

# Advertising Specifications Manual

*(Complete Manual)*

## GLOSSARY OF TERMS COMMONLY USED IN THE PRODUCTION OF PRINTED ADVERTISING

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**Ascenders:** Portions of letters that rise above the top of lower case letters. Example: bdfhkl

**Ben Day:** Process by which the camera creates an overall dot pattern, or tone.

**Body Copy:** Columns of type set in a relatively small size.

**Boldface Type:** Heavy, Black Type.

**Border:** Ruled line or other art that surrounds an ad and defines its edges.

**Box:** Four-sided ruled figure, usually enclosing art or type.

**Bullet:** A mark (•) for emphasis or to itemize.

**Camera-Ready Copy:** A paste-up ready to be photographed for reproduction.

**Character:** Any letter, number (or punctuation marks) in printed matter.

**Condensed Type:** Type style with narrow characters.

**Continuous Tone:** A photographic image which has not been screened and contains gradient tone from black to white.

**Contrast:** In reference to a photograph, variation from white to black with middle tones (greys) and good definition of the subject matter.

**Copy:** Written material for an ad, both before and after it is set in type. Includes the ad's headline. Non-headline material is called the "copy block".

**Copy Block:** Text part of an ad, all copy except the headline, captions and logo.

**Cut:** Commonly used to refer to a piece of artwork, technically, an engraved piece of metal.

**Descenders:** Portions of letters that dip below the base line of the letters. Example: gjpqy

**Display Ad:** An advertising item allowing illustrations and type styles, limited by the size of the ad, graphic specifications and ethical guidelines.

**Element:** Copy, headline art box, border-anything to be put into an ad.

**Extended Type:** Type style with elongated, horizontal characters.

**Finished:** Art work prepared for reproduction.

**Flop:** To change the facing of an element. If picture faces left in the original, it will face right in the printed version. (Not a synonym for reverse).

## GLOSSARY OF TERMS (CONTINUED)

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**Flush Left:** Aligned at the left hand margin.

**Flush Right:** Aligned at the right hand margin.

**Font:** A complete set of type characters in a particular face and size.

**Glossy Print:** A photograph with a shiny finish. For reproduction purposes, better than a matte-finish print.

**Halftone Reproduction:** Process by which the camera reproduces a photograph in a screened form. The screened print is composed of dots.

**Headline:** Prominent line of copy, often at the top of the ad. (Also known as display type).

**Illustration:** Line drawing or drawing with tones.

**In-Column:** Combination of space listings, trade items and listings alphabetically arranged in a column.

**Italic Type:** Type style that slants to the right.

**Justify:** To align the body copy so that it forms an even margin on the left and right sides.

**Layout:** The drawing or sketch of a proposed printed piece.

**Line Art:** Art without tones, in black on white paper. After printing, such art is called a line reproduction.

**Line Drawing:** Illustration composed of black and white lines and areas with or without screening or graduation of tone.

**Logo:** Short for logotype. The name of an advertiser in art or type form that remains constant in all of the advertising.

**Matte-Finish Print:** A photograph with a dull finish.

**Mechanical:** Same as camera-ready copy, an ad ready for reproduction.

**Moire':** Undesirable checkered pattern resulting when an already screened photograph is photographed a second time through a halftone screen.

**Mortice:** To cut out an area, to cut a clear white box for copy in a screened area.

**Opaque:** Conceals everything underneath.

**Outline Letters:** A type style consisting of white letters defined by a black line.

## GLOSSARY OF TERMS (CONTINUED)

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**Outline Drop Shadow Letters:** A white outlined letter to which a black rule has been added on one side of the letter, giving it a three-dimensional appearance.

**Overlay:** A sheet containing art or type taped over an ad. The overlay is a second plate that will be overprinted with the original plate to produce the final product, or film.

**PMT:** Photo-mechanical transfer, photostat, (or stat) positive, velox print, shot: all terms referring to a photographic print of an ad, black or white photo paper. The term "velox proof" is most commonly used.

**Pasteup:** Same as camera-ready copy; an ad ready for reproduction.

**Photocomposition:** Type produced by photographic means.

**Pica:** A unit of measure: 6 picas = 1 inch. Note: .6 in  $\frac{1}{2}$  Pica.

**Point:** Unit of measurement for type. 72 Points = 1 inch.

**Reverse:** White letters in a grey or black area.

**Rule:** A black line, a hairline rule is a thin line no wider than 1 pt.

**Screen:** A method of indicating shading, tints or tones by the use of lines, dots, etc. (used for reproduction in the halftone process). The more dots per inch, the finer the screen.

**Signature Cut:** The name of the firm shown in a distinctive, decorative or illustrative form.

**Slick:** A positive copy suitable for reproduction – usually refers to copy of an ad supplied by an agency or advertiser.

**Space Listing:** A form of space advertising interspersed alphabetically in the listing column.

**Spec Copy:** Advertising layouts prepared in advance for selected customers prior to sales contact.

**Specifications:** Detailed guidelines to follow in preparing Yellow Pages Advertising.

**Text:** The main body of printed or written matter in an ad.

**Type:** Printed letters and characters.

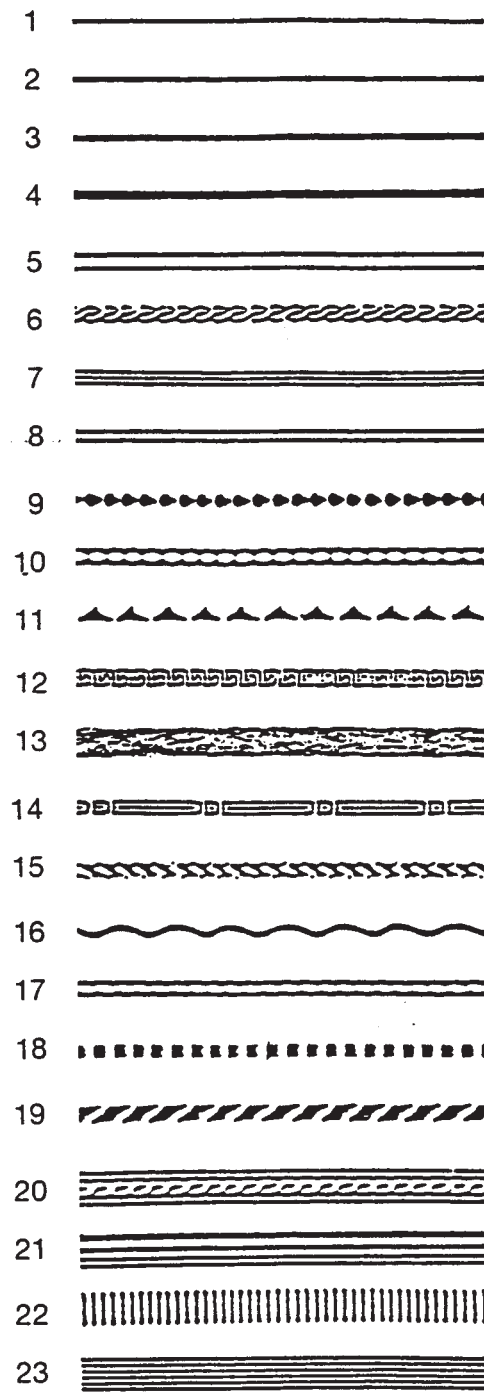
**Typeface:** A printed style or design of type.

**Velox:** Photographic process of deriving positive copy from a negative.

**White Knockout Ad:** A display ad in the yellow pages with a white background.

# **Publisher Specifications**

## **Attachment A Borders**



# Display Items

## type or hand lettering

Shown below are the maximum sizes and corresponding stroke weights for either type or hand lettering as measured on the printed page. These should provide adequate flexibility for text matter in display advertisements and at the same time keep blackness within desirable limits. The "Solid Black" examples cover the upper and lower case limits for acceptable type face — up to 48 point Bold and 60 point Light. Height or stroke but not both of "Solid Black" may exceed maximum by 2 pts.

## engravings and electrotypes

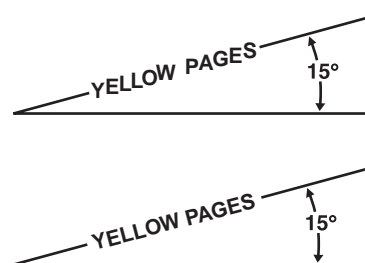
Engravings or electrotypes for Display ads or Trademark emblems may be either copper or zinc and must conform to the following thicknesses.

Mounted .918 inches (engraving or electrotype)

Unmounted .063 inches (engraving)  
.153 inches (electrotype)

Information as to whether engravings or electrotypes should be mounted or unmounted, see YPIMA® Rates and Data for copy Material requirements under "No. of Cols."

## type at angle



not to exceed 15  
from horizontal

## solid black

QC	H	St
<b>M</b>	18	4
<b>M</b>	22	2
DQC & HC		
<b>M</b>	28	4
<b>M</b>	32	2
SC		
<b>M</b>	32	6
<b>M</b>	36	3
DHC		
<b>M</b>	39	6
<b>M</b>	46	3

## shaded

QC	H	St	Sh	QC	H	St	Sh
<b>F</b>	30	5	4	<b>F</b>	42	10	6
<b>F</b>	34	4	2	<b>F</b>	42	10	6
DQC							
<b>F</b>	34	8	6				
<b>F</b>	38	6	4	DHC			
<b>F</b>	38	8	6	<b>F</b>	48	12	8
<b>F</b>	42	6	4	<b>F</b>	60	10	6

All measurements shown in points

## MOUNTED

.918 inches (engraving or electrotype)

## UNMOUNTED

.063 inches (engraving)  
.153 inches (electrotype)

NOTE: Outline styles, hand lettering and type at an angle will require special printing materials, i.e., repro proofs, velox, cuts, etc.

DISPLAY ITEMS — Outline, Screened, Reverse\*

	QC		H	St		SC		H	St
			32	6				42	10
			36	4				48	8
	DQC					DHC			
			36	8				60	12
			40	6				72	10
	HC								
			40	8					
			48	6					

All measurements shown in points

halftones

Photographs and wash drawings should have a halftone screening no finer than 85 line. Only professional, lighted photographs should be used. large black background areas should be screened to the equivalent of 50% tone.

MOUNTED

.918 inches (engraving or electrotpe)

UNMOUNTED

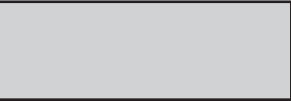
.063 inches (engraving)  
.153 inches (electrotpe)

\*NOTE: Outlines should not exceed 1 pt. for QC and DQC or 2 pts. for HC and DHC.

# Display Items

## screens

Screening should not cover more than 50% of the area of an ad or be finer than 85 line.



1. Minimum tone of 20%



2. Maximum tone of 50% (limit 25% area)



Reverse screening is acceptable; the printing effect is improved when illustrations are outlined.

Screens should not be used as a background for the telephone number or address.



UNACCEPTABLE



ACCEPTABLE

## solid black accents — shading

Solid black accents may be used only in illustrations to denote shading. The area of solid black shading should not exceed 1/8 of one square inch (1/4" x 1/4"), limited in number and spaced widely apart to avoid large black areas.

examples of 1/8 of one square inch



## solid black reverse

All solid black reverse must be screened and not exceed that of an 85-line screen with a maximum 50% tone, except that one Trade mark cut in solid black reverse is permitted per quarter column of display space, provided they conform to the trade mark cut sizes and shapes shown on Page.



UNACCEPTABLE



ACCEPTABLE

## borders

All display advertisements must have well defined ruled borders, minimum of one point, set at right angles.

## maximum widths

Display Item	Overall	Max. Solid Rule	Other Ruled
1/4 col. (QC)	6 pt.	2 pt.	3 pt.
2— 1/4 col. (DQC)	6 pt.	2 pt.	3 pt.
1/2 col. (QC)	6 pt.	2 pt.	3 pt.
2— 1/2 col. (DQC)	12 pt.	3 pt.	6 pt.

## borders for all display items

Ruled borders, as illustrated below, may be ordered as coded for all display items.

**Note:** Aggregate of mechanical rules must not exceed overall widths.

- A. \_\_\_\_\_
- B. \_\_\_\_\_
- C. \_\_\_\_\_
- D. \_\_\_\_\_
- E. \_\_\_\_\_
- FOR DHC ONLY
- F. \_\_\_\_\_
- G. \_\_\_\_\_
- H. \_\_\_\_\_
- I. \_\_\_\_\_
- J. \_\_\_\_\_



# Trademark (TM)

## finding line

Brand or firm name confined to one line if possible. Should tie in with Trademark cuts and text.

## typography

Gothic No. 12 one letter caps  
2 and 3 col. directories—8 pts.  
4 col. directories—7 pts.

Generally, punctuation marks are limited to hyphens, apostrophes and quotations. Maximum setwise measure:  
2 and 3 col. directories—12 picas 4 col. directories—10-1/2 picas.

## text

A brief message describing the product, service or defining dealer and service arrangements – generally limited to 25 words – maximum of 8 lines or 7 lines if finding line is overrun Must not contain addresses or telephone numbers.

## typography

\*Bell Gothic 6 pt. bold type. Bullets not to exceed 2-3/4 points may be used for tabulation, emphasis or spacing. Caps, dashes and conventional use of punctuation marks are also permitted. Generally, vertical lines, underlining, decorations or other emphasis marks are not permitted.

When more space is required than available at left of cut, level first line with top of cut; lines below the cut under run the full width. When confined to the left of cut and greater depth; center cut top to bottom of text. When cut is greater; center text with cut. Text set across top of cut is not allowed.

## "where to buy it" phrases

Use of quotation marks around phrase is optional. Use of phrase is also optional. When omitted, the space the phrase would normally occupy is left blank. May also show such phrases as:

"Where to Call"	"Where to Get Service"
"Where to Buy Them"	"For Information Call"
"For Service Call"	"For Reservation Call"
	"Members"

## typography

Scotch Roman italics caps 8-pts. centered on:  
2 and 3 col. directories—13 pica slug  
4 col. directories—11 pica slug

## overall depth of trademark headings

From top of finding line to bottom of the "Where to Buy It" phrase...or to the bottom of the space it would normally occupy is 6 picas (one inch).

### SAMSON SPEEDSWEEPERS

**STRONG AS THEIR NAME**  
Upright - Canister  
Swirl-O-Matic Suction



**"WHERE TO CALL"**  
DEALERS

ACME ELECTRIC CO  
1234 W Grand Av 222-3569

CHUCK'S APPLIANCE INC  
3954 S Ash 224-5566

SERVICE  
CENTRAL APPLIANCE SERVICE CO  
4321 E Adams 225-7711

## trademark or insignia

Cuts, emblems or insignia used in the Trademark heading are intended to identify the product or service advertised.

Other than registered trademarks some clients publicize insignia, emblems or names which are acceptable provided they help identify the product or service advertised in the Trademark Heading.

When symbols of ® for Registered or © for Copyright are used in connection with a cut, emblem or insignia, they are to be set outside the limits of maximum cut dimensions as shown on page 2.

## typography

The emblem always appears to the right of text and always in the extreme right portion of the trademark. May be line drawings, solid black reverse or screened with a maximum 85 line and 50% tone.

Must not exceed the maximum size for various shapes as shown in the dimension scale.

## caption headings

Should be confined to one line. When outlets are of a single type, there is no general need for captions. Following are examples of captions used when it is necessary to distinguish between types of outlets or functions of a customer's organization. Captions may also be used to designate locality.

Branch Office	Factory Service	Distributor	Sales & Service
Factory Branch	Fire Agents	Dealers	Wholesale

## typography

Old style italic caps 6-pts. centered on:  
2 and 3 col. directories—13 pica slug  
4 col. directories—11 pica slug

## caption text

A message describing the product, service, or dealer arrangements associated with listings or captions.

Available as a unit consisting of one to twenty words, set consecutively. A minimum of one unit to a maximum of four (80 words) permitted at one appearance.

Any number of appearances are permitted provided they are interspersed with listings or a caption. (Any word set in caps is counted as two words.)

\*May also be set in any similar type style or size.

## typography

\*Bell Gothic Light Type—caps permitted.  
2 and 3 col. directories—7 pts.  
4 col. directories—6 pts.

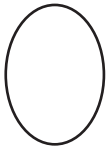
Overall width (setwise measurement):  
2 and 3 col. directories—11 picas wide, centered on 13 pica slug  
4 col. directories—11 pica slug

## caption text

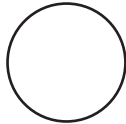
A message describing the product, service, or dealer arrangements associated with listings or captions.

# STANDARD 1 INCH TRADEMARK CUT SPECIFICATIONS

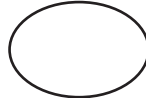
Maximum dimensions permitted in sixteenths of an inch



12x8



10x10



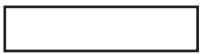
12x8



14x6



16x5



16x4



14x5



13x6



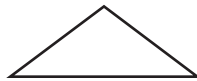
12x7



11x8



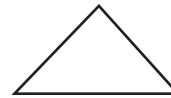
10x9



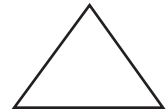
16x6



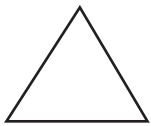
15x7



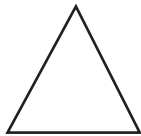
14x8



13x9



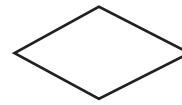
12x10



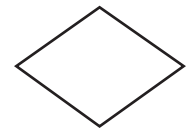
11x11



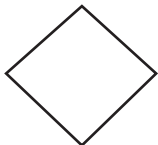
10x12



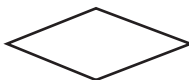
15x8



14x10



13x12



16x6

**NOTE:** ALL SIZES AND SHAPES FOR TM MAY BE USED IN ANY POSITION PROVIDED THE VERTICAL HEIGHT DOES NOT EXCEED 12/16TH OF AN INCH.

# Custom Trademark (CTM)

## finding line

Same specifications as Trademark.

## trademark cut or insignia

May appear above the text or on either side of the text. It may also appear with text on both sides. Text may never appear above the cut or insignia. Must not exceed the maximum for various shapes as shown in the Custom Trademark maximum dimensions. Specifications regarding use of line drawings and screens same as in regular Trademark heading.

Cuts or insignias appearing in solid black reverse must not exceed the maximum size for various shapes as shown on page 2 of trademark cuts. When symbols of ® for Registered or © for Copyright are used in connection with a cut, emblem or insignia, they are to be set outside the limits of maximum cut dimensions as shown on page 4.

## text

## typography

Same as Typography Specifications for 2" Space Listing.

2-and 3-column directories – 6-point to 14-point type.

4-column directories – 6-point to 12-point type.

All text in a given CTM must be set in the same type family with only one size type to a line.

Bullets may be used for tabulation, emphasis or spacing provided the size does not exceed 50% of the type size of the line in which associated Caps, dashes and conventional use of punctuation marks are also permitted. Generally, vertical lines, underlining, decorations or other emphasis marks are not permitted.

## SAMSON SPEEDSWEEPERS



### STRONG AS THEIR NAME

#### UPRIGHT, CANISTER & TANK CLEANERS

Featuring Swirl-O-Matic Suction

#### SERVICE

By Samson-Trained Men

#### "WHERE TO CALL" DEALERS

ACME ELECTRIC CO 1234WGrandAv	222-3569
CHUCK'S APPLIANCE INC 3954 S Ash	224-5566
SERVICE	
CENTRAL APPLIANCE SERVICE CO 4321 E Adams	225-7711

## "where to buy it" phrases

Use of phrase is optional. Use of quotation marks around phrase is also optional. Same specifications as for Trademark. When omitted, the space the phrase would normally occupy is left blank.

## overall depth of custom trademark

From the top of the finding line to the bottom of the "Where To Buy It" phrase, or to the bottom of the space it would normally occupy, is 12 picas (2 inches).

## caption text and captions headings

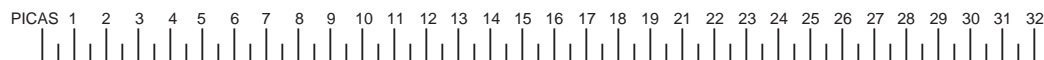
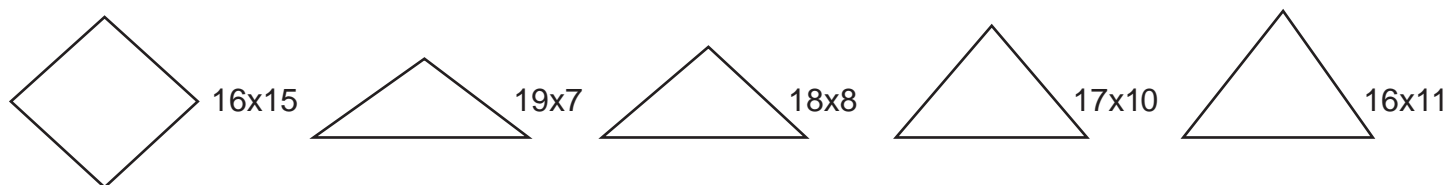
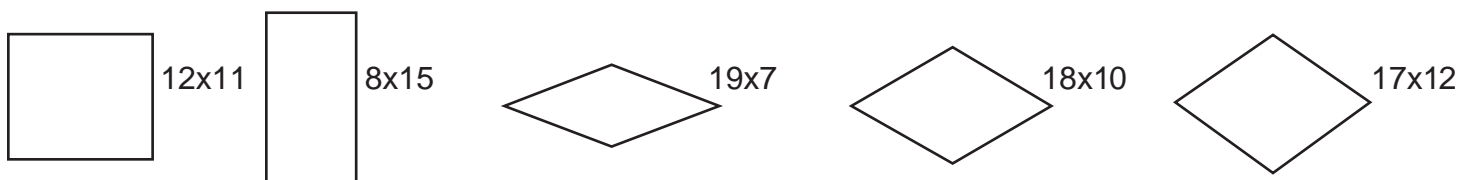
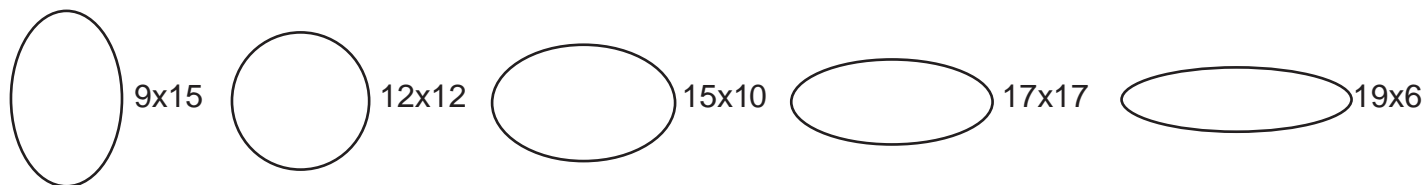
Same specifications as for Trademark.

## rules (borders)

Top, left-hand side, and bottom rules not to exceed one point.

