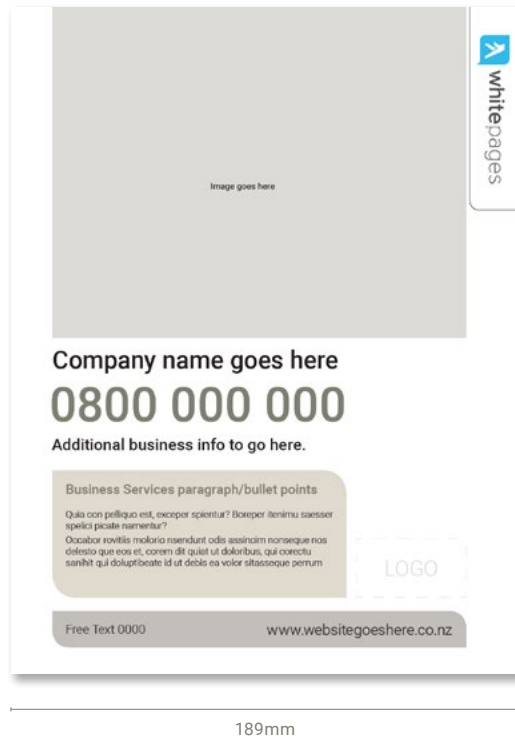
For all ads: Supply files as single page press quality pdfs. Alternatively we will accept Illustrator eps files. Please convert all text to paths/outlines, embed all images, and make sure all colours, scans etc are CMYK.

Image resolution = 300dpi / Bitmap resolution = 600dpi.

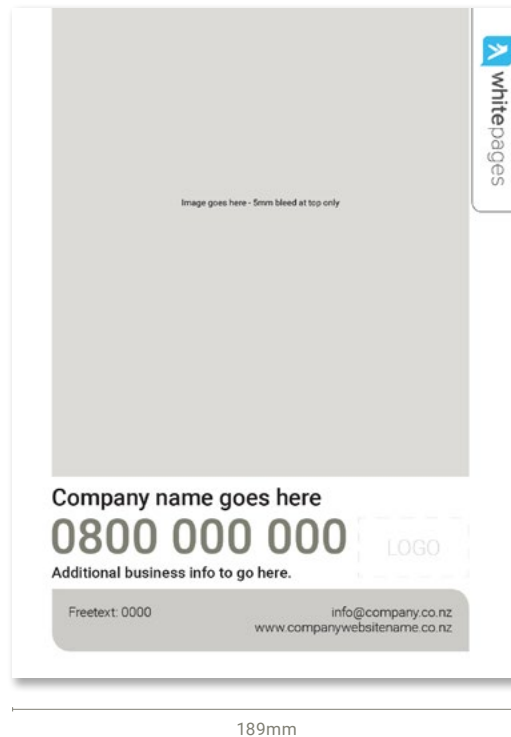
[Download indesign template](#) or [pdf template](#).

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Template 1 - Landscape image



Template 2 - Portrait image



Template 3 - No image, text only



Note: These are the trim specifications. Please add 5mm bleed all round. Margins = 10mm top and bottom, 15mm on the spine and 20mm on the outside edge.



## Deadline

Please note that the deadline for inserts is two weeks before the production book close date.

