

# Yellow Pages section 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. 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 <small>(yellow code)</small>	Supplied artwork size* <small>(width x height)</small>	Published size** <small>(width x height)</small>
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)
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

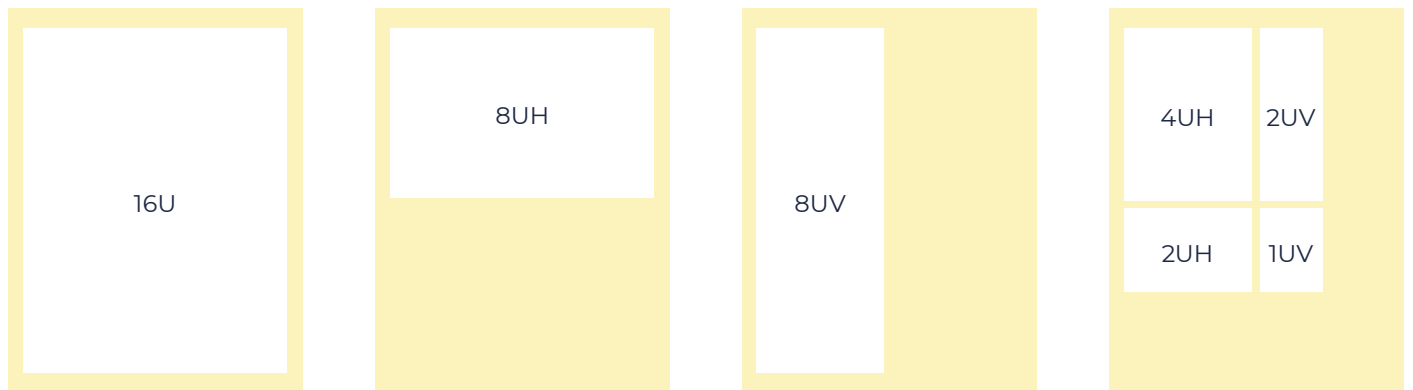
RED = M100 Y100

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.