# CUSTOM 2 INCH TRADEMARK CUT SPECIFICATIONS

Maximum dimensions permitted in sixteenths of an inch



**PICAS**

6 PT. type

8 PT. type

10 PT. type

12 PT. type

14 PT. type

**2 and 3 column directories:**

**6 point to 14 point type**

**4 column directories:**

**6 point to 12 point type**

**NOTE:** ALL SIZES AND SHAPES FOR CTM  
MAY BE USED IN ANY POSITION

## LISTINGS

### **Regular Listing (RL)**

Directory column listings consist of name, address and telephone number under heading desired.

The name is set in Bell Gothic bold upper and lower case, the address in Bell Gothic light upper case, and the telephone number in Bell Gothic bold.

### **Semi-Bold Listing (SL)**

Directory column listings consist of name, address and telephone number under heading desired.

The name is set in Gothic No 12 caps, and address in Bell Gothic light and the telephone number in Bell Gothic bold.

### **Extra Line (EL)**

Set in face and provided in units of 5 words. A unit may consist of one or more words, but not more than five. where special setting is requested, which requires more lines than it all words set solid, each line will be considered a unit. A maximum of five units (25 words) with each listing, set between name and address lines.

### **Trade Name (TN)**

Consists of a Trade Name of a product or service with a listing of manufacturer, dealer, wholesaler, etc., under heading desired.

The finding line is set in Gothic No 12 caps, listed names are set in Bell Gothic bold caps, addresses in Bell Gothic light upper and lower case, and telephone numbers in Bell Gothic bold. Captions, if used, are the same as those for Trademark. Text and Caption Headings same specifications as for Trademark.

### **Trade Cross Reference (TC)**

Consists of an alternate trade name of a product or service with reference text referring the user to the Finding Line that appears in a Trademark or Trade Name Heading under the same heading. The Trade Name is set in Gothic No 12 caps and reference text in Bell Gothic light face.

### **Anchor Listing (ARL, ASL, ABL)**

Consists of a business listing (regular, semi-bold or bold) with a reference line and is offered with each display advertisement.

### **Foreign Listing**

Consists of a business listing (regular, semi-bold or bold) for a foreign customer (i.e. the name, street address, city and state, and telephone number of a Detroit client appearing in a Denver directory). There is a possibility that the directory user will not be able to properly interpret abbreviations, and especially those of localities. It is, therefore, advisable that the listing be published as requested by the Seller. Telephone numbers, however, are set in the same style as in used for local telephone numbers. Area codes will be used in connection with these listings when they are applicable.

**SPACE LISTINGS****TYPOGRAPHY SPECIFICATIONS**

1HS	½" x 1 column wide, No Art or Color
2HS	1" x 1 column wide, No Art or Color
2HSW	1" x 1 column wide, No Art, up to 4 spot colors with white knockout
3HS	1 ½" x 1 column wide, No Art or Color
3HSW	1 ½" x 1 column wide, No Art, up to 4 spot colors with white knockout
4HS	2" x 1 column wide, 1 logo or piece of art and/or Color
4HSW	2" x 1 column wide, 1 logo or piece of art and up to 4 spot colors with white knockout
5HS	2 ½" x 1 column wide, 1 logo or piece of art and/or Color
5HSW	2 ½" x 1 column wide, 1 logo or piece of art and up to 4 spot colors with white knockout
6HS	3" x 1 column wide, 1 logo or piece of art and/or Color
6HSW	3" x 1 column wide, 1 logo or piece of art and up to 4 spot colors with white knockout
8HS	4" x 1 column wide, 1 logo or piece of art and/or Color
8HSW	4" x 1 column wide, 1 logo or piece of art and up to 4 spot colors with white knockout

Reminder – Finding Line font must be 9 pt Helvetica Neue Bold and must be black

Do not staple, tape, or glue the art cut on the art sheet. Do not write on the art cut. Place art in plastic sealable bag and write name of company on bag & attach bag to art sheet.

<b>Column Book</b>	<b>Picas</b>	<b>Column Book</b>	<b>Picas</b>
<b>2 &amp; 3</b>		<b>4</b>	
1HS	15.5p x ½ inches	1HS	11p6 x ½ inch
2HS	15.5p x 1 inch	2HS	11p6 x 1 inch
3HS	15.5 x 1 ½ inches	3HS	11p6 x 1 ½ inches
4HS	15.5 x 2 inches	4HS	15p5 x 2 inches
5HS	15.5 x 2 inches	5HS	15p5 x 2 inches

**SPACE LISTINGS****1HS****2 & 3 Column Books**

6 Pt type = 55 char per line/3 lines  
 7 Pt type = 49 char per line/3 lines  
 8 Pt type = 41 char per line/2 lines  
 10Pt type = 31 char per line/2 lines  
 12Pt type = 27 char per line/1 line

**2HS****2 & 3 Column Books**

6 Pt type = 55 char per line/9 lines  
 7 Pt type = 49 char per line/8 lines  
 8 Pt type = 41 char per line/7 lines  
 10Pt type = 31 char per line/5 lines  
 12Pt type = 27 char per line/4 lines

**4 Column Books**

6Pt type = 41 char per line/3 lines  
 7 Pt type = 36 char per line/3 lines  
 8 Pt type = 29 char per line/2 lines  
 10Pt type = 23 char per line/2 lines  
 12Pt type = 20 char per line/1 line

**4 Column Books**

6Pt type = 41 char per line/9 lines  
 7 Pt type = 36 char per line/8 lines  
 8 Pt type = 29 char per line/7 lines  
 10Pt type = 23 char per line/5 lines  
 12Pt type = 20 char per line/4 lines

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**SPACE LISTINGS (continued)**
**3HS****2 & 3 Column Books**

6 Pt type = 55 char per line/15 lines  
 7 Pt type = 49 char per line/13 lines  
 8 Pt type = 41 char per line/11 lines  
 10Pt type = 31 char per line/9 lines  
 12Pt type = 27 char per line/7 lines  
 14Pt type = 23 char per line/6 lines

**4HS****2 & 3 Column Books**

10 Pt type = 31 char per line/12 lines  
 12 Pt type = 27 char per line/10 lines  
 14 Pt type = 23 char per line/9 lines  
 16 Pt type = 19 char per line/8 lines  
 18 Pt type = 18 char per line/7 lines

**5HS****2 & 3 Column Books**

12 Pt type = 27 char per line/13 lines  
 14 Pt type = 23 char per line/11 lines  
 16 Pt type = 19 char per line/10 lines  
 18 Pt type = 18 char per line/9 lines  
 20 Pt type = 16 char per line/8 lines

**6HS****2 & 3 Column Books**

12 Pt type = 27 char per line/16 lines  
 14 Pt type = 23 char per line/14 lines  
 16 Pt type = 19 char per line/12 lines  
 18 Pt type = 18 char per line/11 lines  
 20 Pt type = 16 char per line/10 lines  
 30 Pt type = 12 char per line/6 lines

**8HS****2 & 3 Column Books**

12 Pt type = 27 char per line/23 lines  
 14 Pt type = 23 char per line/19 lines  
 16 Pt type = 19 char per line/17 lines  
 18 Pt type = 18 char per line/15 lines  
 20 Pt type = 16 char per line/13 lines  
 30 Pt type = 12 char per line/9 lines

**4 Column Books**

6Pt type = 41 char per line/15 lines  
 7 Pt type = 36 char per line/13lines  
 8 Pt type = 29 char per line/11 lines  
 10Pt type = 23 char per line/9 lines  
 12Pt type = 20 char per line/7 lines  
 14Pt type = 17 char per line/6 lines

**4 Column Books**

10 Pt type = 23 char per line/12 lines  
 12 Pt type = 20 char per line/10 lines  
 14 Pt type = 17 char per line/9 lines  
 16 Pt type = 14 char per line/8 lines  
 18 Pt type = 13 char per line/7 line

**4 Column Books**

12 Pt type = 20 char per line/13 lines  
 14 Pt type = 17 char per line/11 lines  
 16 Pt type = 14 char per line/10 lines  
 18 Pt type = 13 char per line/9 lines  
 20 Pt type = 12 char per line/8 lines

**4 Column Books**

12 Pt type = 20 char per line/16 lines  
 14 Pt type = 17 char per line/14 lines  
 16 Pt type = 14 char per line/12 lines  
 18 Pt type = 13 char per line/11 lines  
 20 Pt type = 12 char per line/10 lines  
 30 Pt type = 9 char per line/8 lines

**4 Column Books**

12 Pt type = 20 char per line/23 lines  
 14 Pt type = 17 char per line/19 lines  
 16 Pt type = 14 char per line/17 lines  
 18 Pt type = 13 char per line/15 lines  
 20 Pt type = 12 char per line/13 lines  
 30 Pt type = 9 char per line/9 lines

**HS RULES:**

- Finding Line font must be 9 pt Helvetica Neue Bold and cannot be colored.
- No screens or gradients are allowed anywhere in HS text.
- Reverses must not touch the border of the HS.
- Email addresses and website URLs will be colored in Blue.
- Only bullets, asterisk, slashes, dashes, are allowed for accents.

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**EXTRA LINES**

PUBLISHER NAME	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
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Please contact the Publisher and ask for the Contract Entry Mgr. or Data Management Dept. Manager.

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**COUPON SPECIFICATIONS**

PUBLISHER NAME	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
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0522

Yes

Yes

Yes

- Only one side has to have an offer and expiration date.
- The other side may have anything. See Sales Handbook Graphics Section.

2 Column	Picas	Inches
Single .....	14.11 x 13.2	2.492 x 2.200
Double.....	14.11 x 27.4	2.492 x 4.551
4 Pack .....	30.11 x 27.4	5.15 x 4.551
6 Pack .....	30.11 x 41.7	5.15 x 6.919
Full Page.....	30.11 x 55.8	5.15 x 9.281

3 & 4 Column	Picas	Inches
Single .....	21.6 x 10.1	3.583 x 1.681
Double.....	21.6 x 21.6	3.583 x 3.583
4 Pack .....	44.4 x 21.6	7.389 x 3.583
6 Pack .....	44.4 x 33.0	7.389 x 5.5
Full Page.....	44.4 x 56	7.389 x 9.333

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**SPACE PRECEDENCE**

Associated Publishing Co. .... Size, Alphabetical

All artwork can be emailed to [nationalads@localedge.com](mailto:nationalads@localedge.com). If you have any questions, please contact Nancy Elia at 800-388-8255 x 80125.



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**EXTRA LINES**

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
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WP-32  
YP-32

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**SPACE PRECEDENCE**

Size, Seniority, Alphabetical

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**INTERNET SPECIFICATIONS**

Pictures should not be smaller than 2 inches.

## DISPLAY ADS

## BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	--
a) Are Free Form Borders Accepted?	YES	8) Can Type/Screens Touch Borders?	NO
b) Can Type or Illustration be Part of the Border?	YES	a) If No, What is Minimum Clearance?	1 PICA
2) What is the Minimum Point Size Allowed for Border?	1PT	9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?	ANY	a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	1PT
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	ANY
6) Are Screened Borders Accepted?	YES	d) Can It Be Screened?	YES
7) Must They be Outlined?	NO	e) If Yes, What Percentage of Screen is Accepted?	50%

## TYPE

1) Is Solid Black Type Accepted?	YES	4) Is Reverse (White) Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	YES
a) If Yes, What is the Minimum Pt. Size of Type?	6PT	b) What is Minimum Pt. Size of Type?	10PT
b) Maximum Screen Percentage Accepted?	20%	5) Can Telephone Numbers Appear as Screened Type?	NO
3) Is Screened Type Allowed?	YES	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?	NO	7) Is Type Accepted Over a Half-Tone?	YES
b) What is the Minimum Pt. Size of Type?	10PT	8) What is the Maximum Angle Type May be on?	180 DEGREES
c) Maximum Screen Percentage Accepted?	100%		

## SCREENS

1) What Percentages are Used?	5-100%	3) Do Items Being Screened Need to be Outlined?	YES
2) How Many Lines Per Inch are Used?		a) What is Minimum Line Weight Allowed?	.5PT
		4) What Percent of the Total Ad Area Can Be Screened?	100%
		5) Telephone Number?	NO

## HALF-TONES

1) Tone Percentage for a Light Screen?	5%	3) How Many Lines Per Inch are Used?	
2) Tone Percentage for a Dark Screen?	100%	4) Allowable Percentage of Halftone in Ad Area?	100%

## SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	ANY	2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	100%
		a) Does This Include the Border?	YES

## COLOR ADS

1) Are Red Color Ads Offered?	YES	5) Are Red Half-Tones Accepted?	YES
2) How Many Red Items are Allowed Per Ad?	NA	a) If Yes, What is the Percentage?	100%
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	NA
a) If Yes, What Screen Percentage?	100%	7) What Distance is Required Between Red Items & Black Border?	NA
b) What Percentage of Total Ad Space is Allowed Red Screen?	100%	8) Are Trademarks Allowed in Red?	NO
4) Are Red Border Dimensions the Same as Black?		9) Are Red Borders Accepted in Display?	YES
a) If No, What are the Dimensions?	YES	a) TM?	NO
		10) Are Other Colors Available?	YES
		11) How Much Solid of Any Color?	220%

## VELOX REQUIREMENTS

1) Is a Small Amount of Touch-Up Paint Accepted?	NO	2) Is One Layer (One-Ups) Paste-Up Accepted?	NO
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## MISCELLANEOUS

1) Must an Address Appear in the Ad?

NO

2) What is the Acceptable "Toll Free  
(800)" Designation?

1-800-???-????

**Ad Specifications  
W x H in Pica Units****Directory Size:** 8 3/8" x 10 3/4" (3 Column White & Yellow Pages)**Directories:** Detroit Lks-Prk Rpd (038762) MN  
Red River-ArvigLks (038600) MN

DC	30 x 57.5	DHC	30 x 28	1HS	14.6 x 3
DQC	30 x 13.5	DQCV	14.6 x 28	2HS	14.6 x 6
DT	95 x 57.5	FP	45.5 x 57.5	3HS	14.6 x 9
HP	45.5 x 28	QC	14.6 x 13.5	4HS	14.6 x 12
RDHWM	27 x 25.6	TQC	45.5 x 13.5	5HS	14.6 x 15
TQP	45.5 x 42.10	TM	14.6 x 6	6HS	14.6 x 18
CTM	14.6 x 12			8HS	14.6 x 24

**Directory Size:** 6" x 9" (2 Column White & Yellow Pages)**Directories:** AlexandriaPrkrsPrarie (105186) MN  
Austin-Alberta Lea (110161) MN  
Bigfork-Effie-Marcel (105185) MN  
Fergus Falls Area (110160) MN  
Grand Meadow ILEC (038322) MN  
Mankato Smart Search (110541) MN  
Melrose (038467) MN  
Redwood Falls Area (038607) MN  
Rochester (110538) MN  
Rogers SmartSearch (110144) MN  
Sioux City (108416) IA  
St Cloud SmartSearch (101945) MN  
Wahpeton-Breckenridg (106639) MN  
Winona SmartSearch (110539) MN

DQC	30 x 11	TQP	30 x 35	2HS	14 x 6
FP	30 x 46			3HS	14 x 9
HP	30 x 23	CTM	14 x 12		
QC	14 x 11	TM	14 x 6		

**Space Listings** - Art is available in 2HS-8HS ads. Maximum lines of text (plus 1 name line and 1 address/phone # line) per half inch are 3.**Data & Media Specifications:****Format:** MAC compatible saved as TIFF, PSD, JPEG, PDF or EPS file.**Software:** Adobe CS3 (InDesign, Illustrator or Photoshop) – convert fonts to outlines. Quark documents must include all artwork and fonts. All files must be UNLOCKED and NO LINKED ARTWORK.**Resolution:** 300 dpi**Media:** Email; CD.**Color:** CMYK (no RGB or Spot colors); Blacks must be 100% black.**Display Ads:** Yellow and Black ads must be supplied with a 30% yellow background.

PUB. CO. NAME      **Arvig Media**

PUB CODE(S)

**0899**

**Send Art to:**      DMI  
110 NE Maple St., Suite B  
Lee's Summit, MO 64063

**Fax Art to:**      816-537-7951

**Email Art to:**      Art@DirectoryMarketingInc.com  
*Please include the following on the email subject line:*  
Pub Initials, Directory Name & Number / CMR-Client #, Client Name / UDAC artid#

DMI prefers to receive Art and AWT's via email. If unable to email, see information above to fax or mail.

**Questions:** DMI@DirectoryMarketingInc.com or 816-537-7950.

COUPON SPECIFICATIONS

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
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.....	0744	3 Col (Minot)	45p x 11p		
.....		2 Col (Durum Triangle)	36.0p x 11.0p		

## DISPLAY ADS

## BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	
a) Are Free Form Borders Accepted?	YES	8) Can Type/Screens Touch Borders?	YES
b) Can Type or Illustration be Part of the Border?	YES	a) If No, What is Minimum Clearance?	--
2) What is the Minimum Point Size Allowed for Border?	1	9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?	6	a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	1
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	6
6) Are Screened Borders Accepted?	YES	d) Can It Be Screened?	YES
7) Must They be Outlined?	YES	e) If Yes, What Percentage of Screen is Accepted?	20-30%

## TYPE

1) Is Solid Black Type Accepted?	NO	4) Is Reverse (White) Type Allowed on Screened Background?	NO
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	
a) If Yes, What is the Minimum Pt. Size of Type?	10	b) What is Minimum Pt. Size of Type?	
b) Maximum Screen Percentage Accepted?	30%	5) Can Telephone Numbers Appear as Screened Type?	YES
3) Is Screened Type Allowed?	YES	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?	YES	7) Is Type Accepted Over a Half-Tone?	YES
b) What is the Minimum Pt. Size of Type?	1	8) What is the Maximum Angle Type May be on?	15°
c) Maximum Screen Percentage Accepted?	50%		

## SCREENS

1) What Percentages are Used?	20-30%	3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	85	a) What is Minimum Line Weight Allowed?	
		4) What Percent of the Total Ad Area Can Be Screened?	30%
		5) Telephone Number?	

## HALF-TONES

1) Tone Percentage for a Light Screen?	15%	3) How Many Lines Per Inch are Used?	85
2) Tone Percentage for a Dark Screen?	70%	4) Allowable Percentage of Halftone in Ad Area?	30%

## SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	12 x 12 PICA	2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	20%
		a) Does This Include the Border?	NO

## COLOR ADS

1) Are Red Color Ads Offered?	YES	5) Are Red Half-Tones Accepted?	NO
2) How Many Red Items are Allowed Per Ad?	2	a) If Yes, What is the Percentage?	
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	1 PICA
a) If Yes, What Screen Percentage?	30%	7) What Distance is Required Between Red Items & Black Border?	2 PICA
b) What Percentage of Total Ad Space is Allowed Red Screen?	30%	8) Are Trademarks Allowed in Red?	NO
4) Are Red Border Dimensions the Same as Black?	YES	9) Are Red Borders Accepted in Display?	NO
a) If No, What are the Dimensions?		a) TM?	NO
		10) Are Other Colors Available?	
		11) How Much Solid of Any Color?	

## VELOX REQUIREMENTS

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1) Is a Small Amount of Touch-Up Paint Accepted?

YES

2) Is One Layer (One-Ups) Paste-Up Accepted?

YES

## MISCELLANEOUS

- |                                      |     |  |                  |
|--------------------------------------|-----|--|------------------|
| 1) Must an Address Appear in the Ad? | YES | 2) What is the Acceptable "Toll Free (800)" Designation? | TOLL FREE THEN # |
|--------------------------------------|-----|--|------------------|

All disks must be sent and labeled with the following:

1. Directory Name & Directory Code.
2. CMR & Client Number.
3. Client Number.
4. Close Date.
5. Issue Date.
6. Files Labeled (TIFF, EPS, JPEG...etc).

**Submission Guidelines:**

All artwork must be in one of the following either by email, CD, or DVD:

Adobe Photoshop (EPS, PS, TIFF, JPEG)  
Adobe Acrobat (PDF)

All artwork must be accompanied by a hard copy or handout.  
All files must be at least 300 dpi.

If you have any questions regarding this publisher, please contact DMI.



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**SPACE LISTINGS**
**TYPOGRAPHY SPECIFICATIONS**

STYLE OF DIRECTORY	2 COLUMN						3 COLUMN					
Space Listing Size	1HS	2HS	3HS	4HS	5HS	6HS	1HS	2HS	3HS	4HS	5HS	6HS
Maximum Lines of Text in 6 Pt. Type Including Address and Tel. Number Line	4	9	15	17	21	25	4	9	15	17	21	25
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size	2	2	2	3	4	7	2	2	2	3	4	7
Maximum Depth of Copy (In Points)	8	12	14	14	14	14	8	12	14	14	14	14
6 Pt. - All Caps	30	30	30	30	30	30	30	30	30	30	30	30
6 Pt. - Caps and Lower Case	43	43	43	43	43	43	43	43	43	43	43	43
8 Pt. - All Caps	24	24	24	24	24	24	24	24	24	24	24	24
8 Pt. - Caps and Lower Case	36	36	36	36	36	36	36	36	36	36	36	36
10 Pt. - All Caps		21	21	21	21	21	21	21	21	21	21	21
10 Pt. - Caps and Lower Case		28	28	28	28	28	28	28	28	28	28	28
12 Pt. - All Caps		18	18	18	18	18	18	18	18	18	18	18
12 Pt. - Caps and Lower Case		25	25	25	25	25	25	25	25	25	25	25
14 Pt. - All Caps			15	15	15	15	15	15	15	15	15	15
14 Pt. - Caps and Lower Case			23	23	23	23	23	23	23	23	23	23
18 Pt. - All Caps				14	14	14						
18 Pt. - Caps and Lower Case				20	20	20						
Are Cuts Acceptable	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Placement of Cuts (L-Left, R-Right, C-Center)—												
Must All Type Be in The Same Family	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Pt. Size of Finding Line	7	7	7	7	7	7	7	7	7	7	7	7

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**EXTRA LINES**

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
--	----------------------	---	----------------------------

36

10

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**SPACE PRECEDENCE**

Size, Seniority for the following directories:

054715 Transylvania County, NC; 066490 Lancaster-Ft. Lawn, SC; 066340 Midlands, SC; 066586 Moncks Corner, SC; 066706 Rock Hill-Ft. Mill, SC

Size, Alphabetical for the following directories:

100394 XIT TX Panhandle Reg, TX

## DISPLAY ADS

## BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	—
a) Are Free Form Borders Accepted?	YES	8) Can Type/Screens Touch Borders?	YES
b) Can Type or Illustration be Part of the Border?	YES	a) If No, What is Minimum Clearance?	—
2) What is the Minimum Point Size Allowed for Border?	1 PT.	9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?	N/R	a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	1
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	N/R
6) Are Screened Borders Accepted?	YES	d) Can It Be Screened?	YES
7) Must They be Outlined?	NO	e) If Yes, What Percentage of Screen is Accepted?	N/R

## TYPE

1) Is Solid Black Type Accepted?	YES	4) Is Reverse (White) Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	NO
a) If Yes, What is the Minimum Pt. Size of Type?	12	b) What is Minimum Pt. Size of Type?	12
b) Maximum Screen Percentage Accepted?	50%	5) Can Telephone Numbers Appear as Screened Type?	YES
3) Is Screened Type Allowed?	YES	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?	NO	7) Is Type Accepted Over a Half-Tone?	YES
b) What is the Minimum Pt. Size of Type?	12	8) What is the Maximum Angle Type May be on?	15°
c) Maximum Screen Percentage Accepted?	50%		

## SCREENS

1) What Percentages are Used?	20% - 50%	3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	85 - 120	a) What is Minimum Line Weight Allowed?	
		4) What Percent of the Total Ad Area Can Be Screened?	100%

## HALF-TONES

1) Tone Percentage for a Light Screen?	10%	3) How Many Lines Per Inch are Used?	100
2) Tone Percentage for a Dark Screen?	80%	4) Allowable Percentage of Halftone in Ad Area?	100%

## SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	N/R	2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	100%
		a) Does This Include the Border?	YES

## COLOR ADS

1) Are Red Color Ads Offered?	YES	5) Are Red Half-Tones Accepted?	NO
2) How Many Red Items are Allowed Per Ad?	100% OF AD	a) If Yes, What is the Percentage?	
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	1/2 PICA
a) If Yes, What Screen Percentage?	10% - 50%	7) What Distance is Required Between Red Items & Black Border?	1/2 PICA
b) What Percentage of Total Ad Space is Allowed Red Screen?	100%	8) Are Trademarks Allowed in Red?	ONLY CTM
4) Are Red Border Dimensions the Same as Black?	YES	9) Are Red Borders Accepted in Display?	
a) If No, What are the Dimensions?		a) TM?	