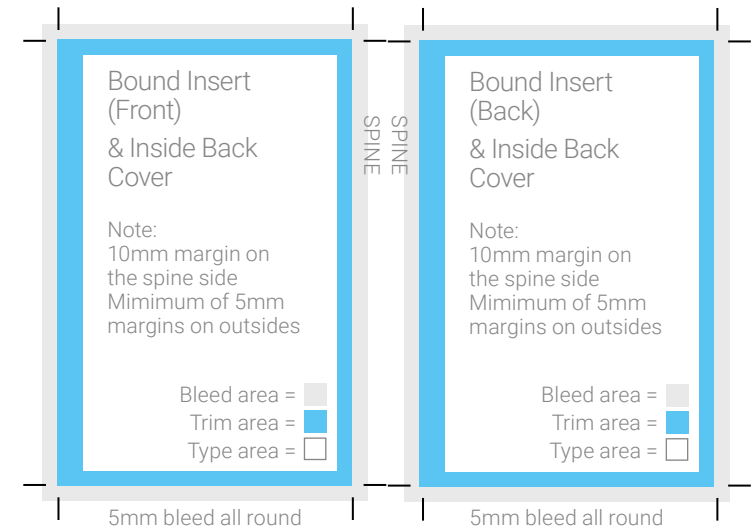
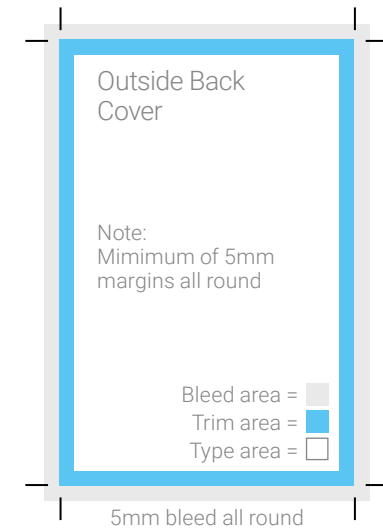
# HIGH IMPACT / YELLOW LOCAL<sup>®</sup> COVERS AND INSERTS / TECHNICAL SPECS

For all ads: Supply files as single page press quality pdfs. Alternatively we will accept Illustrator eps files. Please convert all text to paths/outlines, embed all images, and make sure all colours, scans etc are CMYK.

## Yellow Local Covers and Inserts

Image resolution = 300dpi / Bitmap resolution = 600dpi /  
Total ink coverage not to exceed 300% (C+M+Y+K = 300% max).

Position	UDAC Yellow Code	Trim size width x height	Bleed	Margin
Front Cover Banner	FCBAL	151mm x 37.75mm	N/A	N/A
Outside Back Cover	OBC	175mm x 240mm	5mm all round	Minimum of 5mm all round
Inside Front Cover	IFC	175mm x 240mm	5mm all round	Minimum of 5mm outside edges 10mm on spine side
Inside Back Cover	IBC	175mm x 240mm	5mm all round	Minimum of 5mm outside edges 10mm on spine side
Bound Insert double sided	BDIN	175mm x 275mm	5mm all round	Minimum of 5mm outside edges 10mm on spine side
Bound Insert double – perforated	BPRF	175mm x 275mm	5mm all round	Minimum of 5mm outside edges 10mm on spine side
Bound Insert single side	BISS	175mm x 275mm	5mm all round	Minimum of 5mm outside edges 10mm on spine side
Half Page* outside back cover	OBCH	160mm x 112.5mm	N/A	N/A
Half Page* inside front cover	IFCH	160mm x 112.5mm	N/A	N/A
Half Page* inside back cover	IBCH	160mm x 112.5mm	N/A	N/A
Half Page Bound* Insert – single side	BISH	160mm x 112.5mm	N/A	N/A



## Deadline

Please note that the deadline for covers and inserts is two weeks before the production book close date.



\* Half page positions can only be confirmed if both halves are sold.



# HIGH IMPACT / LOCAL FRONT COVER BANNER

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Image resolution = 300dpi / Bitmap resolution = 600dpi.

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## Local Front Cover Banner (with image) (FCBAL)



# HIGH IMPACT / LOCAL OUTSIDE BACK COVERS (OBC)

For all ads: Supply files as single page press quality pdfs. Alternatively we will accept Illustrator eps files. Please convert all text to paths/outlines, embed all images, and make sure all colours, scans etc are CMYK.

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- Smaller one line full width box with curved top right and lower left corners at the bottom with email and website addresses (or directive message)
- Box colours are as per client logo colours

## Local Template



Margins = 7mm top and bottom, 12mm on the inside and outside margins

Please add 5mm bleed on the sides if the image extends off the page

For IFC/IBC – Margins = 12mm on the outside and 15mm on the inside (spine side) (**Template not mandatory for IFC or IBC**)