

YELLOW AND WHITE PAGES DIRECTORY AD / 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. All images should not be scaled.

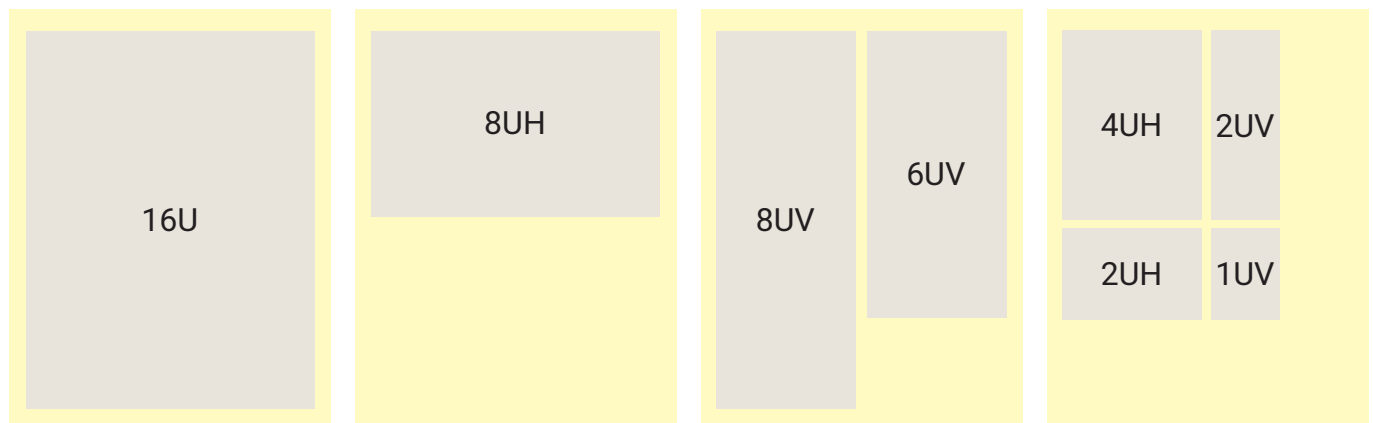
Newsprint = 40gsm / Image resolution = 200dpi / Bitmap resolution = 400dpi / Total ink coverage not to exceed 270% (C+M+Y+K = 270 max).

Advert size	UDAC Yellow Code	Supplied artwork size* (width x height)	Published size** (width x height)
Cyclic Display ad† (matchbox size)	CYDY1-7	46.5mm x 61.3mm (132pt x 174pt)	40.05mm x 52.79mm (114pt x 150pt)
Quarter column (matchbox size)	1UV	46.5mm x 61.3mm (132pt x 174pt)	40.05mm x 52.79mm (114pt x 150pt)
Eighth page (business card size)	2UH	97.3mm x 61.3mm (276pt x 174pt)	83.74mm x 52.79mm (237pt x 150pt)
Quarter page	4UH	97.3mm x 124.8mm (276pt x 354pt)	83.74mm x 107.4mm (237pt x 304pt)
Half column	2UV	46.5mm x 124.8mm (132pt x 354pt)	40.05mm x 107.4mm (114pt x 304pt)
2/3 page, 2 column vertical	6UV	97.3mm x 188.4 mm (276pt x 534pt)	83.74mm x 162.01mm (237pt x 459pt)
Half page vertical	8UV	97.3mm x 251.8mm (276pt x 714pt)	83.74mm x 216.62mm (237pt x 614pt)
Half page horizontal	8UH	198.8mm x 124.8mm (564pt x 354pt)	171.11mm x 107.4mm (485pt x 304pt)
Full page	16U	198.8mm x 251.8mm (564pt x 714pt)	171.11mm x 216.62mm (485pt x 614pt)

PLEASE SUPPLY ARTWORK
MADE UP TO THESE SIZES

- We recommend you set text larger than 7pt. Small text should be set in a sans serif typeface for increased legibility. Yellow® takes no responsibility for unreadable content in customer supplied files.
 - 'Spot' colours are NOT actually spot colours – they are CMYK but use the name of the colour e.g. RED. This is because customers are billed according to the number of colours used in the ad, e.g. a 2UH2 uses 2 colours, BLACK plus 1 of the colours – RED, YELLOW, GREEN OR BLUE; a 4UH4 uses BLACK plus 3 of the others – RED, YELLOW, GREEN OR BLUE.
- YELLOW = Y100
 RED = M100 Y100
 GREEN = C100 Y100
 BLUE = C100
 BLACK = K100
- Cannot have process colours in a Logo Typeset in Yellow Pages. 4TSL – black only, 4TSL2 – 2 spot colours, 4TSLM – 3 or more spot colours.
 - Do not mix or blend Yellow Pages 'spot' colours. All colours must knockout (must not overprint).
 - For Yellow Pages White Knockout ads, apply normal CMYK process colours.

Yellow pages ad sizes (UDACs)



† Quarter column full colour ad appears every 3-7 pages on the top right or left hand side in the White Pages listing section. Placements are limited.

* Supplied ad size has not changed. Any artwork already provided does not need to be resized.

**The book size will be reduced to 10% shorter and 10% narrower during the pre-press process which will reduce the actual size of the published ad, however ads will be in the proportions shown above.