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**MISCELLANEOUS**

1) Must an Address Appear in the Ad? NO

2) What is the Acceptable "Toll Free  
(800)" Designation?TOLL FREE DIAL  
"1" THEN 800**PC FORMAT**

Native Corel Draw or an editable eps (Adobe Illustrator eps with all text converted to paths)

If sending from a Macintosh, please turn off all compression options.

**R** A zipped PC file is acceptable. Email specs are the same as disc. Email to:  
[lsainfo@comporiummediaservices.com](mailto:lsainfo@comporiummediaservices.com)

If emailing, please fax art transmittal to 803-326-2699.



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**SPACE LISTINGS**

## MISCELLANEOUS

All sizes are in picas

Directory Size: 8 3/8" x 10 7/8" (3 column White and Yellow Pages)

#104155 Eastern IL University

DC	28.833 x 57.75	2HS	13.5p x 6p
DFC	28.833 x 10.666	3HS	13.5p x 9p
DHC	28.833 x 28.166	4HS	13.5p x 12p
DQC	28.833 x 13.083	5HS	13.5p x 15p
DT	96.75 x 57.75	6HS	13.5p x 18p
FP	43.833 x 57.75	TM	13.5 x 6
HP	43.833 x 28.166	CTM	13.5 x 12
QC	13.833 x 13.083	TQC	43.8333 x 13.083

Maximum number of characters per line of text (HS and EL): 32 characters maximum. Finding Line: 20 characters maximum. Art is available in 3HS-6HS. No coupons or dollar amounts in ads.

Directory Size: 6 3/4" x 9 1/2" (3 column White and Narrow Yellow Pages)

#069974 Conroe, TX; #104373 Effingham, IL; #071330 Katy, TX; #104372 Litchfield-Hillsboro, IL; #071694 Lufkin, TX ;  
#104371 Mattoon-Charleston, IL; #102528 Northern Allegheny County & Southern Butler County, PA; 104370 Shelbyville,  
IL; #106493 Southern Fort Bend, TX; #104369 Taylorville-Pana, IL.

DC	23.50 x 50.67	2HS	11.25p x 5.83p
DHC	23.50 x 24.83	3HS	11.25p x 8.83p
DQC	23.50 x 11.92	4HS	11.25p x 11.83p
DT	77.67 x 50.67	5HS	11.25p x 14.83p
FP	35.75 x 50.67	6HS	11.25p x 17.83p
HP	35.75 x 24.83	TM	11.25 x 6
QC	11.25 x 11.92	CTM	11.25 x 12
TQC	35.75 x 11.92		

Displays & Space Listings – No Coupons or dollar amounts in ads.

Space Listings – Maximum lines of text (plus 1 name line and 1 address/phone # line):

- 2HS – 5
- 3HS – 10
- 4HS – 15
- 5HS – 20
- 6HS – 25

Maximum number of characters per line of text (HS and EL): 32 characters maximum. Art is available in 3HS-6HS.

PUB. CO. NAME **Consolidated Communications, Inc.**

PUB CODE(S) **0588**

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### EXTRA LINES

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
--	----------------------	--------------------------------------	----------------------------

37

WP-No Limit  
YP-No Limit  
(within reason)

Publisher requires purchase of extra line to list suite number.

### MISCELLANEOUS

Data and Media Specifications:

Format: Mac compatible saved as EPS, TIFF or PDF file.

Software: QuarkXpress 4.0, Freehand 10.0, Adobe Photoshop 7, Adobe Illustrator 8. Documents cannot be compressed or stuffed.

Fonts: All fonts used to create the ad must be provided in the folder with the ad.  
All PC fonts must be converted to graphics.

Media: CD; Email, NO Floppy Disks or ZIP Disks.

Color: CMYK

If you have any questions, please contact DMI.

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## SPACE LISTINGS

### TYPOGRAPHY SPECIFICATIONS

Ad Specifications  
W x H in pica units

#### **Directory Size – 2 Column Yellow and White Pages**

**Directories:** Livingston (071610) TX  
Sun City (110731) TX  
Sun City Hilton Head (100690) SC

DQC	35.5 x 11.75	HP	35.5 x 24.17	2HS	17.25 x 6
DT	2 Full Facing Pages	CTM	17.25 x 12	4HS	17.25 x 12
FP	35.5 x 49	CHPV5	35.50 x 49	5HS	17.25 x 15

**Coupon** – The CHPV5 is a Full Page Template containing a Vertical Half Page and (17.76 x 49) on the left and five vertical coupons (17.76 x 9.78) on the right.

**Space Listings** - Name line point size is 10 with a maximum number of 40 characters. Names over 40 characters will carry over to the next line and will use one line of text. Maximum number of characters per line of text is 45. Maximum number of lines of text is as follows: 2HS = 7; 4HS = 13; 5HS = 15 plus 1 name line and 1 address/phone number line. Each additional address/phone number will use one line of text. Art is available in the 5HS only. Color may be red, green or blue.

#### **Directory Size – 3 Column Yellow Pages**

**Directories:** Ascension-Livingston (110747) LA (3 column White Pages)  
Beaufort Regional (102016) SC (3 column White Pages)  
Bulloch (110552) GA (3 column White Pages)  
Larose (110748) LA (3 column White Pages)  
Shallotte-Brunswick (054475) NC (3 column White Pages)  
Sumter-Kingstree (066815) SC (3 column White Pages)  
The Villages of Florida (000985) FL (3 column White Pages)

DC	31 x 61.5	HP	47 x 30.5	2HS	15 x 6
DHC	31 x 30.5	QC	15 x 15	3HS	15 x 9
DQC	31 x 15	TQC	47 x 15	4HS	15 x 12
DT	2 Full Facing Pages	TM	15 x 6	5HS	15 x 15
FP	47 x 61.5	CTM	15 x 13.5	CHPV5	47 x 61.5

**Coupon** – The CHPV5 is a Full Page Template containing a Vertical Half Page and (17.76 x 49) on the left and five vertical coupons (23 x 12.3) on the right.

**White Pages** – The WFNNH has a green screen. The logo in the WLLC is available in process color and has a green screen. The logo size is 13.5 x 4.5.

**Space Listings** - Name line point size is 10 with a maximum number of 35 characters. Names over 35 characters will carry over to the next line and will use one line of text. Maximum number of characters per line of text is 35. Maximum number of lines of text is as follows: 2HS = 7; 4HS = 13; 5HS = 15 plus 1 name line and 1 address/phone number line. Each additional address/phone number will use one line of text. Art is available in the 5HS only. Color may be red, green or blue.

**Directory Size – 4 Column Yellow Pages**

**Directories:** Hilton Head Island (066436) SC (3 column White Pages)  
 Horry Telephone Co-op (066444) SC (4 column White Pages)

DHC	23 x 30.5	TQC	35 x 15	2HS	11x 6
DQC	23 x 15	TQP	35 x 61.5	3HS	11 x 9
DT	2 Full Facing Pages	QC	11 x 15	4HS	11 x 12
FP	47 x 61.5	TM	11 x 6	5HS	11 x 15
HP	47 x 30.5	CTM	11 x 13.5		
THC	35 x 30.5	CHPV5	47 x 61.5		

**Coupon** – The CHPV5 is a Full Page Template containing a Vertical Half Page and (23 x 61.5) on the left and five vertical coupons (23 x 12.3) on the right.

**White Pages** – The WFNNH has a green screen. The logo in the WLLC is available in process color and has a green screen. The logo size is 13.5 x 4.5.

**Space Listings** - Name line point size is 10 with a maximum number of 25 characters. Names over 25 characters will carry over to the next line and will use one line of text. Maximum number of characters per line of text is 25. Maximum number of lines of text is as follows: 2HS = 7; 3HS = 9; 4HS = 13; 5HS = 15 plus 1 name line and 1 address/phone number line. Each additional address/phone number will use one line of text. Art is available in the 5HS only. Color may be red, green or blue.

## MISCELLANEOUS

1) Must an Address Appear in the Ad? NO

2) What is the Acceptable "Toll Free (800)" Designation?

TOLL FREE  
DIAL 1 & THEN

**Data and Media Specifications**

Format: Mac

Software: Adobe Illustrator 9.0; Macromedia Freehand 10.0; Adobe Photoshop 7.0

Fonts: Illustrator – convert to outlines. Freehand – convert to paths. Include all fonts.

Media: Email, CD

Resolution: 300 dpi minimum

Color: CMYK

Display Ads: Yellow and black ads must be supplied with a transparent background or 30% yellow background.

**Mail Art to:** DMI  
110 NE Maple St., Suite B  
Lee's Summit, MO 64063

**Fax Art to:** 816-537-7951

**E-mail Art to:** Art@DirectoryMarketingInc.com  
*Please include the following on the email subject line:*  
 Pub Initials, Directory Name & Number / CMR-Client #, Client Name / UDAC artid#

DMI prefers to receive Art and AWT's via e-mail. If unable to email, see information above to fax or mail.

**Questions:** DMI@DirectoryMarketingInc.com or 816-537-7950.



**DISPLAY ADS****BORDER CHART**

- |   |   |    |
|---|---|----|
| 1) Are Custom Borders Accepted?                       | a) If Yes, What is the Minimum Point Size?        | -- |
| a) Are Free Form Borders Accepted?                    | 8) Can Type/Screens Touch Borders?                |    |
| b) Can Type or Illustration be Part of the Border?    | a) If No, What is Minimum Clearance?              |    |
| 2) What is the Minimum Point Size Allowed for Border? | 9) Are Inside Borders Accepted?                   |    |
| 3) What is the Maximum Point Size Allowed for Border? | a) Is a Full Inside Border Required?              |    |
| 4) Are Square Corners Required?                       | b) What is The Minimum Pt. Size?                  |    |
| 5) Are Round Corners Accepted?                        | c) What is The Maximum Pt. Size?                  |    |
| 6) Are Screened Borders Accepted?                     | d) Can It Be Screened?                            |    |
| 7) Must They be Outlined?                             | e) If Yes, What Percentage of Screen is Accepted? |    |

**TYPE**

- |   |  |         |
|---|--|---------|
| 1) Is Solid Black Type Accepted?                    | 4) Is Reverse (White) Type Allowed on Screened Background? |         |
| 2) Is Black Type on a Screened Background Accepted? | a) Is Outline Type Required?                               |         |
| a) If Yes, What is the Minimum Pt. Size of Type?    | b) What is Minimum Pt. Size of Type?                       | PT      |
| b) Maximum Screen Percentage Accepted?      %       | 5) Can Telephone Numbers Appear as Screened Type?          |         |
| 3) Is Screened Type Allowed?                        | 6) Can Telephone Numbers be on a Screened Background?      |         |
| a) Is Outlined Screen Type Required?                | 7) Is Type Accepted Over a Half-Tone?                      |         |
| b) What is the Minimum Pt. Size of Type?            | 8) What is the Maximum Angle Type May be on?               | DEGREES |
| c) Maximum Screen Percentage Accepted?              |  |         |

**SCREENS**

- |                                      |   |   |
|--------------------------------------|---|---|
| 1) What Percentages are Used?      % | 3) Do Items Being Screened Need to be Outlined?       |   |
| 2) How Many Lines Per Inch are Used? | a) What is Minimum Line Weight Allowed?               | . |
|                                      | 4) What Percent of the Total Ad Area Can Be Screened? | % |
|                                      | 5) Telephone Number?                                  |   |

**HALF-TONES**

- |   |   |   |
|---|---|---|
| 1) Tone Percentage for a Light Screen?      % | 3) How Many Lines Per Inch are Used?            |   |
| 2) Tone Percentage for a Dark Screen?      %  | 4) Allowable Percentage of Halftone in Ad Area? | % |

**SOLID BLACK**

- |   |  |   |
|---|--|---|
| 1) What is the Maximum Size of a Single Solid Black Item? | 2) What is the Percentage of the Total Ad Space That Can Be Solid Black? | % |
|   | a) Does This Include the Border?   |   |

**COLOR ADS**

- |  |  |   |
|--|--|---|
| 1) Are Red Color Ads Offered?                                      | 5) Are Red Half-Tones Accepted?                                |   |
| 2) How Many Red Items are Allowed Per Ad?      %                   | a) If Yes, What is the Percentage?                             | % |
| 3) Are Red Screens Allowed?  | 6) What is the Distance Between Red & Black Items?             |   |
| a) If Yes, What Screen Percentage?      %                          | 7) What Distance is Required Between Red Items & Black Border? |   |
| b) What Percentage of Total Ad Space is Allowed Red Screen?      % | 8) Are Trademarks Allowed in Red?                              |   |
| 4) Are Red Border Dimensions the Same as Black?                    | 9) Are Red Borders Accepted in Display?                        |   |
| a) If No, What are the Dimensions?                                 | a) TM?   |   |
|  | 10) Are Other Colors Available?                                |   |
|  | 11) How Much Solid of Any Color?                               |   |

**VELOX REQUIREMENTS**

- |  |  |
|--|--|
| 1) Is a Small Amount of Touch-Up Paint Accepted? | 2) Is One Layer (One-Ups) Paste-Up Accepted? |
|--|--|

PUB. CO. NAME      **DPS Media**

PUB CODE(S)      **0851**

## MISCELLANEOUS

Data & Media Specifications:

1 file in MacIntosh platform and 1 file in Windows preferred, saved in EPS format.

Please email [art@directorymarketinginc.com](mailto:art@directorymarketinginc.com) to request the most recent updated artwork specs.

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**SPACE LISTINGS**
**TYPOGRAPHY SPECIFICATIONS**

Ad Specifications  
W x H in pica units

**Directory Size** – 6" x 9" (2 Column White & Yellow Pages)

**Directories:** Millry Communications (001646) AL

DQC	29.5 x 10.75	TM	14.25 x 6	3HS	14.25 x 9
FP	29.5 x 45	CTM	14.25 x 12	4HS	14.25 x 12
HC	14.25 x 22.1664			5HS	14.25 x 15
HP	29.5 x 22.1664	1HS	14.25 x 3.3333	6HS	14.25 x 18
QC	14.25 x 10.75	2HS	14.25 x 6.3336		

**Directory Size** – 8 3/8" x 10 7/8" (3 Column White & Yellow Pages)

**Directories:** Chesnee (104195) SC  
Ellijay-Jasper-ETC (014170) GA  
Nahunta-Brantley Telephone Company BTC (015080) GA  
North Central Regional (001082) AL

DQC	28.8336 x 13.5	QC	13.9164 x 13.5	1HS	13.9164 x 3
DHC	28.8336 x 27.75	TQC	43.7502 x 13.5	2HS	13.9164 x 6
DT	2 Full Facing Pages	TQP	43.7502 x 42	3HS	13.9164 x 9
FP	43.7502 x 56.25	TP	13.9164 x 56.25	4HS	13.9164 x 12
HC	13.9164 x 27.75	TM	13.9164 x 6	5HS	13.9164 x 15
HP	43.7502 x 27.75	CTM	13.9164 x 12	6HS	13.9164 x 18

**Directory Size** - 7½" x 9½" (3 Column White & Yellow Pages)

**Directory:** Greater Valley (015830) GA

DHC	27.8334 x 25.3332	QC	13.5 x 12.6666	1HS	13.5 x 3.3336
DQCV	13.5 x 25.3332	TQC	42.1668 x 12.6666	2HS	13.5 x 6.3336
DTKR	42.1668 x 53.1666	TQP	42.1668 x 37.9998	3HS	13.5 x 9
DTL	42.1668 x 53.1666			4HS	13.5 x 12
FP	42.1668 x 53.1666	CTM	13.5 x 12	5HS	13.5 x 15
HP	42.1668 x 25.3332	TM	13.5 x 6		

**Space Listings** –

1. Art is available in 3HS and up.
2. Available colors are red, blue or green.
3. Maximum lines of text (plus 1 name line and 1 address/phone # line):  
1HS=3; 2HS=7; 3HS=13; 4HS=15; 5HS=19; 6HS=23

**Seniority** – Size, Color, Alpha

PUB. CO. NAME

**ETC Communications, LLC.**

PUB CODE(S)

**0515**

**Data & Media Specifications-**

Format: Mac compatible saved as JPEG, EPS, TIFF, or PDF File.

Resolution: 300dpi Minimum

Color: CMYK (Black must be 100% Black)

Media: Email, CD

**Mail Art to:** DMI  
110 NE Maple St., Suite B  
Lee's Summit, MO 64063

**Fax Art to:** 816-537-7951

**E-mail Art to:** Art@DirectoryMarketingInc.com  
*Please include the following on the email subject line:*  
Pub Initials, Directory Name & Number / CMR-Client #, Client Name / UDAC artid#

DMI prefers to receive Art and AWT's via e-mail. If unable to email, see information above to fax or mail.

**Questions:** DMI@DirectoryMarketingInc.com or 816-537-7950

## DISPLAY ADS

## BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	—
a) Are Free Form Borders Accepted?	YES	8) Can Type/Screens Touch Borders?	YES
b) Can Type or Illustration be Part of the Border?	YES	a) If No, What is Minimum Clearance?	—
2) What is the Minimum Point Size Allowed for Border?		9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?		a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	
6) Are Screened Borders Accepted?	NO	d) Can It Be Screened?	NO
7) Must They be Outlined?		e) If Yes, What Percentage of Screen is Accepted?	

## TYPE

1) Is Solid Black Type Accepted?	YES	4) Is Reverse (White) Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	NO
a) If Yes, What is the Minimum Pt. Size of Type?		b) What is Minimum Pt. Size of Type?	
b) Maximum Screen Percentage Accepted?		5) Can Telephone Numbers Appear as Screened Type?	NO
3) Is Screened Type Allowed?	NO	6) Can Telephone Numbers be on a Screened Background?	
a) Is Outlined Screen Type Required?		7) Is Type Accepted Over a Half-Tone?	
b) What is the Minimum Pt. Size of Type?		8) What is the Maximum Angle Type May be on?	*
c) Maximum Screen Percentage Accepted?			

## SCREENS

1) What Percentages are Used?	15-75%	3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	85	a) What is Minimum Line Weight Allowed?	85
		4) What Percent of the Total Ad Area Can Be Screened?	100%
		5) Telephone Number?	

## HALF-TONES

1) Tone Percentage for a Light Screen?	15%	3) How Many Lines Per Inch are Used?	85
2) Tone Percentage for a Dark Screen?	75%	4) Allowable Percentage of Halftone in Ad Area?	

## SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?		2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	
		a) Does This Include the Border?	

## COLOR ADS

1) Are Red Color Ads Offered?	YES	5) Are Red Half-Tones Accepted?	NO
2) How Many Red Items are Allowed Per Ad?		a) If Yes, What is the Percentage?	
3) Are Red Screens Allowed?	NO	6) What is the Distance Between Red & Black Items?	
a) If Yes, What Screen Percentage?		7) What Distance is Required Between Red Items & Black Border?	
b) What Percentage of Total Ad Space is Allowed Red Screen?		8) Are Trademarks Allowed in Red?	
4) Are Red Border Dimensions the Same as Black?	YES	9) Are Red Borders Accepted in Display?	YES
a) If No, What are the Dimensions?		a) TM?	NO
		10) Are Other Colors Available?	YELLOW
		11) How Much Solid of Any Color?	

## VELOX REQUIREMENTS

1) Is a Small Amount of Touch-Up Paint Accepted?	NO	2) Is One Layer (One-Ups) Paste-Up Accepted?	NO
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PUB. CO. NAME

**FDC Publishing of the Midwest**

PUB CODE(S)

**0856**

MISCELLANEOUS

1) Must an Address Appear in the Ad? NO

2) What is the Acceptable "Toll Free  
(800)" Designation?

TOLL FREE

All disks must be sent and labeled with the following:

1. Directory Name & Directory Code.
2. CMR & Client Number.
3. Client Number.
4. Close Date.
5. Issue Date.
6. Files Labeled (TIFF, EPS, JPEG...etc).

\*All Art must have a Hard Copy Proof of the Ad attached with Art Work Transmittal.

Acceptable Velox & Disk Format:

PC format only, PhotoShop, JPEG, TIFF, EPS, Pagemaker 6.5.  
Email: [fdcpubl@megavision.com](mailto:fdcpubl@megavision.com)

If you have any questions regarding this publisher, please contact DMI.

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**SPACE LISTINGS**
**Ad Specifications**  
**W x H in pica units**
**Directory Size: 2 Column Yellow Pages**

Carroll County Area Wide (022557) IN  
 Clay County (022672) IN  
 Eureka-Pacific Gray Summit Community (040578) MO  
 Five County Regional (019541) IL  
 Greene County (023180) IN  
 Henderson-Union-Webster Area Wide (103410) KY  
 High Ridge-House Springs-Cedar Hill & Fenton Community (040767) MO  
 Jefferson & Franklin County Rend Lake Regional Directory (019591) IL  
 Lebanon Area Wide (106570) MO  
 Owen County (024189) IN  
 Parke-Vermillion & Fountain Counties (024192) IN  
 Pike-Lincoln Counties Area Wide (041472) MO  
 Putnam County (024336) IN  
 Randolph & Macon Co Area Wide, MO (041573)  
 Sullivan County (024592) IN  
 Three County Illinois Regional (100137) IL  
 Twin Cities (041917) MO  
 Washington-Union-St Clair (041972) MO

DQC	34.5 x 13.5	QC	16.5 x 13.5	1HS	16.5 x 3
FP	34.5 x 57			2HS	16.5 x 6
HC	16.5 x 28.5	CTM	16.5 x 12	3HS	16.5 x 9
HP	34.5 x 28.5	TM	16.5 x 6	4HS	16.5 x 12
TQP	34.5 x 43.5			5HS	16.5 x 15
				6HS	16.5 x 18

**Directory Size: 3 Column Yellow Pages**

Desoto-Tate-Tunica Counties Area Wide (039284) MS  
 Hardin & McNairy County Area Wide (100144) TN  
 Lake of the Ozarks (040954) MO

DC	28.5 x 57	QC	14.25 x 13.5	1HS	14.25 x 3
DHC	28.5 x 28.5	TQC	45 x 13.5	2HS	14.25 x 6
DQC	28.5 x 13.5	TQP	45 x 42	3HS	14.25 x 9
FP	45 x 57			4HS	14.25 x 12
HC	14.25 x 28.5	CTM	14.25 x 12	5HS	14.25 x 15
HP	45 x 28.5	TM	14.25 x 6	6HS	14.25 x 18

## DISPLAY ADS

## BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	—
a) Are Free Form Borders Accepted?	YES	8) Can Type/Screens Touch Borders?	YES
b) Can Type or Illustration be Part of the Border?	YES	a) If No, What is Minimum Clearance?	—
2) What is the Minimum Point Size Allowed for Border?		9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?		a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	
6) Are Screened Borders Accepted?	NO	d) Can It Be Screened?	
7) Must They be Outlined?		e) If Yes, What Percentage of Screen is Accepted?	

## TYPE

1) Is Solid Black Type Accepted?	YES	4) Is Reverse (White) Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	NO
a) If Yes, What is the Minimum Pt. Size of Type?		b) What is Minimum Pt. Size of Type?	
b) Maximum Screen Percentage Accepted?		5) Can Telephone Numbers Appear as Screened Type?	NO
3) Is Screened Type Allowed?	YES	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?	NO	7) Is Type Accepted Over a Half-Tone?	YES
b) What is the Minimum Pt. Size of Type?		8) What is the Maximum Angle Type May be on?	*
c) Maximum Screen Percentage Accepted?			

## SCREENS

1) What Percentages are Used?	20-100%	3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	100	a) What is Minimum Line Weight Allowed?	
		4) What Percent of the Total Ad Area Can Be Screened?	
		5) Telephone Number?	

## HALF-TONES

1) Tone Percentage for a Light Screen?	20%	3) How Many Lines Per Inch are Used?	100
2) Tone Percentage for a Dark Screen?	100%	4) Allowable Percentage of Halftone in Ad Area?	

## SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?		2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	
		a) Does This Include the Border?	

## COLOR ADS

1) Are Red Color Ads Offered?	YES	5) Are Red Half-Tones Accepted?	YES
2) How Many Red Items are Allowed Per Ad?		a) If Yes, What is the Percentage?	
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	
a) If Yes, What Screen Percentage?		7) What Distance is Required Between Red Items & Black Border?	
b) What Percentage of Total Ad Space is Allowed Red Screen?		8) Are Trademarks Allowed in Red?	NO
4) Are Red Border Dimensions the Same as Black?	YES	9) Are Red Borders Accepted in Display?	YES
a) If No, What are the Dimensions?		a) TM?	NO
		10) Are Other Colors Available?	
		11) How Much Solid of Any Color?	

## VELOX REQUIREMENTS

1) Is a Small Amount of Touch-Up Paint Accepted?	YES	2) Is One Layer (One-Ups) Paste-Up Accepted?	NO
--	-----	--	----



## MISCELLANEOUS

- 1) Must an Address Appear in the Ad? NO                      2) What is the Acceptable "Toll Free (800)" Designation?

**Space Listings**

Art is accepted in 2HS – 6HS. Maximum text lines are: 1HS = 3 lines, 2HS = 6 lines, 3HS = 9 lines, 4HS = 12 lines, 5HS = 15 lines, 6HS = 18 lines, 2HSA = 3 lines, 3HSA = 6 lines, 4HSA = 9 lines, 5HSA = 12 lines, 6HSA = 15 lines

**Data & Media Specifications**

Format: PC saved as TIFF, PSD, JPG, EPS, QXD, CDR, AI  
Software: Photoshop CS, Illustrator, Quark, Acrobat, CorelDraw 12  
Resolution: 300dpi or higher  
Fonts: Must be converted to outlines, curves, or artwork (No True Type fonts)  
Color: CMYK  
Media: Email, CD, Zip Disk.

**Send Art to:** DMI  
110 NE Maple St., Suite B  
Lee's Summit, MO 64063

**Fax Art to:** 816-537-7951

**Email Art to:** Art@DirectoryMarketingInc.com  
*Please include the following on the email subject line:*  
Pub Initials, Directory Name & Number / CMR-Client #, Client Name / UDAC artid#

DMI prefers to receive Art and AWT's via email. If unable to email, see information above to fax or mail.

**Questions:** DMI@DirectoryMarketingInc.com or 816-537-7950.

## TRADEMARKS

TM & CTM		
<b>FINDING LINE</b>	<b>3 COLUMN</b>	<b>4 COLUMN</b>
Type Size (Trade Gothic Condensed)	8 pt	8 pt
Width of Line	14 picas	11 picas
Maximum Number of Characters & Spaces Per Line	51	38
Captions: See Trade Captions Specs		
"Where To Buy It" Line: Max Char and Spaces (8 Point Times Italic, ALL CAPS Centered)	30	22
<b>TRADEMARK</b>		
Text & Cut-Overall Width & Depth		
Text – Maximum Number of Characters and Spaces per Line Beside Largest Size of TM Cut Offered (6pt upper & lower case)	26	16
Text – Maximum Number of Characters and spaces per line below TM Cut (6pt – upper & lower case)	46	40
Maximum Lines of Text Including "WTBL"	9	9
Gothic font is used in all text matter with six point type size to a line, regular or italics	Gothic or Gothic Ital	Gothic or Gothic Ital
<b>CUSTOM TRADEMARK</b>		
Text & Cut – Overall Width & Depth		
Maximum Number of Lines, Below CTM logo	12	12
Text – Maximum Number of Characters and Spaces per Line Below CTM cut		
6 Pt. - All Caps	42	29
6 Pt. - Caps and Lower Case	51	38
8 Pt. - All Caps	29	21
8 Pt. - Caps and Lower Case	38	28
10 Pt. - All Caps	23	17
10 Pt. - Caps and Lower Case	28	22
12 Pt. - All Caps	18	12
12 Pt. - Caps and Lower Case	23	17
14 Pt. - All Caps	15	-
14 Pt. - Caps and Lower Case	19	-

Note: Maximum number of characters will vary, depending on the width of each character.

Color will decrease maximum number of lines & maximum number of characters per line.  
This chart deals with black text only.

## SPACE LISTINGS

## TYPOGRAPHY SPECIFICATIONS

[illegible][illegible]

## EXTRA LINES

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
	5		N/R

## COUPON SPECIFICATIONS

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
.....Coupon		22.2 x 11.8	Yes	Yes	No
.....Dbl. Coupon		22.2 x 23.9	Yes	Yes	No
.....Strip of 5 Coupons		22.2 x 60	Yes	Yes	No
.....(Full page) Strip of 10 Coupons		44.10 x 60	Yes	Yes	No
Maxi Size Directories: Suffolk directory Only.					
.....Coupon		17.5 x 14.8	Yes	Yes	No
.....Dbl. Coupon		17.5 x 30	Yes	Yes	No
.....Strip of 4 Coupons		17.5 x 60	Yes	Yes	No
.....(Full Page) (Strip of 8 Coup)		35.6 x 60	Yes	Yes	No

- Heading of Coupon section must appear on order.
- Anchor for Coupon must appear on order.
- Process-Color Coupons are available in most directories. Contact your WDP account representative for a list of directories that offer Process-Color Coupons.
- Two-color Coupons are offered in all directories. Two-color Coupons are black and green in all directories.
- Border Required.
- Coupon may have an offer (dollar off, percent off or free item). May also refer to the client's advertising in the body of directory.
- Expiration date is required.

Greensboro, NC 053553; Melbourne, FL 100132; Niagara Falls, NY 051508; Pensacola, FL 012715; and Raleigh, NC 100556 – Coupons will be placed by size within each heading category first (full page, strip, double, then single) and then by seniority. Single coupons will be placed at production's discretion.

Heading categories are as follows:

Coupon Section – Automotive Services

Coupon Section – Electronics & Technology

Coupon Section – Entertainment & Recreation

Coupon Section – Family, Personal & Business Services

Coupon Section – Dining & Beverage

Coupon Section – Health, Fitness & Beauty

Coupon Section – Home Improvement & Business Maintenance

ALL OTHER DIRECTORIES: - Place by seniority:

Heading Category:

Coupon Section

If a customer purchases multiple coupons, they will be placed by seniority, the same as any other coupon.

## DISPLAY ADS

## BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	.25
a) Are Free Form Borders Accepted?	YES	8) Can Type/Screens Touch Borders?	YES
b) Can Type or Illustration be Part of the Border?	YES	a) If No, What is Minimum Clearance?	—
2) What is the Minimum Point Size Allowed for Border?	.25	9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?	12	a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	.25
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	12
6) Are Screened Borders Accepted?	YES	d) Can It Be Screened?	YES
7) Must They be Outlined?	YES	e) If Yes, What Percentage of Screen is Accepted?	20-60%

\*No dashed borders allowed in class ads.

## TYPE

1) Is Solid Black Type Accepted?	YES	4) Is Reverse (White) Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	NO
a) If Yes, What is the Minimum Pt. Size of Type?	8	b) What is Minimum Pt. Size of Type?	8 BOLD
b) Maximum Screen Percentage Accepted?	40%	5) Can Telephone Numbers Appear as Screened Type?	YES
3) Is Screened Type Allowed?	YES	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?	YES	7) Is Type Accepted Over a Half-Tone?	YES
b) What is the Minimum Pt. Size of Type?	18	8) What is the Maximum Angle Type May be on?	90°
c) Maximum Screen Percentage Accepted?	60%		

## SCREENS

1) What Percentages are Used?	20-60%	3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	85	a) What is Minimum Line Weight Allowed?	—
		4) What Percent of the Total Ad Area Can Be Screened?	100%
		5) Telephone Number?	100%

## HALF-TONES

1) Tone Percentage for a Light Screen?	20%	3) How Many Lines Per Inch are Used?	85
2) Tone Percentage for a Dark Screen?	60%	4) Allowable Percentage of Halftone in Ad Area?	100%

## SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	N/R	2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	N/R
		a) Does This Include the Border?	YES

## COLOR ADS

1) Are Red Color Ads Offered?	YES	5) Are Red Half-Tones Accepted?	YES
2) How Many Red Items are Allowed Per Ad?	N/R	a) If Yes, What is the Percentage?	15-85%
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	NONE
a) If Yes, What Screen Percentage?	20-60%	7) What Distance is Required Between Red Items & Black Border?	N/R
b) What Percentage of Total Ad Space is Allowed Red Screen & Black Border?	NONE	8) Are Trademarks Allowed in Red?	CTM ONLY
4) Are Red Border Dimensions the Same as Black?	YES	RED IS COMPRISED OF 100% MAGENTA - 35% YELLOW.	
a) If No, What are the Dimensions?	—		

## VELOX REQUIREMENTS

1) Is a Small Amount of Touch-Up Paint Accepted?	YES	2) Are Velox Ads with Screen Accepted?	NO
3) Is One Layer (One-Ups) Paste-Up Accepted?	YES		

Veloxes are accepted, however disk ads are preferred. Veloxes are accepted only with authorization. Call for details.

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MISCELLANEOUS

- 1) Must an Address Appear in the Ad? NO
- 2) What is the Acceptable \*Toll Free (800)" Designation? Default phrase inserted by WDP for any 800# will be "Toll Free Dial "1" & Then (800)" Add permanent advice line to omit or replace the default phrase with different verbiage.
- 3) Requirements for Ads submitted on Disk: Acceptable types of media: 3.25" Floppy Disks, Zip Disks or CD ROM Disks. We will accept agency created ads in the following Macintosh programs:  
\*Adobe Illustrator 8.0, Multi-Ad Creator 4.0.2, Macromedia Freehand 8.0, Quark Xpress 4.0, Adobe PhotoShop 5.5. (resolution of 200dpi or higher) & Adobe Pagemaker 6.5. \*The only PC files that can be submitted are Adobe Illustrator EPS files, with all text converted to paths.
- 4) The agency must also supply the fonts (both screen & printer fonts, no true type!) which were used to create the ad, all supporting artwork, and a hard color copy (print out) of the actual ad. If you have any questions about submitting a disk ad, view our guidelines online at [www.talkingartcenter.com](http://www.talkingartcenter.com) or call the disk ad support desk at (716) 875-9100 ext. 268.

Email Artwork: Include Directory Name and Code.Stephens-Rydzewski. All artwork may be e-mailed to: [nationalads@localedge.com](mailto:nationalads@localedge.com) Art transmittal form must be faxed to 716-447-8834 when art is emailed. Any questions contact Nancy Elia 800 388-8255 x 80125.

## COVERS

UDAC	Description	Ad Sizes For Gulf Breeze, Mt. Pleasant, Camden, Pleasure Island & Suffolk	Ad Sizes Other Directories
IFC	Inside Front Cover	5.917" x 10.139"	7.917" X 10.139"
IFCH	Half Inside Front Cover	5.917" x 5.028"	7.917" x 5.028"
IBC	Inside Back Cover	5.917" x 10.139"	7.917" X 10.139"
IBCH	Half Inside Back Cover	5.917" x 5.028"	7.917" x 5.028"
OBC	Outside Back Cover	5.917" x 10.139"	7.917" X 10.139"
OBCH	Half outside Back Cover	5.917" x 5.028"	7.917" x 5.028"

## BORDERS

Inside Front, Inside Back and Outside Back Covers

All ads must be full size and should contain a border on all four sides. Black Line Borders, Decorative Art Borders & Screened Borders are permissible per Display Ad criteria.

## TYPE SPECIFICATIONS

Solid Black Type - Minimum Size 6 pt.

Color Type

- Type less than 8 points in image size may not be used in color.
- Reverse type with less than 10 point image size is not acceptable.
- Type in color should be primarily in feature lines. It should be large and color requested should be in sharp contrast to background color.

## ART SPECIFICATIONS

Art Standards - Submit a complete digital file on the cover ad on Floppies, Zip disks or CDs:

\* Include all files of photographs, artwork or graphics used within the ad.

\* All printer fonts, screen fonts, and any in an EPS file from Illustrator/Freehand files.

A hardcopy (in color if applicable) to verify images, fonts, text, size must be submitted with the disk.

\*Note: All hardcopy should be submitted at 100% of the original ad size.

## Acceptable Software Applications

We will accept ads designed in the following programs:

\*Adobe Illustrator 8.0, Multi-Ad Creator 4.0.2., Macromedia Freehand 8.0, Quark Express 4.0, Adobe PhotoShop 5.5 & Adobe Pagemaker 6.5.

\* The only PC files that can be submitted are Adobe Illustrator EPS files, with all text converted to paths.

**Photographs, Artwork, Graphics**

Please supply all "color photographs" as Photoshop EPS files in CMYK mode with a 300 dpi resolution. Black & white photographs should be supplied as grayscale EPS images with a 300 dpi resolution. Artwork/graphics created in Illustrator please include both the original/native Illustrator file as well as the Illustrator EPS file.

**Image Size**

- Please make sure to size down and crop all photographs, artwork and graphics within the application they were created in. Do not size down any photos or artwork within the QuarkXpress application.
- Please do not scan in any artwork from newspapers or previously printed advertisements. This can cause serious moire patterns and loss of image quality. Please Note: The Talking Phone Book's® Pre-Press department will not be liable for any poor quality images that are scanned in or received from outside of the Pre-press department.
- Do Not apply any curves to Photoshop files.
- Do not apply any trapping information to the file.

**PMS COLOR vs. CMYK PROCESS**

If using PMS colors for your ad, please take into consideration that all cover ads processed through the Pre-press department are reproduced in 4-color process. All PMS colors are converted to the CMYK equivalents. Many of the PMS colors are not in the gamut and cannot be matched precisely with 4-color process inks. Choose your colors wisely. There is no limit on color combination or tints. However, the proper use of color and the overall color effect will be closely monitored to assure a pleasing and legible ad will result.

**Page Make-Up**

- Ads are positioned by seniority, larger ads preceding smaller ads. Preferred positioning is from top to bottom and from the outside of the page inward. All ads retain their position until a cancellation resulting in non publication occurs.
- When an ad cancels and is not reinstated with the same issue, ads of the same size are moved up to the more preferable positions.
- Filler is used in any unsold cover space. Filler must always occupy the least desirable position on the page.

**RESERVATIONS**

Current cover advertisers will be given the right of first refusal for the consecutive issue. Call for availability.

**COVER TIP-ONS**

The Tip-On product is a 4" x 4" or 6" x 6", 1 or 2-sided, peel off unit of advertising that will be strategically placed on the cover of the directory. The purpose of the Tip-On product is to offer a premium product that will generate substantial incremental revenue, without diminishing the brand identity of The Talking Phone Book® cover.

**RESERVATIONS**

Current Tip-On advertisers will be given the right of first refusal for the consecutive issue. Call for availability.

One 6" x 6" Tip-On or Two 4" x 4" Tip-Ons can be sold per directory (including Maxi Books).

The two 4" x 4" Tip-Ons can be paper, magnet or a combination of the two.

There will be NO DEVIATIONS to any aspect of this Tip-On unless noted.

The Tip-On will be printed on 80# (80 lb.) gloss coated stock or on a magnet (Magnet only available in 4" x 4").

**Tip-On Placement**

The 4" x 4" Tip-On with the earliest seniority will be positioned on the top of the cover. The 4" x 4" Tip-On with the latest seniority will be positioned at the bottom of the cover. If only one 4" x 4" Tip-On is sold, it will be positioned on the center of the cover.

The 6" x 6" Tip-On will be positioned on the center of the cover.

**4" X 4" – Tip-Ons**

INFO Tip-Ons are category exclusive. Example: Only one Lawyer Tip-On can be sold per directory.

**UDAC**

MTIP - Magnetic Tip-On 4" x 4", One sided, Process color

TIPP – Paper Tip-On 4" x 4", One sided, Process Color

TIP42 - Paper Tip-On 4" x 4", Two sided, Front - Process Color, Back – One Ad color

TIP4 - Paper Tip-On 4" x 4", Two sided, Front/Back - Process Color

Border	Front: A required Border that is 3/16" wide, colored blue (100% cyan & 85% magenta) Back: No Border required
Outside Dimensions	4" x 4" (24' wide x 24' height)
Color	Front: any process color Back: Process Color or One ad color (depending on what is purchased) Ad Colors: Black, Blue (100% Cyan), Yellow (100% Yellow), Red (35% Yellow, 100% Magenta) or Green (100% Yellow, 100% Cyan).
Interior Of Border	(space inside the Frame) This is the area where the advertiser will place his/her Business Name, logo and text.
Background	White
Area Dimensions	3 5/8" x 3 5/8"
Art	Photographs, logos, illustrations and line drawings are allowed, Artwork must be indicative of the customer's business Artwork/logos should be provided on a disk, Process Color, 133 line screen
Font	Any Font, min 6 pt. Type, Reverse Text is allowed

DIRECTIONAL BOX (OPTIONAL)

Text	3 Choices can appear on the Frame itself, these are option and not required to appear. "Peel And Save This Magnet" "Peel And Save This Ad" "Peel And Save This Coupon"
Font	Franklin Gothic Demi, Initial Caps, 9pt., 80% horizontal scale
Color	White text on solid blue background
Placement	On the Frame itself, at the bottom

**6" X 6" – Tip-Ons**

INFO Only one 6" x 6" Tip-On can be sold per directory.

UDAC	TIP61 – Paper Tip-On 6" x 6", One sided, Process Color TIP62 - Paper Tip-On 6" x 6", Two sided, Front - Process Color, Back – One Ad color TIP6 - Paper Tip-On 6" x 6", Two sided, Front/Back - Process Color
Border	Front: A required Border that is 3/16" wide, colored blue (100% cyan & 85% magenta) Back: No Border required
Outside Dimensions	6" x 6" (36' wide x 36' height)
Color	Front: any process color Back: Process Color or One ad color (depending on what is purchased) Ad Colors: Black, Blue (100% Cyan), Yellow (100% Yellow), Red (35% Yellow, 100% Magenta) or Green (100% Yellow, 100% Cyan).

INTERIOR OF BORDER	(space inside the Frame) This is the area where the advertiser will place his/her Business Name, logo and text.
Background	White
Area Dimensions	5 5/8" x 5 5/8"
Art	Photographs, logos, illustrations and line drawings are allowed, Artwork must be indicative of the customer's business Artwork/logos should be provided on a disk, Process Color, 133 line screen
Font	Any Font, min 6 pt. Type, Reverse Text is allowed

DIRECTIONAL BOX (OPTIONAL)

Text	2 Choices can appear on the Frame itself, these are option and not required to appear. "Peel And Save This Ad" "Peel And Save This Coupon"
Font	Franklin Gothic Demi, Initial Caps, 9pt., 80% horizontal scale
Color	White text on solid blue background
Placement	On the Frame itself, at the bottom



**COVER SPINE ADVERTISING**

Spine ads are units of advertising that will be strategically placed on the spine of the directory. The purpose of Spine advertising is to offer a premium product that will generate substantial incremental revenue, without diminishing the brand identity of The Talking Phone Book® spine.

**RESERVATIONS**

- 1) Current Spine advertisers will be given the right of first refusal for the consecutive issue. Call for availability.
- 2) There will be NO deviations to any aspect of this Spine.
- 3) Only One Spine ad can be sold per directory.
- 4) The Spine advertisement will be printed on stock conducive to that particular directory.

**UDAC: CS3**

(For directories with a .75" spine height or larger)

Ad size is dependent upon spine width of the directory

Dimensions	4" (24 picas) wide x various height (minimum height will be .5") Height will equal the directory height, minus 1/8" on each side of the spine ad. Example: spine height is 1", spine ad height would be .75" Spine ads require a min. of 1/8" on the outside of the border(s) to accommodate the fold over of the spine
Ad Colors	Full Process color is allowed
Border	1 pt. solid square border
Background	White
Gradients/Screens	Gradients and screens are allowed.
Art	Logos, illustrations and line drawings that coincide or are indicative of the advertiser's business are allowed. Photographs are allowed, size permitting. No credit cards or 3rd party logos

Art within the ad may not compete in any way with The Talking Phone Book® logo located on the spine.  
In other words, the art may not "overpower" The Talking Phone Book® logo in size.

Process Color	150 line
Font	Any. Reverse Text is Allowed. Text may only be placed horizontally.

A CBL listing will be associated with the Spine UDAC.

Segmented/Group ads are not allowed.

All ads must adhere to the Advertising Copy Standards regulations.

In the event your customer wishes to supply their own advertisement, it is imperative that they adhere to the digital file specifications.  
Detailed information regarding the process of supplying/accepting digital files (computer disks) can be viewed at [www.talkingartcenter.com](http://www.talkingartcenter.com).

**TAB UNITS**

Tabs appear in all directories.

**UDACs**

TAB2P Full page Tab	*Ad size 7.917" x 10.139", 4 Color process printing on both sides
TAB4P Die-cut Tab	*Ad size 7.917" x 10.139", 4 Color process printing on both sides
TABP Fold out Tab	*Ad size 7.917" x 10.139", 4 Color process printing on both sides
*Ad size 5.917" x 10.139" for Gulf Breeze, Camden, Pleasure Island, Mt. Pleasant & Suffolk directories.	

## RESERVATIONS

- Current Tab advertisers will be given the right of first refusal for the consecutive issue. Call for availability.
- There is space for Advertisers to place their listed name on Tab Lips (for the Fold-out and Die-cut Tabs only): such as 'Joe's Pizza Parlor'. If a client is doing business under another name and wants to use that name on the Tab Lip instead of the main listed name, that is acceptable provided it is a legal listed name and has been established at the business office as an Additional Listed name.
- A Tab can be placed at the beginning of the Government Section, at the beginning of the Restaurant Section, at the beginning of the White Pages or at the end of the Feature Page Section. Exact placement can not be guaranteed and the position of the insert may vary by as much as 32 pages before or after the section that was chosen.
- Only one insert, of any type, can be sold per directory.
- Ad layout can differ from side to side but must be for the same customer.

## SPECIFICATIONS

Directory Dimensions:	RR Donnelley 7" x 11" (**Maxi Directories) 7 1/8" x 10 7/8" (42p9 x 65p6)	RR Donnelley 9" x 11" (All other Directories) 8 7/8" x 10 7/8" (53p6 x 65p6)
Trim Requirements:		
Head Trim	3/16" (1 pica)	3/16" (1 pica)
Foot Trim	5/16" (1p10)	5/16" (1p10)
Grind Off Spine	3/16"(1 pica)	3/16"(1 pica)
Distance Spine to Fold (for TAB4P & TAB2P)		
Trimmed	6 3/16" (37 picas)	7 13/16" (47 picas)
Untrimmed	6 3/8" (38p5)	8" (48 picas)
Tab Size		
Fore Edge to Tab Edge	1/2" (3 picas)	1/2" (3 picas)
Fold to Fore Edge	1" (6 picas)	1" (6 picas)
Length of Tab	3 1/2" (21 picas)	3 1/2" (21 picas)

## Tab Lip Verbiage (for TAB4P &amp; TAB2P)

Copy will be centered within the tab lip. Use of color, reverse type, and case (upper and lower or all caps) must be specified on the copy layout.

Section Name	any font and size	any font and size
Advertiser Name	any font and size	any font and size
Margins: Minimum Distance from Type to Trim		
Head, Foot, Fore Edge	5/16" (1p10)	5/16" (1p10)
Gutter	7/16" (2p7)	7/16" (2p7)
Bleed Allowances		
Minimum on all sides	1/8" (9 pts.)	1/8" (9 pts.)
Inside Minimum Margin	3/4" (4p6)	3/4" (4p6)

\*\*Maxi Size Directories: Gulf Breeze, Camden, Pleasure Island, Mt. Pleasant & Suffolk directories.

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**SPACE PRECEDENCE**

Size, Seniority, Date of Sale

## DISPLAY ADS

## BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	—
a) Are Free Form Borders Accepted?	NO	8) Can Type/Screens Touch Borders?	YES
b) Can Type or Illustration be Part of the Border?	NO	a) If No, What is Minimum Clearance?	—
2) What is the Minimum Point Size Allowed for Border?		9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?		a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	
6) Are Screened Borders Accepted?	YES	d) Can It Be Screened?	
7) Must They be Outlined?	NO	e) If Yes, What Percentage of Screen is Accepted?	

## TYPE

1) Is Solid Black Type Accepted?	YES	4) Is Reverse (White) Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	NO
a) If Yes, What is the Minimum Pt. Size of Type?		b) What is Minimum Pt. Size of Type?	
b) Maximum Screen Percentage Accepted?		5) Can Telephone Numbers Appear as Screened Type?	NO
3) Is Screened Type Allowed?	YES	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?	NO	7) Is Type Accepted Over a Half-Tone?	YES
b) What is the Minimum Pt. Size of Type?		8) What is the Maximum Angle Type May be on?	*
c) Maximum Screen Percentage Accepted?			

## SCREENS

1) What Percentages are Used?	15%-75%	3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	85	a) What is Minimum Line Weight Allowed?	
		4) What Percent of the Total Ad Area Can Be Screened?	
		5) Telephone Number?	

## HALF-TONES

1) Tone Percentage for a Light Screen?	15%	3) How Many Lines Per Inch are Used?	100
2) Tone Percentage for a Dark Screen?	75%	4) Allowable Percentage of Halftone in Ad Area?	

## SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?		2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	
		a) Does This Include the Border?	

## COLOR ADS

1) Are Red Color Ads Offered?	YES	5) Are Red Half-Tones Accepted?	YES
2) How Many Red Items are Allowed Per Ad?		a) If Yes, What is the Percentage?	
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	
a) If Yes, What Screen Percentage?		7) What Distance is Required Between Red Items & Black Border?	
b) What Percentage of Total Ad Space is Allowed Red Screen?		8) Are Trademarks Allowed in Red?	YES
4) Are Red Border Dimensions the Same as Black?	YES	9) Are Red Borders Accepted in Display?	YES
a) If No, What are the Dimensions?		a) TM?	NO
		10) Are Other Colors Available?	PROCESS COLOR
		11) How Much Solid of Any Color?	

## VELOX REQUIREMENTS

1) Is a Small Amount of Touch-Up Paint Accepted?	NO	2) Is One Layer (One-Ups) Paste-Up Accepted?	NO
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## MISCELLANEOUS

- 1) Must an Address Appear in the Ad?      NO      2) What is the Acceptable "Toll Free (800)" Designation?

**Ad Specifications**  
**W x H in pica units**

**Directory Size – 6" x 9" (2 Column Narrow Yellow Pages)**

Buchanan County Community (106081) IA  
 Central Montana Community (043550) MT  
 Great Falls Community (103381) MT  
 Holyoke-Haxtun (100612) CO  
 Louisburg (028101) KS  
 Madison Valley-Beaverhead (043633) MT  
 Mud Lake (017610) ID  
 North Tri-Central (043677) MT  
 Wiggins ILEC (008954) CO  
 Yellowstone Valley Community Directory (043750) MT

DQC 30 x 11.34	SC 14.58 x 45.9	3HS 14.58 x 9
FP 30 x 45.9	TM 14.58 x 6	4HS 14.58 x 12
HC 14.58 x 22.86	CTM 14.58 x 12	5HS 14.58 x 15
HP 30 x 22.86	1HS 14.58 x 3	6HS 14.58 x 18
QC 14.58 x 11.34	2HS 14.58 x 6	8HS 14.58 x 24

**Directory Size – 6 15/16" x 8.75" (3 Column Narrow Yellow Pages)**

BEK W River-Missouri Slope ILEC (055494) ND

DC 22.33 x 36	QC 12 x 10.83	1HS 12 x 3
DHC 24 x 22.33	TQC 36 x 10.83	2HS 12 x 6
DQC 24 x 10.83	TQP 36 x 33.83	3HS 12 x 9
DT 2 Facing Full Pages		4HS 12 x 12
FP 36 x 45.34		5HS 12 x 15
HC 12 x 22.33	TM 12 x 6	6HS 12 x 18
HP 36 x 22.33	CTM 12 x 12	8HS 12 x 24

**Directory Size – 7" x 10.5" (2 Column Yellow Pages)**

3 Rivers North (042573) MT  
 Big Horn Regional (083807) WY  
 Chariton Valley ILEC (100322) MO  
 Northeast Montana Regional (043257) MT

**Directory Size – 7" x 10.5" (2 Column Yellow Pages) continued**

DQC 36 x 13.416	TM 17.334 x 6	3HS 17.334 x 9
FP 36 x 54.792	CTM 17.334 x 12	4HS 17.334 x 12
HC 17.334 x 27.21		5HS 17.334 x 15
HP 36 x 27.21	1HS 17.334 x 3	6HS 17.334 x 18
QC 17.334 x 13.416	2HS 17.334 x 6	8HS 17.334 x 24
TQP 36 x 40.998		

**Directory Size – 8" x 10.5" (3 Column Yellow Pages)**

Eastern Colorado Regional (008300) CO  
 NW North Dakota Regional (055562) ND

DC 27.582 x 54.792	QC 13.164 x 13.416	1HS 13.164 x 3
DHC 27.582 x 27.21	TQC 42 x 13.416	2HS 13.164 x 6
DQC 27.582 x 13.416	TQP 42 x 40.998	3HS 13.164 x 9
DT 2 Full Facing Pages		4HS 13.164 x 12
FP 42 x 54.792		5HS 13.164 x 15
HC 13.164 x 27.21	TM 13.164 x 6	6HS 13.164 x 18
HP 42 x 27.21	CTM 13.164 x 12	8HS 13.164 x 24

**Directory Size – 8.375" x 10.5" (3 Column Medium Yellow Pages)**

Blackfoot (042144) MT

DHC 29.166 x 28.5	TQP 44.166 x 43.08	2HS 14.166 x 6
DQC 29.166 x 13.916		3HS 14.166 x 9
FP 44.166 x 57.666		4HS 14.166 x 12
HC 14.166 x 28.5	TM 14.166 x 6	5HS 14.166 x 15
HP 44.166 x 28.5	CTM 14.166 x 12	6HS 14.166 x 18
QC 14.166 x 13.916		7HS 14.166 x 21
TQC 44.166 x 13.916	1HS 14.166 x 3	8HS 14.166 x 24

**Directory Size – 8.75" x 10.75" (3 Column Wide Yellow Pages)**

Midcoast Regional (031399) ME

DHC 31.08 x 29.12	TM 15 x 6	4HS 15 x 12
DQC 31.08 x 13.98	CTM 15 x 12	5HS 15 x 15
FP 47.17 x 59.17		6HS 15 x 18
HC 15 x 29.12		7HS 15 x 21
HP 47.17 x 29.12	2HS 15 x 6	8HS 15 x 24
QC 15 x 13.98	3HS 15 x 9	

**Space Listings-** Red and Blue are the only colors available in Space Listings. Finding line is 9 points Helvetica Black All Caps. Text that is black must be 100% Black. Minimum point size is 7. Max number of lines: 1HS-3 lines, 2HS-6 lines, 3HS-10 lines, 4HS-14 lines. Trademark ad captions are in Times Italic 8 points with quotations.

**Data and Media Specifications**

Format: Mac compatible saved as EPS (vector), PDF, JPG, TIF (editable & can be resized).

Software: Illustrator CS2, Photoshop CS2, InDesign CS2. Acrobat 5 & 6, QuarkXpress 5 & 6.

Resolution: 220dpi

Fonts: Convert all fonts to curves, Flatten, Embed.

Color: CMYK, Black must be 100% Black.

Media: Email, Data CD, DVD.

**Send Art to:** DMI

110 NE Maple St., Suite B

Lee's Summit, MO 64063

**Or Email to:** Art@DirectoryMarketingInc.com

*Please include the following on the email subject line:*

Pub Initials, Directory Name & Number, CMR-Client #, Client Name, UDAC artid#

DMI prefers to receive AWT's via email at [Art@DirectoryMarketingInc.com](mailto:Art@DirectoryMarketingInc.com). If you cannot email your AWT, please fax it to 816-537-7951 or mail it to the address above.

**EXTRA LINES**

	<b>WORDS PER LINE</b>	<b>CHARACTERS AND SPACES PER LINE</b>	<b>MAXIMUM NO. OF LINES</b>
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40

**COUPON SPECIFICATIONS**

	<b>PUB CODE</b>	<b>PICA SIZE</b>	<b>COPY 2-SIDE</b>	<b>TEL. NO. REQ.</b>	<b>ADDR. REQ.</b>
	0877		No	No	No
..... 2 Col Dir.		15p5 x 13p6			
..... 3 Col Dir.		14p6 x 14p			
..... 4 Col Dir.		10p9 x 14p			

**SPACE PRECEDENCE**

Size, Seniority, Alphabetical

**SPACE LISTINGS****TYPOGRAPHY SPECIFICATIONS**

STYLE OF DIRECTORY	2 & 3 - COLUMN						4 - COLUMN					
Space Listing Size	1HS	2HS	3HS	4HS	5HS	6HS	1HS	2HS	3HS	4HS	5HS	6HS
Maximum Lines of Text in 6 Pt. Type Including Address and Tel. Number Line	4	5	8	11	14		4	5	8	11	14	
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size												
Maximum Depth of Copy (In Points)												
6 Pt. - All Caps												
6 Pt. - Caps and Lower Case												
8 Pt. - All Caps												
8 Pt. - Caps and Lower Case												
10 Pt. - All Caps												
10 Pt. - Caps and Lower Case												
12 Pt. - All Caps												
12 Pt. - Caps and Lower Case												
14 Pt. - All Caps												
14 Pt. - Caps and Lower Case												
Are Cuts Acceptable												
Placement of Cuts (L-Left, R-Right, Center)												
Must All Type Be in The Same Family												
Pt. Size of Finding Line												

**MISCELLANEOUS**

Space Listings: Must be recreated by our production office. We reproduce whatever is sent to us.

White Pages: Blue Color only.

## DISPLAY ADS

## BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	1
a) Are Free Form Borders Accepted?	YES	8) Can Type/Screens Touch Borders?	YES
b) Can Type or Illustration be Part of the Border?	YES	a) If No, What is Minimum Clearance?	—
2) What is the Minimum Point Size Allowed for Border?	1PT	9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?		a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	1
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	
6) Are Screened Borders Accepted?	YES	d) Can It Be Screened?	YES
7) Must They be Outlined?	YES	e) If Yes, What Percentage of Screen is Accepted?	20- 60%

## TYPE

1) Is Solid Black Type Accepted?	YES	4) Is Reverse (White) Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	NO
a) If Yes, What is the Minimum Pt. Size of Type?	8	b) What is Minimum Pt. Size of Type?	8 BOLD
b) Maximum Screen Percentage Accepted?	40%	5) Can Telephone Numbers Appear as Screened Type?	YES
3) Is Screened Type Allowed?	YES	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?	YES	7) Is Type Accepted Over a Half-Tone?	YES
b) What is the Minimum Pt. Size of Type?	24	8) What is the Maximum Angle Type May be on?	90°
c) Maximum Screen Percentage Accepted?	60%		

## SCREENS

1) What Percentages are Used?	20% - 100%	3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	85	a) What is Minimum Line Weight Allowed?	-
		4) What Percent of the Total Ad Area Can Be Screened?	100%
		5) Telephone Number?	YES

## HALF-TONES

1) Tone Percentage for a Light Screen?	20%	3) How Many Lines Per Inch are Used?	85
2) Tone Percentage for a Dark Screen?	60%	4) Allowable Percentage of Halftone in Ad Area?	100%

## SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	25%	2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	25%
		a) Does This Include the Border?	NO

## COLOR ADS

1) Are Red, Blue or Green Color Ads Offered?	YES	R 5) Are Red Half-Tones Accepted?	NO
2) How Many Red Items are Allowed Per Ad?	100%	a) If Yes, What is the Percentage?	15-85%
3) Are Red Screens Allowed?	NO	6) What is the Distance Between Red & Black Items?	0
a) If Yes, What Screen Percentage?	%	7) What Distance is Required Between Red Items & Black Border?	0
b) What Percentage of Total Ad Space is Allowed Red Screen?	100%	8) Are Trademarks Allowed in Red?	CTM ONLY
4) Are Red Border Dimensions the Same as Black?	YES	9) Are Red Borders Accepted in Display?	YES
a) If No, What are the Dimensions?		a) TM?	NO
		10) Are Other Colors Available?	YES
		11) How Much Solid of Any Color?	100%

## VELOX REQUIREMENTS

No Veloxes preferred. If a velox is supplied we will convert the ads & match the fonts as closely as possible.



## MISCELLANEOUS

1) Must an Address Appear in the Ad? NO

2) What is the Acceptable "Toll Free  
(800)" Designation?

TOLL FREE

## Digital File Specifications:

## Acceptable Media:

Macintosh Preferred but PC accepted:

- Emailed Attachments
- CD Rom

All ads must be created in one of the following programs:

- Quark XPress up to version 4.1
- Adobe Photoshop up to version 5.0
- Adobe Illustrator up to version 8.0
- In Design CSz Version 4.0

(If an ad is created in a different program an EPS file of the ad will be needed)

If Sending an EPS file please convert all fonts to paths (curves) if possible.

Build ad to exact size (see Display Ad Sizes for exact measurements).

Please make sure all color scans are converted from RGB to CMYK. Save as a Binary Compressed (No JPEG Compression) EPS File or as a Tiff File.

When preparing disk be sure to include all links and fonts.

TrueType fonts will be substituted with similar fonts or converted to PostScript.

Please include a color proof of all camera ready ads.

Refer Any Question To Graphics Department at 800-734-9545.

If standard ad make sure background is 20% yellow No White in ad.

## HS ADS

- All Blue in HS ads must be 100% Cyan, 50% Magenta, 0% Yellow, 0% Black
- Frames around HS ads must always be 100% black.
- If HS ad for yellow pages, make sure the background is 20% yellow.

## ADOBE ILLUSTRATOR

- Illustrator is for designing graphic elements that will be imported into the Quark layout.
- Never completely design and ad in Illustrator, unless you are using InDesign and do not have Quark Xpress.
- If text from Illustrator is to be used that is not one of our regular fonts, convert the text to outlines.
- Do not use special effects programs for text in Illustrator.
- Save all Illustrator files as Illustrator EPS.
- Save down to Illustrator 8 if using a higher version.

## MISCELLANEOUS

## PHOTOSHOP

- Covert ALL color images to CMYK.
- All images should be 200dpi, unless it is a bitmap image, then save at 300 dpi.
- Do not make a file bigger than 10MB, unless absolutely necessary.
- Convert black & white graphics (logos, symbols, icons etc.) to bitmap whenever possible. If object is to be one color, assign the color to the object in Quark.
- Use clipping paths.
- Save all images as TIFF.
- If you have a multiple layered document, save 2 versions of it – Flattened as a Tiff and unflattened with layers as a Photoshop document. This enables us to make changes.
- Remember to flatten TIFF images if using Photoshop 7.
- NEVER use gif images from websites – they have low resolution and poor quality. The sales Rep should provide sufficient high quality art.

## QUARK

- Never use keyboard effects (B / O S) Each font has it own bold, italic etc. versions. Do not use the outline or shadow effect, please do these effects in Illustrator or Photoshop.
- When placing a black shadow on text make sure both layers are set to “Knockout” in your trap information box. (DO NOT USE ITALICS FOR BULLETS)
- When creating a custom color: Use CMYK settings, assign the color a name (not “new color”) and un-check “spot color box” in the Edit Color window.
- Make sure all color is converted to CMYK.
- Save down to Quark 4 if using a higher version.

## DO NOT USE THESE FONTS IN ADS

Arial, Barmeno Extra Bold, Capitals, Charcoal, Chicago, Courier (all versions), Geneva, Stemple Garamond, Clearface, Kabob, Serpentine, Dom Bold Bt “For Bullets” Use Helvetica, Impact, Monaco, Georgia, Times New Roman Mt Extra Bold.

If you use any fonts that are not included in our font list, please convert the text to outlines (In Illustrator preferably)

\*Please be aware that this font list will be updated periodically as we discover fonts which cause problems for us and/or printers.

## ADVERTISING MATERIAL FOR US TO CREATE

Please write ad material clearly and legibly. Please send a proportionate layout of how you would like your ad to look. If the ad is color, please mark what color and where color should be. Logos and artwork must be crisp and clean (no photocopies or newsprint) and mailed or hand delivered, faxes are not acceptable. You may also email art and photographs in the following formats: eps, tiff or jpeg.

## ELECTONIC FILE INFORMATION

Files are accepted on the following media: CD-ROM or email attachments. Macintosh files can be accepted in Quark Xpress (please include all artwork, fonts and a hard copy), Adobe Illustrator (please convert all type to outlines) or Adobe Photoshop (tiff, eps or jpeg). If sending PDF files BE SURE TO EMBED ALL FONTS. PDF files will be converted to Photoshop – be aware-some fonts do not convert properly. Halftone art should be at least 150 dpi art 300 dpi. We have a dot gain of 30% therefore photographs may print darker than anticipated. Color ads need to be process CMYK. Please call 1-800-734-9545 ext. 7514 for more information. Email attachments to [ezgraphics@odiyellowpages.com](mailto:ezgraphics@odiyellowpages.com).

## CAMERY READY

Camera Ready ads should be of the best quality. Reproduction quality is limited by the quality of the original. We will scan your camera ready copy, therefore halftone/screen quality will suffer. If your ad was designed by an agency contact them about sending your ad to us electronically using the specifications above.

Call 1-800-734-9545

Altoona 814-949-7100 Fax 946-7517

Or mail us at

P.O. Box 1433, Altoona, PA 16603

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**SPACE LISTINGS**
**TYPOGRAPHY SPECIFICATIONS**

STYLE OF DIRECTORY	2 - COLUMN					
Space Listing Size	1HS	2HS	3HS	4HS	5HS	6HS
Maximum Lines of Text Plus 1 Name Line and 1 Address/Phone # line		4		10 Less With Art		
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size						
Maximum Depth of Copy (In Points)						
6 Pt. - All Caps						
6 Pt. - Caps and Lower Case						
8 Pt. - All Caps						
8 Pt. - Caps and Lower Case						
10 Pt. - All Caps						
10 Pt. - Caps and Lower Case						
12 Pt. - All Caps						
12 Pt. - Caps and Lower Case						
14 Pt. - All Caps						
14 Pt. - Caps and Lower Case						
18 Pt. - All Caps						
18 Pt. - Caps and Lower						
Are Cuts Acceptable						
Placement of Cuts (L-Left, R-Right, C-Center)—						
Must All Type Be in The Same Family						
Pt. Size of Finding Line						

2 Column    2HS    17.5002p x 6p  
 2 Column    4HS    17.5002p x 12p  
 2 Column    6HS    17.5002 x 18p

Maximum number of characters per line of text in 7pt type is 46.

Text Colors Available: Red, Blue and Green. Art is available in 4HS & 6HS.

In Column Listings: Maximum of 40 characters per line.

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**SPACE LISTINGS**
**TYPOGRAPHY SPECIFICATIONS**

STYLE OF DIRECTORY	3 - COLUMN					
Space Listing Size	1HS	2HS	3HS	4HS	5HS	6HS
Maximum Lines of Text Plus 1 Name Line and 1 Address/Phone # line	3	5	8	10	12	14
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size						
Maximum Depth of Copy (In Points)						
6 Pt. - All Caps						
6 Pt. - Caps and Lower Case						
8 Pt. - All Caps						
8 Pt. - Caps and Lower Case						
10 Pt. - All Caps						
10 Pt. - Caps and Lower Case						
12 Pt. - All Caps						
12 Pt. - Caps and Lower Case						
14 Pt. - All Caps						
14 Pt. - Caps and Lower Case						
18 Pt. - All Caps						
18 Pt. - Caps and Lower						
Are Cuts Acceptable						
Placement of Cuts (L-Left, R-Right, C-Center)—						
Must All Type Be in The Same Family						
Pt. Size of Finding Line						

3 Column	1HS	11.25p x 3p
3 Column	2HS	11.25p x 6p
3 Column	3HS	11.25p x 9p
3 Column	4HS	11.25p x 12p
3 Column	5HS	11.25p x 15p
3 Column	6HS	11.25p x 18p

In Column Listings: Maximum of 30 characters per line.

Space Listings: Maximum number of characters per line of text in 7pt type is 35.

Text Colors Available: Red, Blue & Green. Art available in 4HS-6HS.

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**EXTRA LINES**

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
--	----------------------	--------------------------------------	----------------------------

40

 WP-No Limit  
 YP-No Limit

Suite numbers can be a part of the address line.

## DISPLAY ADS

## BORDER CHART

- |   |   |   |
|---|---|---|
| 1) Are Custom Borders Accepted?                       | a) If Yes, What is the Minimum Point Size?        | — |
| a) Are Free Form Borders Accepted?                    | 8) Can Type/Screens Touch Borders?                |   |
| b) Can Type or Illustration be Part of the Border?    | a) If No, What is Minimum Clearance?              | — |
| 2) What is the Minimum Point Size Allowed for Border? | 9) Are Inside Borders Accepted?                   |   |
| 3) What is the Maximum Point Size Allowed for Border? | a) Is a Full Inside Border Required?              |   |
| 4) Are Square Corners Required?                       | b) What is The Minimum Pt. Size?                  |   |
| 5) Are Round Corners Accepted?                        | c) What is The Maximum Pt. Size?                  |   |
| 6) Are Screened Borders Accepted?                     | d) Can It Be Screened?                            |   |
| 7) Must They be Outlined?                             | e) If Yes, What Percentage of Screen is Accepted? |   |

## TYPE

- |   |  |
|---|--|
| 1) Is Solid Black Type Accepted?                    | 4) Is Reverse (White) Type Allowed on Screened Background? |
| 2) Is Black Type on a Screened Background Accepted? | a) Is Outline Type Required?                               |
| a) If Yes, What is the Minimum Pt. Size of Type?    | b) What is Minimum Pt. Size of Type?                       |
| b) Maximum Screen Percentage Accepted?              | 5) Can Telephone Numbers Appear as Screened Type?          |
| 3) Is Screened Type Allowed?                        | 6) Can Telephone Numbers be on a Screened Background?      |
| a) Is Outlined Screen Type Required?                | 7) Is Type Accepted Over a Half-Tone?                      |
| b) What is the Minimum Pt. Size of Type?            | 8) What is the Maximum Angle Type May be on?               |
| c) Maximum Screen Percentage Accepted?              |  |

## SCREENS

- |                                      |   |   |
|--------------------------------------|---|---|
| 1) What Percentages are Used?        | % | 3) Do Items Being Screened Need to be Outlined?       |
| 2) How Many Lines Per Inch are Used? |   | a) What is Minimum Line Weight Allowed?               |
|                                      |   | 4) What Percent of the Total Ad Area Can Be Screened? |
|                                      |   | 5) Telephone Number?                                  |

## HALF-TONES

- |  |   |   |
|--|---|---|
| 1) Tone Percentage for a Light Screen? | % | 3) How Many Lines Per Inch are Used?            |
| 2) Tone Percentage for a Dark Screen?  | % | 4) Allowable Percentage of Halftone in Ad Area? |

## SOLID BLACK

- |   |  |
|---|--|
| 1) What is the Maximum Size of a Single Solid Black Item? | 2) What is the Percentage of the Total Ad Space That Can Be Solid Black? |
|   | a) Does This Include the Border?   |

## COLOR ADS

- |   |  |
|---|--|
| 1) Are Red Color Ads Offered?                               | 5) Are Red Half-Tones Accepted?                                |
| 2) How Many Red Items are Allowed Per Ad?                   | a) If Yes, What is the Percentage?                             |
| 3) Are Red Screens Allowed?                                 | 6) What is the Distance Between Red & Black Items?             |
| a) If Yes, What Screen Percentage?                          | 7) What Distance is Required Between Red Items & Black Border? |
| b) What Percentage of Total Ad Space is Allowed Red Screen? | 8) Are Trademarks Allowed in Red?                              |
| 4) Are Red Border Dimensions the Same as Black?             | 9) Are Red Borders Accepted in Display?                        |
| a) If No, What are the Dimensions?                          | a) TM?   |
|   | 10) Are Other Colors Available?                                |
|   | 11) How Much Solid of Any Color?                               |

## VELOX REQUIREMENTS

- |  |  |
|--|--|
| 1) Is a Small Amount of Touch-Up Paint Accepted? | 2) Is One Layer (One-Ups) Paste-Up Accepted? |
|--|--|

## MISCELLANEOUS

- 1) Must an Address Appear in the Ad?
- 2) What is the Acceptable "Toll Free (800)" Designation?

**Directory Size – 7" x 9 ¾" (2 Column White & 2 Column Yellow Pages)**

Newaygo County (035221) MI

West Shore (102048) MI

DQC	35.4 x 12.4	QC	17.50 x 12.75	2HS	17.50 x 6
FP	35.4 x 54	TQP	35.4 x 39.6	3HS	17.50 x 9
HC	17.80 x 25.6	CTM	17.50 x 12	4HS	17.50 x 12
HP	35.4 x 25.6	TM	17.50 x 6	5HS	17.50 x 15
				6HS	17.50 x 18

**In-column Listings** – Maximum of 40 characters per line.

Space Listings – Maximum number of characters per line of text in 7pt. type is 46. Maximum lines of text (plus 1 name line and 1 address/phone # line): 1HS – 3; 2HS – 5; 3HS – 8; 4HS – 10; 4HSA – 8; 5HS – 12; 5HSA – 10; 6HS – 14; 6HSA – 12. Text colors available – Red, Blue and Green. Art is available in 4HS – 6HS.

**Directory Size – 7" x 9 3/4" (2 Column White & 3 Column Yellow Pages)**

Montcalm-North Kent (034577) MI

Tri-County (034320) MI

DHC	23.25 x 27	TQP	35.25 x 39.6	1HS	11.25 x 3
DQC	23.25 x 12.75			2HS	11.25 x 6
FP	35.25 x 54	TM	11.25 x 6	3HS	11.25 x 9
HP	35.25 x 27	CTM	11.25 x 12	4HS	11.25 x 12
QC	11.25 x 12.75			5HS	11.25 x 15
TQC	35.25 x 12.75			6HS	11.25 x 18

**In-column Listings** – Maximum of 30 characters per line.

Space Listings – Maximum number of characters per line of text in 7pt. type is 35. Maximum lines of text (plus 1 name line and 1 address/phone # line): 1HS – 3; 2HS – 5; 3HS – 8; 4HS – 10; 4HSA – 8; 5HS – 12; 5HSA – 10; 6HS – 14; 6HSA – 12. Text colors available – Red, Blue and Green. Art is available in 4HS – 6HS.

## Data and Media Specifications

Format: Mac compatible saved as eps or pdf file.

Software: Adobe CS3 – Illustrator (preferred file) Photoshop, InDesign.

Color: CMYK

Send Art to: DMI

110 NE Maple St., Suite B

Lee's Summit, MO 64063

Or Email to: [Art@DirectoryMarketingInc.com](mailto:Art@DirectoryMarketingInc.com)

Please include the following on the email subject line:

Pub Initials, Directory Name & Number, CMR-Client #, Client Name, UDAC artid#

DMI prefers to receive AWT's via email at [Art@DirectoryMarketingInc.com](mailto:Art@DirectoryMarketingInc.com). If you cannot email your AWT, please fax it to 816-537-7951 or mail it to the address above.

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**TRADEMARKS**

Size A - 2 Column – TM	14p3 x 6	CTM	14p3 x 12p
Size B - 2 Column – TM	18p x 6p	CTM	18p x 12p
Size C - 3 Column – TM	14p6 x 6p	CTM	14p6 x 12p
Size E - 3 Column – TM	12p6 x 6p	CTM	12p6 x 12p

Please see ad specs on website: [www.pinnaclepub.com](http://www.pinnaclepub.com)

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**EXTRA LINES**

Publisher charges for extra lines.

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**SPACE PRECEDENCE**

Size, Alphabetical for directories not listed below. Size, Seniority in the following directories only:

Directory Code	Directory Name	State	Pub Month
082577	Black Earth Verona	WI	February
013370	Blue Ridge	GA	January
001637	Centre	AL	January
080047	Elkhorn	WI	July
080795	Lancaster	WI	April
081067	Medford-Rib Lake	WI	October
081125	Middleton	WI	January
081228	Monroe	WI	October
038478	Monticello	MN	February
038705	New London	MN	June
038566	Pequot Lakes	MN	May
015280	St Mary's	GA	July

## INTERNET SPECIFICATIONS

Print advertising duplicated online for free in specific "look and feel" directories.

Free online profile with website and e-mail address links at [www.localsolution.com](http://www.localsolution.com)

Advertising information for [www.localsolution.com](http://www.localsolution.com) found at:

[www.pinnaclepub.com/ad-agency-cmr/great-deals](http://www.pinnaclepub.com/ad-agency-cmr/great-deals) or by calling 800.343.8086 or emailing  
nationals@pinnaclepub.com

## SENSITIVE ADVERTISING

Pinnacle and the Telephone Companies in which we publish for, reserves the right to review and reject any or all text, copy or content we consider or determine to be obscene, offensive, controversial or derogatory. In reviewing the advertisement, if Pinnacle or the Telephone Company believes that the text, copy or content is characterized as inappropriate or sensitive advertising, the CMR or advertiser will be notified to remove or revise the text, copy or content.

## SPACE LISTINGS

## TYPOGRAPHY SPECIFICATIONS

STYLE OF DIRECTORY	A SIZE – 2 COLUMN						B SIZE – 2 COLUMN						C SIZE – 3 COLUMN					
Space Listing Size	1HS	2HS	3HS	4HS	5HS	6HS	1HS	2HS	3HS	4HS	5HS	6HS	1HS	2HS	3HS	4HS	5HS	6HS
Maximum Lines of Text in 6 Pt. Type Including Address and Tel. Number Line		8	14	20	26	32		8	14	20	26	32		8	14	20	26	32
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size		2	4	6	8	10		2	4	6	8	10		2	4	6	8	10
Maximum Depth of Copy (In Points)		54	90	126	162	198		54	90	126	162	198		54	90	126	162	198
6 Pt. - All Caps		46	46	46	46	46		57	57	57	57	57		47	47	47	47	47
6 Pt. - Caps and Lower Case		50	50	50	50	50		67	67	67	67	67		53	53	53	53	53
8 Pt. - All Caps		35	35	35	35	35		44	44	44	44	44		36	36	36	36	36
8 Pt. - Caps and Lower Case		45	45	45	45	45		49	49	49	49	49		41	41	41	41	41
10 Pt. - All Caps		28	28	28	28	28		36	36	36	36	36		28	28	28	28	28
10 Pt. - Caps and Lower Case		31	31	31	31	31		40	40	40	40	40		32	32	32	32	32
12 Pt. - All Caps		23	23	23	23	23		29	29	29	29	29		24	24	24	24	24
12 Pt. - Caps and Lower Case		26	26	26	26	26		33	33	33	33	33		26	26	26	26	26
14 Pt. - All Caps		20	20	20	20	20		25	25	25	25	25		20	20	20	20	20
14 Pt. - Caps and Lower Case		22	22	22	22	22		28	28	28	28	28		22	22	22	22	22
18 Pt. - All Caps		16	18	18	18	18		20	20	20	20	20		16	16	16	16	16
18 Pt. - Caps and Lower Case		18	20	20	20	20		22	22	22	22	22		18	18	18	18	18
Are Cuts Acceptable		NO	NO	NO	NO	NO		NO	NO	NO	NO	NO		NO	NO	NO	NO	NO
Placement of Cuts (L-Left, R-Right, C-Center)—		-	-	-	-	-		-	-	-	-	-		-	-	-	-	-
Must All Type Be in The Same Family		NO	NO	NO	NO	NO		NO	NO	NO	NO	NO		NO	NO	NO	NO	NO
Pt. Size of Finding Line		8pt	8pt	8pt	8pt	8pt		8pt	8pt	8pt	8pt	8pt		8pt	8pt	8pt	8pt	8pt



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**SPACE LISTINGS**

## MISCELLANEOUS

Size "A" Directory		
UDAC	Inches	Picas
2HS	2.38 x 1	14.3 x 6
3HS	2.38 x 1.5	14.3 x 9
4HS	2.38 x 2	14.3 x 12
5HS	2.38 x 2.5	14.3 x 15
6HS	2.38 x 3	14.3 x 18
8HS	2.38 x 4	14.3 x 24

Size "C" Directory		
UDAC	Inches	Picas
2HS	2.42 x 1	14.6 x 6
3HS	2.42 x 1.5	14.6 x 9
4HS	2.42 x 2	14.6 x 12
5HS	2.42 x 2.5	14.6 x 15
6HS	2.42 x 3	14.6 x 18
8HS	2.42 x 4	14.6 x 24

Size "B" Directory		
UDAC	Inches	Picas
2HS	3 x 1	18 x 6
3HS	3 x 1.5	18 x 9
4HS	3 x 2	18 x 12
5HS	3 x 2.5	18 x 15
6HS	3 x 3	18 x 18
8HS	3 x 4	18 x 24

Size "E" Directory		
UDAC	Inches	Picas
2HS	2.08 x 1	12.6 x 6
3HS	2.08 x 1.5	12.6 x 9
4HS	2.08 x 2	12.6 x 12
5HS	2.08 x 2.5	12.6 x 15
6HS	2.08 x 3	12.6 x 18
8HS	2.08 x 4	12.6 x 24

Colors Available: Red, Blue & Green

Art Available in 3HS size and larger.

All Space Ads and Space Ads with Art must be supplied in EPS format via email or CD.

Our system requires that we reset all HS ads; we set ads as close to example provided as possible.

Ads can currently only be set in these fonts: Helvetica, Helvetica Narrow, Helvetica Black, Times Roman and AvanteGarde.

All of the above fonts can be set in Italics except for Helvetica Black.

All of the above fonts can be set in Bold except for Helvetica Black which is already an extra bold font.

## DISPLAY ADS

## BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	
a) Are Free Form Borders Accepted?	YES	8) Can Type/Screens Touch Borders?	YES
b) Can Type or Illustration be Part of the Border?	YES	a) If No, What is Minimum Clearance?	—
2) What is the Minimum Point Size Allowed for Border?		9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?		a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	
6) Are Screened Borders Accepted?	YES	d) Can It Be Screened?	YES
7) Must They be Outlined?	NO	e) If Yes, What Percentage of Screen is Accepted? 10% OR BELOW	

## TYPE

1) Is Solid Black Type Accepted?	YES	4) Is Reverse (White) Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	NO
a) If Yes, What is the Minimum Pt. Size of Type?	-	b) What is Minimum Pt. Size of Type?	—
b) Maximum Screen Percentage Accepted?	10%	5) Can Telephone Numbers Appear as Screened Type?	YES
3) Is Screened Type Allowed?	YES	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?	YES	7) Is Type Accepted Over a Half-Tone?	YES
b) What is the Minimum Pt. Size of Type?	---	8) What is the Maximum Angle Type May be on?	—
c) Maximum Screen Percentage Accepted?	---		

## SCREENS

1) What Percentages are Used?	10%	3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	---	a) What is Minimum Line Weight Allowed?	—
		4) What Percent of the Total Ad Area Can Be Screened?	ALL
		5) Telephone Number?	YES

## HALF-TONES

1) Tone Percentage for a Light Screen?	LIGHTER SIDE	3) How Many Lines Per Inch are Used?	300DPI
2) Tone Percentage for a Dark Screen?	LIGHTER SIDE	4) Allowable Percentage of Halftone in Ad Area?	10%
			INCREASE/DECREASE FOR DOT GAIN.

## SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?		2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	ALL
		a) Does This Include the Border?	YES

## COLOR ADS

1) Are Red Color Ads Offered?	DIRECTORY SPECIFIC	5) Are Red Half-Tones Accepted?	*
2) How Many Red Items are Allowed Per Ad?	ANY	a) If Yes, What is the Percentage?	*
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	*
a) If Yes, What Screen Percentage?	10-100%	7) What Distance is Required Between Red Items & Black Border?	*
b) What Percentage of Total Ad Space is Allowed Red Screen?	ALL	8) Are Trademarks Allowed in Red?	YES
4) Are Red Border Dimensions the Same as Black?	YES	9) Are Red Borders Accepted in Display?	YES
a) If No, What are the Dimensions?	—	a) TM?	NO
		10) Are Other Colors Available?	DIRECTORY SPECIFIC
		11) How Much Solid Of any Color?	ALL

\*Dark Color or light needs to be "choke" or "spread" basic strock of trapping .5"

## VELOX REQUIREMENTS

1) Is a Small Amount of Touch-Up Paint Accepted?	NO	2) Is One Layer (One-Ups) Paste-Up Accepted?	NO
--	----	--	----

## MISCELLANEOUS

1) Must an Address Appear in the Ad?

NO

2) What is the Acceptable "Toll Free (800)" Designation? ANY

Size A Books: 2 Column Directory, 6" x 9.125"

Size B Books: 2 Column Directory, 7.125" x 10.5"

Size C Books: 3 Column Directory, 8.375" x 10.5"

Size E Books: 3 Column Directory, 7.5" x 9.5"

**AD COPY REQUIREMENTS:**

Electronic – Emailed artwork is highly preferred. Please send all new or standing artwork files and artwork transmittals to 0974art@pinnaclepub.com. Please verify ad sizes before sending artwork.

**Required Artwork Specifications**

Graphics/Images must be at least 300 dpi. Any resolution lower than 300 dpi will result in poor quality output. Convert all Text to "Outlines", if this step is not done, fonts may be replaced when we open the EPS file.

Ads and graphics should be in CMYK color. All other formats will be converted to the nearest CMYK values.

EPS formats are preferred as they provide the best quality. However, high-resolution TIFF, JPEG, and PDF formats are also accepted.

We **do not** accept files from the following programs: Microsoft Publisher, Power-Point, Picture It, Excel, Word, Paintshop Pro, Corel Draw, Adobe Pagemaker or any word processing program. If you are creating a file in any of these programs, it is best to print out the ad as you desire it and allow our art department to recreate it. If you use clip art or photos, you must supply those files as well, again in at least 300dpi.

**Software Applications and File Formats**

All ads are converted to Adobe Illustrator/InDesign EPS file formats. Native file formats are accepted from the following applications:

**Adobe Illustrator** (EPS) is the preferred format as it offers the best quality. Embed all images. Convert all text to outlines. Do not use any PostScript 3 features such as gradient mesh. Please save files as CS3 version or lower.

**Adobe Photoshop** (Tiff/JPEG) proper resolution should be used, 300dpi or more. Color mode should be CMYK or Grayscale. Text created in Photoshop does not publish as sharp as text created in Illustrator. It is recommended that creating text in Photoshop be avoided.

**Adobe InDesign** (INDD) – Convert all text to outlines. Include all supporting graphics.

**Adobe Acrobat** (PDF) - Proper resolution should be used, 300 dpi or more. All text must be converted to outlines.

Using the embed font option will not work.

Online advertising available at [www.localsolution.com](http://www.localsolution.com) (rates are available in Rates & Data).

**How and What Items To Submit**

**FTP Site:** Please contact us at the email or phone number below to find out how you can upload your files to our FTP site.

**Email:** We try to work in a paperless environment as much as possible, so we prefer that you submit your graphic files and a PDF of the Artwork Transmittal by email or our FTP Site (see above). For email, please include in the subject line the directory name & number. Send AWTs & EPS files to 0974art@pinnaclepub.com

**CD:** If sending art by mail, please include a printed copy of the Artwork Transmittal along with the CD. We do allow for copy re-use, so if the same art ID is used in many directories or under different headings, we only need to receive the file once. Please make sure that the graphics included are one of the file formats listed above.

<b>PUB. CO. NAME</b>	<b>Pinnacle Marketing Group</b>	<b>PUB CODE</b>	<b>0974</b>
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**Mail:** Pinnacle Marketing Group, Attn: National Department, 4030 Technology Drive NW, Bemidji, MN 56601

**Email:** [nationals@pinnaclepub.com](mailto:nationals@pinnaclepub.com) for FTP site information.

Please see ad specs on website: [www.pinnaclepub.com/ad-agency-cmr/artwork-specs](http://www.pinnaclepub.com/ad-agency-cmr/artwork-specs)

Call with questions: 800-343-8086

## DISPLAY ADS

## BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	—
a) Are Free Form Borders Accepted?	YES	8) Can Type/Screens Touch Borders?	YES
b) Can Type or Illustration be Part of the Border?	YES	a) If No, What is Minimum Clearance?	—
2) What is the Minimum Point Size Allowed for Border?	1	9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?	18	a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	1
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	12
6) Are Screened Borders Accepted?	YES	d) Can It Be Screened?	YES
7) Must They be Outlined?	NO	e) If Yes, What Percentage of Screen is Accepted?	40%

## TYPE

1) Is Solid Black Type Accepted?	YES	4) Is Reverse (White) Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	NO
a) If Yes, What is the Minimum Pt. Size of Type?	10	b) What is Minimum Pt. Size of Type?	14
b) Maximum Screen Percentage Accepted?	40%	5) Can Telephone Numbers Appear as Screened Type?	YES
3) Is Screened Type Allowed?	YES	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?	NO	7) Is Type Accepted Over a Half-Tone?	YES
b) What is the Minimum Pt. Size of Type?	14	8) What is the Maximum Angle Type May be on?	N/R
c) Maximum Screen Percentage Accepted?	40%		

## SCREENS

1) What Percentages are Used?	10% 15% 20%	3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	85	a) What is Minimum Line Weight Allowed?	2
		4) What Percent of the Total Ad Area Can Be Screened?	100%
		5) Telephone Number?	

## HALF-TONES

1) Tone Percentage for a Light Screen?	10%	3) How Many Lines Per Inch are Used?	80
2) Tone Percentage for a Dark Screen?	90%	4) Allowable Percentage of Halftone in Ad Area?	100%

## SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	100%	2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	85%
		a) Does This Include the Border?	YES

## COLOR ADS

1) Are Red Color Ads Offered?	NO	5) Are Red Half-Tones Accepted?	
2) How Many Red Items are Allowed Per Ad?		a) If Yes, What is the Percentage?	
3) Are Red Screens Allowed?		6) What is the Distance Between Red & Black Items?	
a) If Yes, What Screen Percentage?		7) What Distance is Required Between Red Items & Black Border?	
b) What Percentage of Total Ad Space is Allowed Red Screen?		8) Are Trademarks Allowed in Red?	
4) Are Red Border Dimensions the Same as Black?		9) Are Red Borders Accepted in Display?	
a) If No, What are the Dimensions?		a) TM?	

## VELOX REQUIREMENTS

1) Is a Small Amount of Touch-Up Paint Accepted?	YES	2) Is One Layer (One-Ups) Paste-Up Accepted?	NO
--	-----	--	----

PUB. CO. NAME

**Pioneer Telephone Association, Inc.**

PUB CODE(S)

**0830**

### MISCELLANEOUS

1) Must an Address Appear in the Ad? YES

2) What is the Acceptable "Toll Free  
(800)" Designation?

"TOLL FREE  
DIAL "

All disks must be sent and labeled with the following:

1. Directory Name & Directory Code.
2. CMR & Client Number.
3. Client Number.
4. Close Date.
5. Issue Date.
6. Files Labeled (TIFF, EPS, JPEG...etc).

\*All Art must have a Hard Copy Proof of the Ad attached with Art Work Transmittal.

Acceptable Velox & Disk Format:

Prefers Velox. If sending disk it must be in EPS and a velox must be sent as well.

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TRADEMARKS

Trademarks

TM                    2 ¼” x 1 ¼”

Custom Trademarks

CTM                   2 ¼” x 2 ¼”

---

SPACE LISTINGS

2HS            2 ¼” x 1”  
3HS            2 ¼” x 1 ½”  
4HS            2 ¼” x 2”  
5HS            2 ¼” x 2 ½”  
6HS            2 ¼” x 3”  
8HS            2 ¼” x 4”

## DISPLAY ADS

## BORDER CHART

- |   |   |    |
|---|---|----|
| 1) Are Custom Borders Accepted?                       | a) If Yes, What is the Minimum Point Size?        | -- |
| a) Are Free Form Borders Accepted?                    | 8) Can Type/Screens Touch Borders?                |    |
| b) Can Type or Illustration be Part of the Border?    | a) If No, What is Minimum Clearance?              |    |
| 2) What is the Minimum Point Size Allowed for Border? | 9) Are Inside Borders Accepted?                   |    |
| 3) What is the Maximum Point Size Allowed for Border? | a) Is a Full Inside Border Required?              |    |
| 4) Are Square Corners Required?                       | b) What is The Minimum Pt. Size?                  |    |
| 5) Are Round Corners Accepted?                        | c) What is The Maximum Pt. Size?                  |    |
| 6) Are Screened Borders Accepted?                     | d) Can It Be Screened?                            |    |
| 7) Must They be Outlined?                             | e) If Yes, What Percentage of Screen is Accepted? |    |

## TYPE

- |   |  |         |
|---|--|---------|
| 1) Is Solid Black Type Accepted?                    | 4) Is Reverse (White) Type Allowed on Screened Background? |         |
| 2) Is Black Type on a Screened Background Accepted? | a) Is Outline Type Required?                               |         |
| a) If Yes, What is the Minimum Pt. Size of Type?    | b) What is Minimum Pt. Size of Type?                       | PT      |
| b) Maximum Screen Percentage Accepted?              | 5) Can Telephone Numbers Appear as Screened Type?          |         |
| %   | 6) Can Telephone Numbers be on a Screened Background?      |         |
| 3) Is Screened Type Allowed?                        | 7) Is Type Accepted Over a Half-Tone?                      |         |
| a) Is Outlined Screen Type Required?                | 8) What is the Maximum Angle Type May be on?               | DEGREES |
| b) What is the Minimum Pt. Size of Type?            |  |         |
| c) Maximum Screen Percentage Accepted?              |  |         |

## SCREENS

- |                                      |   |   |   |
|--------------------------------------|---|---|---|
| 1) What Percentages are Used?        | % | 3) Do Items Being Screened Need to be Outlined?       |   |
| 2) How Many Lines Per Inch are Used? |   | a) What is Minimum Line Weight Allowed?               |   |
|                                      |   | 4) What Percent of the Total Ad Area Can Be Screened? | % |
|                                      |   | 5) Telephone Number?                                  |   |

## HALF-TONES

- |  |   |   |   |
|--|---|---|---|
| 1) Tone Percentage for a Light Screen? | % | 3) How Many Lines Per Inch are Used?            |   |
| 2) Tone Percentage for a Dark Screen?  | % | 4) Allowable Percentage of Halftone in Ad Area? | % |

## SOLID BLACK

- |   |  |  |   |
|---|--|--|---|
| 1) What is the Maximum Size of a Single Solid Black Item? |  | 2) What is the Percentage of the Total Ad Space That Can Be Solid Black? | % |
|   |  | a) Does This Include the Border?   |   |

## COLOR ADS

- |   |   |  |   |
|---|---|--|---|
| 1) Are Red Color Ads Offered?                               |   | 5) Are Red Half-Tones Accepted?                                |   |
| 2) How Many Red Items are Allowed Per Ad?                   | % | a) If Yes, What is the Percentage?                             | % |
| 3) Are Red Screens Allowed?                                 |   | 6) What is the Distance Between Red & Black Items?             |   |
| a) If Yes, What Screen Percentage?                          | % | 7) What Distance is Required Between Red Items & Black Border? |   |
| b) What Percentage of Total Ad Space is Allowed Red Screen? | % | 8) Are Trademarks Allowed in Red?                              |   |
| 4) Are Red Border Dimensions the Same as Black?             |   | 9) Are Red Borders Accepted in Display?                        |   |
| a) If No, What are the Dimensions?                          |   | a) TM?   |   |
|   |   | 10) Are Other Colors Available?                                |   |
|   |   | 11) How Much Solid of Any Color?                               |   |

## VELOX REQUIREMENTS

- |  |  |
|--|--|
| 1) Is a Small Amount of Touch-Up Paint Accepted? | 2) Is One Layer (One-Ups) Paste-Up Accepted? |
|--|--|



## MISCELLANEOUS

- 1) Must an Address Appear in the Ad?
- 2) What is the Acceptable "Toll Free (800)" Designation?

Data & Media Specifications:

1 file in MacIntosh platform and 1 file in Windows preferred, saved in EPS format.

If emailing artwork, please include directory number in the subject line of the email. In the body of the email, please include CMR and Client Number.



Thryv National

## Specifications and Guidelines

This document will provide CMRs and Agencies with the specification needed to create artwork and to ensure ads are created in the correct format for the correct Thryv publication; DEX, SPR or YP. CMRs are responsible to ensure the guidelines are followed and that the ad content meets all Thryv specifications, guidelines, and policies.

Artwork should be submitted to Thryv in the correct format when the order is transmitted, missing artwork will result in queries being placed on the order. Unanswered queries will result in the ad not appearing in the directory.

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Thryv Print Specs		
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Coupons		8
Listings		9
Grandfathered/LegacyUDACs		10
White Pages		11
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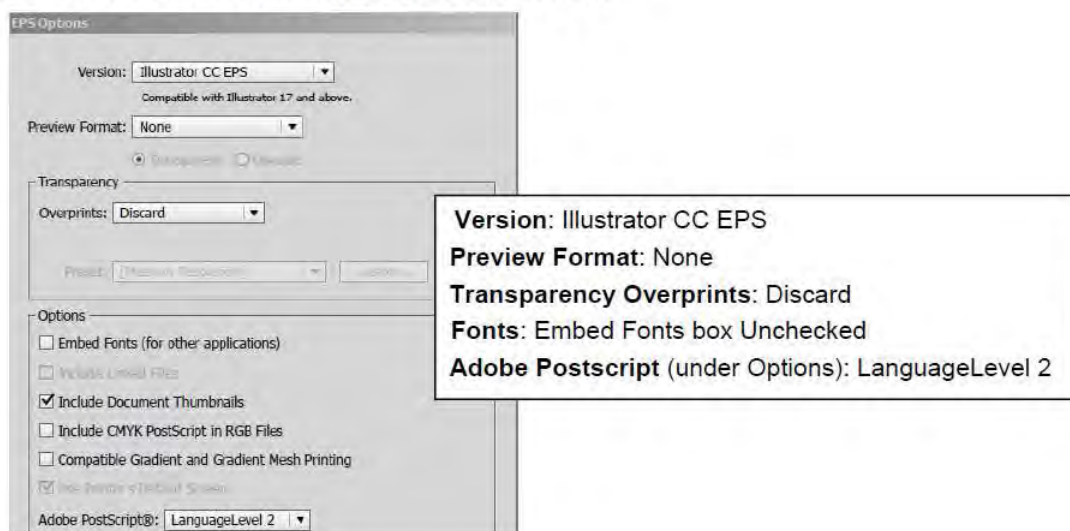


## Graphic File Guidelines

### Graphic File Requirements:

- ❑ Thryv uses PC platform for graphics.
- ❑ ELITE Graphics is preferred method of receipt.
- ❑ EPS (Encapsulated PostScript) file type created or saved in Illustrator CC or earlier version.
- ❑ Do NOT create EPS file using PostScript Level 3.
- ❑ Do NOT use TrueType fonts.
- ❑ Outline all fonts.
- ❑ EPS cannot contain any non-native art.
- ❑ Embed all art (no linked files). Set raster art resolution around 300 dpi.
- ❑ Check overprint settings to ensure items knockout or overprint correctly (use Overprint Preview).
- ❑ All colors must be CMYK process color inks. No RGB / Pantone / Spot Colors are allowed.
- ❑ No Rich Black.
- ❑ Total Ink Coverage (ink density) cannot exceed 220% as the sum of the ink density for any pixel in Display ads. 290% is the maximum total ink density for Awareness Ads.

### SETTINGS FOR EPS FILE SAVED IN ILLUSTRATOR CC:



### Artwork Transmittal (AWT) requirements:

- ❑ CMR must provide separate AWT, EPS file, and proof for each directory appearance.
- ❑ Exception: AWTs using ELITE Graphics Copy Reuse, where only an AWT is sent, and the EPS file and proof is “reused” from another heading or directory. The original EPS file and proof must be successfully sent through ELITE before a reuse AWT is acceptable.

### For Best Results, keep in mind...

- ❑ Line art: EPS image, minimum 300 dpi, preferred 600 dpi
- ❑ Color: EPS CMYK image, minimum 200 dpi for Display ads. Minimum 300 dpi for Awareness Ads.
- ❑ Minimum Sizes of Type on NO Background:
  - Solid Black - 6 pt. - Cyan, Magenta - 8 pt. - All Other Colors - 12 pt.
- ❑ Minimum Size of Type on Color Background:
  - Solid Black - 8 pt. - All Colors - 12 pt.
- ❑ Minimum Size of Reverse Type: 8 pt. Bold



## Display Advertising

### Item Codes and Sizes

LSA UDAC	UDAC Description	2 Column	3 Column
		W x H in points	W x H in points
DQCU	Double Quarter Column Unlimited	392 x 142	352 x 174
TQCU	Triple Quarter Column Unlimited	n/a	534 x 174
HPU	Half Page Unlimited	392 x 291	534 x 354
FPU	Full Page Unlimited	392 x 588	534 x 714

### Publishing Specifications

#### Listed Name

- Name of the anchor listing shown on the national order must appear in the display ad. It may differ slightly. Anchor can be omitted.

#### Listed Address

- Listed address may appear in the display ad. The address can differ slightly from the anchor listing on the national order or be completely omitted. Anchor can be omitted.

#### Telephone Numbers

- The primary telephone number must agree with the number on the anchor listing as shown on the national order. Anchor can be omitted.
- All ten-digit directories must include all area codes in advertising.
- Vanity telephone numbers can be used in display advertising.

#### Borders

- Display advertising may have a full, partial, or no borders on all four sides.
- Ads with partial or no borders must have components placed to represent a border.

#### Color (must use UDAC that offers color)

- May contain any number of colors and/or color photographs and white knockout.

#### Contents

- No limitation as to how much total area can contain solid reverse, screen, line illustration, copy text, photographs, repetitive design, or any combination of these elements.
- Illustrative material and copy in an advertisement cannot appear upside down.
- In-ad offers must contain the phrase "Merchant reserves the right to cancel coupon at any time"



## Space Listing Advertising

### Item Codes and Sizes

LSA UDAC*	UDAC Description	2 Column	3 Column
		Total Ad Size <small>-includes name, address, phone number- W x H in points</small>	Total Ad Size <small>-includes name, address, phone number- W x H in points</small>
3HSU	1½ Inch Space Listing Unlimited	190 x 108	170 x 108
A3HSU	Anchor 1½ Inch Space Listing Unlimited	190 x 108	170 x 108
5HSU	2½ Inch Space Listing Unlimited	190 x 180	170 x 180
A5HSU	Anchor 2½ Inch Space Listing Unlimited	190 x 180	170 x 180

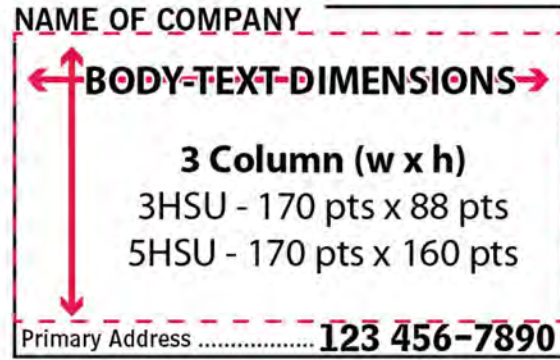
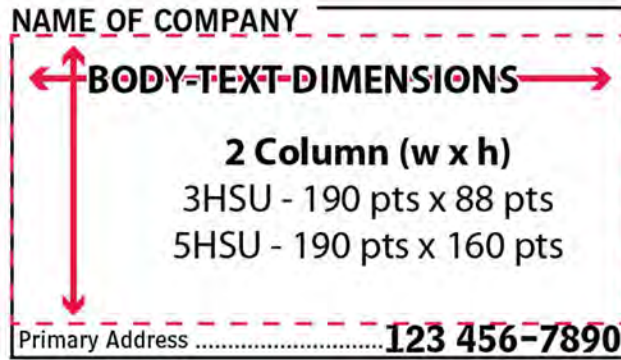
\*Entire ad should be submitted as one file, using the Total Ad Size. We will do everything possible to match what is provided. However, due to applications, color, and font differences some minor adjustments could be made to the final layout/look.

### 3HSU, A3HSU, 5HSU, A5HSU – Submitted as EPS

- Ad elements can span the entire width of the ad
- Total Body/Text Area noted below for reference only when creating the body of the ad.
- Body/Text Area dimensions account for one name line and one primary address/telephone number line. The height decreases when the name or primary address/telephone number exceeds one line (ex. required toll-free phrase) and/or alternate call lines are included. Subtract 10 pts. from the ad height for each name overflow line, additional address line, and/or alternate call line.
- Ads should not be submitted using the Total Body/Text Area; ads should be submitted using the Total Ad Size only.

Table and visual below is for reference only when creating the body of the ad

Column Size	UDACs	Total Body/Text Area <small>-includes optional logo-</small>
2	3HSU, A3HSU	190 x 88
2	5HSU, A5HSU	190 x 160
3	3HSU, A3HSU	170 x 88
3	5HSU, A5HSU	170 x 160



Logo and text must fit within Body-Text dimensions. The Height decreases 10 pts per name overflow, main listing overflow line, and each alternate call line.

### 3HSU, A3HSU, 5HSU, A5HSU–Submitted as Text Only (not EPS)

- All composition is reset by publisher using closest available font.
- Ensure maximum characters per line and maximum number of lines are not exceeded.
  - This applies to all font styles
- Number of lines allowed account for one name line and one primary address/telephone number line. The number of lines decreases when the name or primary address/telephone number exceeds one line (ex. required toll-free phrase) and/or alternate call lines are included.

HEIGHT – MAXIMUM LINES IN TEXT ONLY AD	
Ad Size	Max Lines in 6pt
3HSU, A3HSU no logo	14
5HSU, A5HSU no logo	24

WIDTH – ESTIMATED MAXIMUM CHARACTERS PER LINE							
ColSize	PtSize	6	7	8	10	12	14
2/3	Upper/Lower Case	50	45	38	30	25	22
	CAPITALS	40	37	31	25	21	19



## Publishing Specifications

Name Line – News Gothic Bold 9.5 pts- max characters allowed 29

- Name line shown for the space listing on the artwork transmittal must agree exactly with the listing as it appears on the national order.
- Registered marks ® are allowed. The name line on the national order must include ^R in place of the Registered mark.

### Border

Border size-1-point solid border

### Text

- Minimum point type: 6 pt.
- In-ad offers must contain the phrase “Merchant reserves the right to cancel coupon at any time”

Primary Address (Bell Centennial Sub- Caption 8 pts) and Telephone Number (Bell Centennial BT Bold Listing 9.5 pts)- max characters allowed for address is 21 characters.

- The address and telephone number shown for the space listing on the artwork transmittal must agree exactly with the listing as it appears on the NYPS order.
- Toll-free phrase is automatically set when a toll-free number (800, 855, 866, 877, 888) is used as the primary telephone number.

Anchor phrase - Univers 65 Bold Oblique 7 pts (max characters allowed 29)

- Standard default verbiage (title case) - “Please See Ad In This Heading”
- May customize verbiage but cannot make any reference to page number or location
  - Example variations: “See Our Ad”, “See Our Display Ad”, “See Display Ad This Classification”
- May appear in any color including reverse box
- May contain bullets or symbols
- May appear anywhere in the ad (No longer limited to bottom of the ad)

Logo (must use UDAC that offers art)

- See logo chart under HS Advertising for maximum logo sizes. Exact size or smaller must be used.

Color (must use UDAC that offers color)

- Full color art, logos, or photos may be used.
- All in-column and anchor ad elements can use any color mix.
- Black text should be provided as solid black, not a mix of CMYK.
- It is strongly recommended color text uses a two-color build or less to reduce print registration issues.
- Ad can contain a full or partial background in solid color or screen. (No photo backgrounds) □
- Flat screens and gradients must be within a 10%– 85% range. □
- Ensure the text is legible when color combination applied.
  - Some colors used together are not legible such as red on black or light brown and light orange. □
- The border and finding line can be a different color. □
- The following colors are suggested options. □

	C	M	Y	K		C	M	Y	K
 YELLOW	0	0	100	0	 TEAL	100	0	40	0
 ORANGE	0	50	100	0	 LIGHT GREEN	40	13	93	0
 RED	0	100	100	0	 GREEN	100	0	100	0
 MAROON	0	100	60	40	 DARK GREEN	90	0	100	50
 BURGUNDY	0	100	0	25	 BROWN	30	50	70	0
 PURPLE	84	82	0	0	 DARK BROWN	0	60	80	60
 BLUE	100	0	0	0	 BLACK	0	0	0	100
 DARK BLUE	100	50	0	0	 50% BLACK	0	0	0	50





## Coupons

### Item Codes and Sizes

Coupon pages should be built using our templates to ensure consistency in the directory. The files have a spot color named Page in the background. This color changes to match the yellow color for the book it appears in, so it should be left alone.

LSA UDAC	UDAC Description	2 Column	3 Column
		W x H in points	W x H in points
CDSP / CDSP2	In-Heading Coupons	392 x 588	534 x 714

### Publishing Specifications

All existing publishing specifications apply.

#### Border

- Artwork must be inside the coupon and cannot break the border. A standard 1.5 pt. black border is required.
- Separation of Leave Behind and Offer Areas - each coupon features a “leave behind” area on the left with an “offer” area on the right (opposite for the back of the coupon). The 2 areas are separated by dashes, which are 1 pt. black with a 2-pt. dash and 3 pt. gap.

#### Contents

- Coupons must contain an offer. Usually, this offer is stated either as a fixed dollar amount or as a percentage off the normal price of the product or service. One offer per coupon.
- An expiration phrase must be included in each coupon; the phrase that should be used is Merchant reserves the right to cancel coupon at any time.
- Content of the coupons must relate to the specific heading in which it is being placed under.
- All yellow page display specifications apply.

#### Back Side

- Back side of coupon (CDSP2) MUST be a mirror image of front. Content is the same, except reversed in position, meaning “offer” is on the left side and “leave behind” is on right side.



## Listing Items

### Item Codes- Simplified Listings

LSAUDAC	UDAC Description	Color
ABLRU	Bold Listing Anchor	Red
ALU	Alternate Call	Black
BELU	Bold Extra Line	Black
BLNU	Bold Listing	Black
ELU	Extra Line	Black
IELU	Internet Extra Line	Blue

### Item Codes- Legacy; not all UDACs are in all directories

LSAUDAC	UDAC Description	Color
AL	Alternate Call	Black
ALB	Alternate Call Bold	Black
ASBN	Anchor Super Bold	Black
ASBR	Anchor Super Bold	Red
BLN	Bold Listing	Black
EL	Extra Line	Black
ELB	Extra Line Bold	Black
ELBR	Extra Line Bold	Red
SBNL	Super Bold Listing	Black
SBNLR	Super Bold Listing	Red
SL	Semi Bold Listing	Black



## Grandfathered Items

### Item Codes and Sizes

Grandfathered only UDACs will appear in Rates and Data only for reference to the rate, they cannot be placed new.

Spec include finding lined		2 Column	3 Column
LSA UDAC	UDAC	W x H in points	W x H in points
6HS*	3 Inch Space Listing	190 x 216	170 x 216
7HS*	3 ½ Inch Space Listing	190 x 252	170 x 252
8HS*	4 Inch Space Listing*	190 x 288	170 x 288
DHC- pub co 913 only	Double Half Column	N/A	352 x 354

\*Entire ad should be submitted as one file, using the specs in the table above. We will do everything possible to match what is provided. However, due to applications, color, and font differences some minor adjustments could be made to the final layout/look.

### Publishing Specifications

All existing publishing specifications apply.

## Legacy Items

When placing new advertising, or changing the ad size, you should be using the Simplified U UDACs; Legacy UDACs should only be used to ensure revenue is maintained. The only ad sizes that can be placed new are the Simplified UDAC family sizes; 3HS, 5HS, DQC, HP, TQC, and FP. When placing new ads, you should use the U UDAC; the only exception is if you place a Legacy UDAC to ensure revenue is maintained. When placing Legacy UDACs, they must be in the UDAC family noted above.

If you are placing Legacy UDACs, you will use the ad specification points (pts) for the ad size referenced in the tables that provides the Simplified U UDACs.

- Examples: if you are placing a 3HWP, you would use the points for the 3HSU to build your ad to size. If you are placing a DQCWP, you would use the points for the DQCU to build your ad to size. The reference to the table is only to ensure you are using the correct points (pts).

Important: If you want color or artwork, you will need to use a UDAC that allows color or artwork when placing Legacy UDACs.

Reminder: When building Legacy ads, you need to ensure you are following the guidelines for that specific UDAC; unlike the Simplified UDACs, Legacy UDACs do not provide the ability to create the ad with any feature, Legacy UDACs have to be created based on the UDAC offering art, color, or white knockout.

Note: We will do everything possible to match what is provided. However, due to applications, color, and font differences some minor adjustments could be made to the final layout/look.



## White Pages

### Facts about White Pages ads:

- All business customers receive a listing with light type in the White Pages. They arrange this with the local phone company.
- Local phone companies are the only ones who can create a listing in our White Pages. Thryv cannot create a White Pages listing. We can only enhance the listing that the customer already has.
- Unlike the Yellow Pages, we cannot sell an RGL (Light Type - Regular listing) in the White Pages.
- If the customer wants any type of advertising (enhancement) beyond a listing with light type, the customer must pay for that advertising through Thryv.
- A 30% Black (aka Greyscale) Highlight feature can be added to many of the White Pages ads.
- The address always appears in light type, upper, and lower case.

### White Page Product Specifications- Space Ads

- All Simplified (U UDACs) ads have 30% Black Highlight. Legacy UDAC have 30% Black Highlight based on the UDAC offering greyscale. If the Legacy UDAC states highlight, it will be greyscale. "HS" white page ads do not offer greyscale, "HH" white page ads offer the greyscale.
  - Use black and white and greyscale only in White Page Ads.
  - There should be no RGB or CMYK files.
  - Customer logos that usually have color applied must be converted to greyscale.
- Minimum font size is 6pt.
- Finding Line is Optional.
- Address line is optional.
- Internet addresses are acceptable in place of physical addresses.
- Artwork is allowed; art must be black, white and shades of grey only – must use UDAC that allows for artwork.
- Phone numbers and web addresses should only be set as text and not as artwork.
- Phone numbers may not appear in a reverse box.
- Only 1 piece of artwork is allowed per ad – must use UDAC that allows for artwork.
- Credit Card logos are allowed as art pieces. They can be combined into one art piece.
- We will do everything possible to match what is provided. However, due to applications, color, and font differences some minor adjustments could be made to the final layout/look.
- Display style ad not allowed for white page in-column UDACs. It is only available for pub 913 using W6DA.
- Display style ad is not allowed using simplified white page in-column UDACs.



## Simplified White Page UDACs

			2 Column Specs	3 Column Specs (Louisiana Dirs. Only)	4 Column Specs	2 Column Specs Pubco 520, 557, 558 794, 822, 913 & 921*	3 Column Specs (Louisiana Dirs. Only) Pubco 794, 822 & 913*	4 Column Specs Pubco 520, 557, 558 794, 822, 913 & 921*
UDAC**	Description	Color	W x H in points	W x H in points	W x H in points	W x H in points	W x H in points	W x H in points
WBLNU	Bold Listing	Black	N/A	N/A	N/A	N/A	N/A	N/A
WELU	Extra Line	Black	N/A	N/A	N/A	N/A	N/A	N/A
WBELU	Bold Extra Line	Black	N/A	N/A	N/A	N/A	N/A	N/A
W3HSU	1 1/2" Inch Space Listing Greyscale-Simplified	Greyscale	190 x 108	168 x 108	126 x 108	190 x 81	168 x 81	126 x 81
W5HSU	2 1/2" Inch Space Listing Greyscale-Simplified	Greyscale	190 x 180	168 x 180	126 x 180	190 x 153	168 x 153	126 x 153
W3HCU	1 1/2" Inch Space Listing Greyscale-Simplified (Caption)	Greyscale	190 x 108	168 x 108	126 x 108	190 x 81	168 x 81	126 x 81
W5HCU	2 1/2" Inch Space Listing Greyscale-Simplified (Caption)	Greyscale	190 x 180	168 x 180	126 x 180	190 x 153	168 x 153	126 x 153
WDQCU	Double Quarter Column-Simplified	Black or Greyscale	392 x 144	341 x 174	255 x 174	392 x 144	341 x 174	255 x 174
WHPU	Half Page-Simplified	Black or Greyscale	392x 288	514 x 354	514 x 354	392 x 288	514 x 354	514 x 354
WFPU	Full Page-Simplified	Black or Greyscale	392 x 576	514 x 354	514 x 705	392 x 576	514 x 354	514 x 705

\*For pub codes 520, 557, 558, 794, 822, 913 & 921 for in-column ads, please do not submit the listing information; this information will pull from the Thryv system. If this information is submitted on the copy sheet it will not override our system guidelines; the listing information will still pull for the Thryv system. \*\*Display style ad is not allowed using simplified white page in-column UDACs.



## Legacy WhitePageUDACs

	2 columns				
Pub Code	622 & 766	542 & 773	682 & 694	569, 626, 651, 668, 687, 883	520, 521, 558 794, 822, 913 & 921*
UDAC**/***/****	W x H in points	W x H in points	W x H in points	W x H in points	W x H in points
W1HS/W1HH	N/A	N/A	N/A	N/A	N/A
W3HS/W3HH	N/A	N/A	190x108	190x108	190 x108
W4HS/W4HH	N/A	N/A	190x144	190x144	190 x 144
W5HS/W5HH	N/A	N/A	190x180	N/A	N/A
W6HS/W6HH	N/A	N/A	190x216	190x216	190 x 216
W8HH/W8HH	N/A	N/A	190x288	190x288	190 x 288
W6DA	W6DA is a display style ad, sequenced alphabetically and only available for pub 913. Art will print as supplied. Listing information is not pulled into the ad like the other in-column UDACs				190 x 216
	3 columns (Louisiana Directories only)				
Pub Code	622 & 766	542 & 773	682 & 694	569, 626, 651, 668, 687, 883	520, 521, 558 794, 822, 913 & 921*
UDAC**/***/****	W x H in points	W x H in points	W x H in points	W x H in points	W x H in points
W1HS/W1HH	168 x 54	168 x 54	N/A	N/A	N/A
W3HS/W3HH	168 x 108	168 x 108	168 x 108	168 x 108	168 x 81
W4HS/W4HH	168 x 144	168 x 144	168 x 144	168 x 144	168 x 121
W5HS/W5HH	168 x 180	168 x 180	168 x 180	168 x 180	N/A
W6HS/W6HH	168 x 216	168 x 216	168 x 216	168 x 216	168 x 189
W8HS/W8HH	168 x 288	168 x 288	168 x 288	168 x 288	168 x 261
W6DA	W6DA is a display style ad, sequenced alphabetically and only available for pub 913. Art will print as supplied. Listing information is not pulled into the ad like the other in-column UDACs				168 x 216
	4 columns				
Pub Code	622 & 766	542 & 773	682 & 694	569, 626, 651, 668, 687, 883	520, 521, 558 794, 822, 913 & 921*
UDAC**/***/****	W x H in points	W x H in points	W x H in points	W x H in points	W x H in points
W1HS/W1HH	126 x 54	126 x 54	N/A	N/A	N/A
W3HS/W3HH	126 x 108	126 x 108	126 x 108	126 x 108	126 x 81
W4HS/W4HH	126 x 144	126 x 144	126 x 144	126 x 144	126 x 121
W5HS/W5HH	126 x 180	126 x 180	126 x 180	126 x 180	N/A
W6HS/W6HH	126 x 216	126 x 216	126 x 216	126 x 216	126 x 189
W8HS/W8HH	126 x 288	126 x 288	126 x 288	126 x 288	126 x 261
W6DA	W6DA is a display style ad, sequenced alphabetically and only available for pub 913. Art will print as supplied. Listing information is not pulled into the ad like the other in-column UDACs				126 x 216

\* For pub codes 520, 557, 558, 794, 822, 913 & 921 for in-column ads, please do not submit the listing information; this information will pull from the Thryv system. If this information is submitted on the copy sheet it will not override our system guidelines; the listing information will still pull for the Thryv system. \*\*UDACs ending in H allow for the use of greyscale (30% Black Highlight). \*\*\*We will do everything possible to match what is provided. However, due to applications, color, and font differences some minor adjustments could be made to the final layout/look. \*\*\*\*Display style ad not allowed for white page in-column UDACs. It is only available for pub 913 using W6DA.



## Legacy White Page Display and Specialty

	2 columns				
Pub Code	622 & 766	542 & 773	682 & 694	569, 626, 651, 668, 687, 883	520, 521, 558 794, 822, 913 & 921*
UDAC**/**	W x H in points	W x H in points	W x H in points	W x H in points	W x H in points
WBAN/WBANH	N/A	N/A	392 x 72	392 x 72	392 x 72
WPCB/WPCBH	144 x 180	N/A	144 x 180	144 x 180	144 x 180
WPHP/WPHPH	392 x 288	392 x 288	392 x 288	392 x 288	392 x 288
WPFP/WPFPH	392 x 576	392 x 576	392 x 576	N/A	N/A
	3 columns (Louisiana Directories only)				
Pub Code	622 & 766	542 & 773	682 & 694	569, 626, 651, 668, 687, 883	520, 521, 558 794, 822, 913 & 921*
UDAC**/**	W x H in points	W x H in points	W x H in points	W x H in points	W x H in points
WPCB/WPCBH	168 x 148	168 x 148	168 x 148	168 x 148	168 x 148
WPHP/WPHPH	514 x 354	514 x 354	514 x 354	514 x 354	514 x 354
WPFP/WPFPH	514 x 705	514 x 705	514 x 705	N/A	N/A
	4 columns				
Pub Code	622 & 766	542 & 773	682 & 694	569, 626, 651, 668, 687, 883	520, 521, 558 794, 822, 913 & 921*
UDAC**/**	W x H in points	W x H in points	W x H in points	W x H in points	W x H in points
WBAN/WBANH	514 x 72	514 x 72	514 x 72	514 x 72	514 x 72
WPCB/WPCBH	126 x 148	126 x 148	126 x 148	126 x 148	126 x 148
WPHP/WPHPH	514 x 354	514 x 354	514 x 354	514 x 354	514 x 354
WPFP/WPFPH	514 x 705	514 x 705	514 x 705	N/A	N/A

\*For pub codes 520, 557, 558,794, 822, 913 & 921 for in-column ads, please do not submit the listing information; this information will pull from the Thryv system. If this information is submitted on the copy sheet it will not override our system guidelines; the listing information will still pull for the Thryv system. \*\*UDACs ending in H allow for the use of greyscale (30% Black Highlight). \*\*\*We will do everything possible to match what is provided. However, due to applications, color, and font differences some minor adjustments could be made to the final layout/look.



## White Page- Listings

LSAUDAC	UDAC Description
WBEL	White Page Bold Extra Line
WBLN	White Page Bold Name and Number
WFL	White Page Featured Listing
WFLH	White Page Feature Listing - Greyscale
WFLT	White Page Feature Listing Bold Number
WFN	White Page Feature Listing Name Only
WFNNH/WFNBY	White Page Feature Bold Name & Number- Greyscale
WSBL	White Page Superbold Name
WSBLN	White Page Superbold Name & Number





## Trade

Common UDACs: TM, TMU, TMKU, TMSU, CTMSU

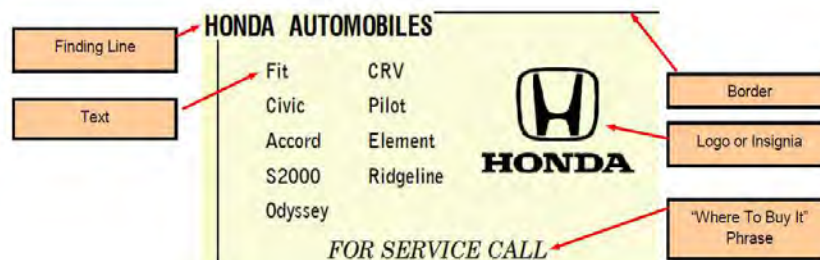
- EPS/PRF should be submitted from finding line to the where to buy line.
- Trade caption should not be included with the artwork.  
(Caption lines on order are pulled to the pages at extract to appear under the art supplied)
- The “Where To Buy It” phrase should not be the same as the caption text

		2 Column	3 Column
LSA UDAC*	UDAC Description	W x H in points	W x H in points
TM/TMU	Trademark	190 x 72	170 x 72
TMKU*/TMSU**	Trademark w/ knockout	190 x 72	170 x 72
CTM	Custom Trademark	190 x 144	170 x 144
CTMSU*/CTMWP**	Custom Trademark w/ knockout	190 x 144	170 x 144

\*We will do everything possible to match what is provided. However, due to applications, color, and font differences some minor adjustments could be made to the final layout/look. \*\*Make sure to place white knockout listing UDACs if you are placing a white knockout trademark.

## Trademark

- TMKU and TMSU have White backgrounds (knockout)
- Black finding line and rule lines
- Up to three spot colors allowed for text
- Only text and/or logo may appear in color
- Body Copy: text is placed under the finding line to the left of the logo
- "Where to Buy" line must appear in black





## Custom Trademark

- White background ad (knockout)
- Black finding line and rule lines
- Up to three spot colors allowed for text
- Only text and/or logo may appear in color
- Body Copy: text is placed centered below the logo
- "Where to Buy" line must appear in black



## Body

- Internet or E-Mail address may be part of the ad text. Text can be placed below, right, or left of the logo depending on where the logo is placed.
- Text can be above the art as long as it is submitted as part of the logo.
- Italics, bullets, dots, slash marks, and other forms of emphasis are permitted in text.
- Caps, dashes, virgules (slashes), asterisks, and conventional punctuation are allowed.
- Text can be omitted
- Text must be set horizontal.
- Directional information is permitted.
- Symbols - register mark, the trademark, and the copyright mark can be used in connection with a logo.
- The logo may be a line drawing, solid black reverse or screened with a maximum of 85 lines per inch. Small reverse type, less than 8 points, will not print clearly.
- Photos of people, places and things may be in the trademark logo.
- Supply camera ready art
- Spot color screens are permitted within the range of 10% to 99%.
- Telephone number and an Internet address may appear within the logo if it is an integral part of the logo/trademark design.



## Trade Listings

Not all items are in all directories.

The UDACs ending in “K” are the white knockout UDAC and should only be used with a white knockout trademark.

LSAUDAC	UDAC Description
TAL/TALK	Alternate Call
TBEL	Bold Extra Line
TBLN/TBLNK	Bold- Name and Number
TE	Extra Line
TN	Trade Name
TNAL	Trade Name Alternate Call
TNE	Trade Name Extra Line
TSL/TSLK	Semi Bold Name
TSTLN/TSCLK	Bold Name and Number- used with Unit Trade Program

## Simplified Trade

See specs above

LSAUDAC	UDAC Description
CTMSU	Custom Trademark
TMSU	Trademark



## Awareness

All Awareness items require a reservation prior to the item being placed on the order. Please see the Awareness/Limited Inventory Reservations Requirements document on the CMR Connection. The document is located on the Awareness/Limited Inventory page.

### Reservations

CMR must check inventory availability PRIOR to selling these products.

### Publishing Specifications

All existing publishing specifications apply.

#### Priority Placement Advertising- PPLP and PPLPU

Sold at a specific heading		2 Column	3 Column
LSA UDAC	UDAC Description	W x H	W x H
PPLP/PPLPU	Priority Placement Unlimited	190 x 289 pts	170x 289 pts

PPLPs use a distinct double border, the border for the PPLP should be created using a 6-pt. rule with a 1 pt. rule inside of it. The Border is set black as default but may be 1-2 different colors as requested.



## Covers- OBC with Mailing Area

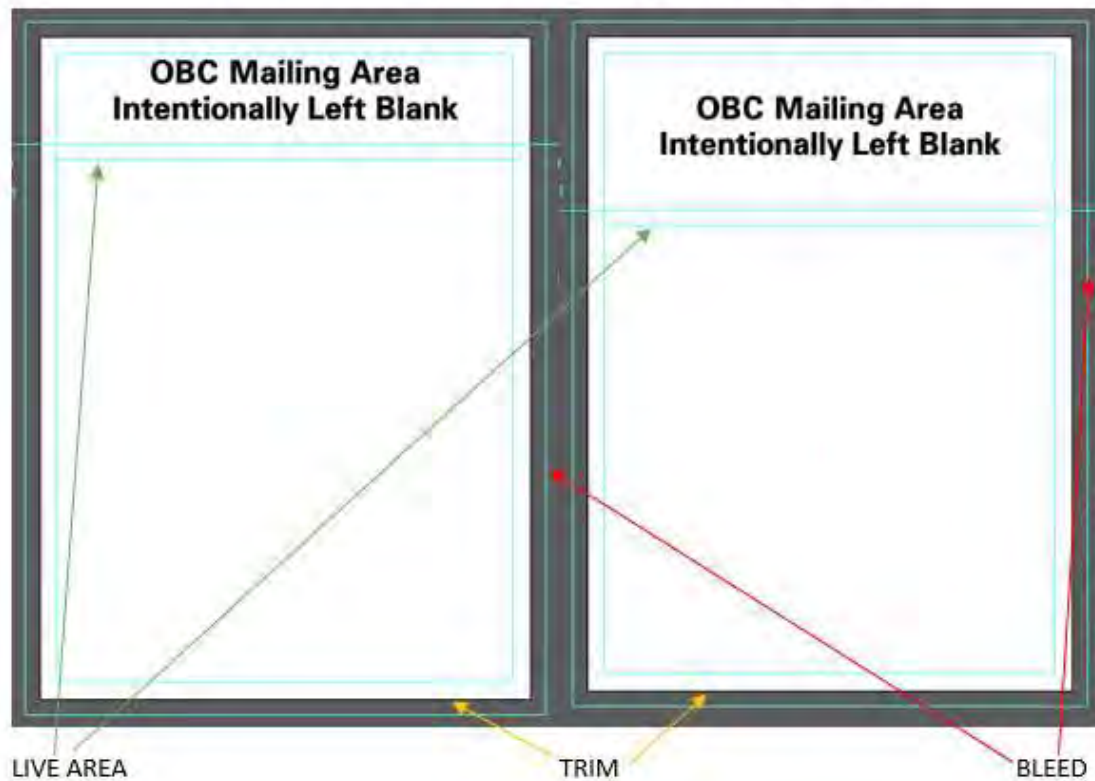
2 Column			
Product	Live	Trim	Bleed
OBC	5.4375 x 6.7189 in 391.5 x 483.76 pts	6 x 7.25 in 432 x 522 pts	6.5 x 7.5 in 468 x 540 pts
3 Column- New Standard			
Product	Live	Trim	Bleed
OBC	7.4375 x 8.53 in 535.5 x 614.16 pts	8 x 9.0625 in 576 x 652.5 pts	8.5 x 9.312 in 612 x 670.5 pts
3 Column-Exception OBC			
Product	Live	Trim	Bleed
OBC	7.4375 x 7.4054 in 535.5 x 533.19 pts	8 x 7.9375 in 576 x 571.5 pts	8.5 x 8.1875 in 612 x 589.5 pts

The exception OBC is only for the following specified 8 X 10.8125" directories that required a larger mailing area per the United States Postal Service requirements.

Exception Directories		
Directory Number	Directory Name	Trim Size
6295	Greater Los Angeles & Surrounding Area	8 x 10.8125
8260	Denver	8 x 10.8125
12677	Central Florida/Orlando	8 x 10.8125
18887	Chicago	8 x 10.8125
38473	Twin Cities West Metro- Minneapolis	8 x 10.8125
45498	Las Vegas	8 x 10.8125
45740	Reno Sparks	8 x 10.8125
48050	Albuquerque	8 x 10.8125
63968	Greater Pittsburgh	8 x 10.8125
72826	San Antonio	8 x 10.8125
81160	Greater Milwaukee	8 x 10.8125

This visual shows the difference between the Standard and Exception directory mailing label area.

### Small Mailing Area vs Large Mailing Area



#### OBC Specifications:

- All-important content should be kept within the live area (text, logo, faces in photos, etc.).
- Background images and colors should extent to the bleed to prevent unintended white space after trim.
- OBC ad must stop at “upper bleed line” shown on template above. The area above the OBC is for the delivery address and postage to be applied. The mailing area appears on all book sizes.
- New Standard OBC mailing area is 1.75” tall for both 6 x 9 and 8 x 10.8125-inch trim size directories.
- Exception OBC mailing area for 11 exception directories (all are 8 x 10.8125” trim size) is 2.875” tall. Exception directories have a 0.7” spine or greater.
  - Note: should directories be merged, growing the size, this will need to be taken into consideration; conversely, if the spine shrinks below 0.7” the directory would no longer require an Exception OBC.



## Covers- IBC and IFC

2 Column			
Product	Live	Trim	Bleed
IBC and IFC	5.4375 x 8.4375 in 391.5 x 607.5 pts	6 x 9 in 432 x 648 pts	6.5 x 9.5 in 468 x 684 pts
3 Column			
Product	Live	Trim	Bleed
IBC and IFC	7.4375 x 10.25 in 535.5 x 738 pts	8 x 10.8125 in 576 x 778.5 pts	8.5 x 11.3125 in 612 x 814.5 pts

## Front Cover Banner Ad-FCB

Front Cover Banner	
Directory Size	
2 Column	4.8889 x 1.3889 in 352 x 100 pts
3 Column	7.125 x 1.5 513 x 108 pts

## Front Cover- Corner Ads

2 Column			
Product	Live	Trim	Bleed
Front Cover Corner (SNP)	1.7153 x 1.7153 in 123.5 x 123.5 pts	2.2778 x 2.2778 in 164 x 164 pts	2.7778 x 2.7778 in 200 x 200 pts
3 Column			
Product	Live	Trim	Bleed
Front Cover Corner (SNP)	2.1875 x 2.1875 in 157.5 x 157.5 pts	2.75 x 2.75 in 198 x 198 pts	3.25 x 3.25 in 234 x 234 pts

Spine- please email [nationaldpc@thryv.com](mailto:nationaldpc@thryv.com) to get the exact specs based on the directory size.

### Product Overview: Spine Advertising

- ❑ Available for all directories with a spine thickness of at least .25" or 18pt.
- ❑ Standard ad width is 5" or 360pt.
- ❑ Ad height is based on thickness of directory spine.
- ❑ Minimum ad height is .125" or 9pt.
- ❑ If a directory is estimated to be less than .25" thick, it cannot support a Spine ad.



### Tipons- Magnetic FTM/FTS

FTS are no longer being sold in 6 x 9 directories.

UDAC	Live	Trim	Bleed
FTM	3.25 x 3.25 in 234 x 234 pts	3.5 x 3.5 252 x 252 pts	3.75 x 3.75 in 270 x 270 pts
FTS	1.75 x 3.25 in 126 x 234 pts	2 x 3.5 144 x 252 pts	2.25 x 2.25 in 162 x 270 pts

### Tipon-PaperFTC

UDAC	Live	Trim	Bleed
FTC	3.25 x 3.25 in 234 x 234 pts	3.5 x 3.5 252 x 252 pts	3.75 x 3.75 in 270 x 270 pts

### Tabs- flush cut tabs

2 Column			
Product	Live	Trim	Bleed
Tab	5.375 x 8.375 in 387 x 603 pts	6 x 9 in 432 x 648 pts	6.5 x 9.5 in 468 x 684 pts
3 Column			
Product	Live	Trim	Bleed
Tab	7.375 x 10.1875 in 531 x 733.5 pts	8 x 10.8125 in 576 x 778.5 pts	8.5 x 11.3125 in 612 x 814.5 pts





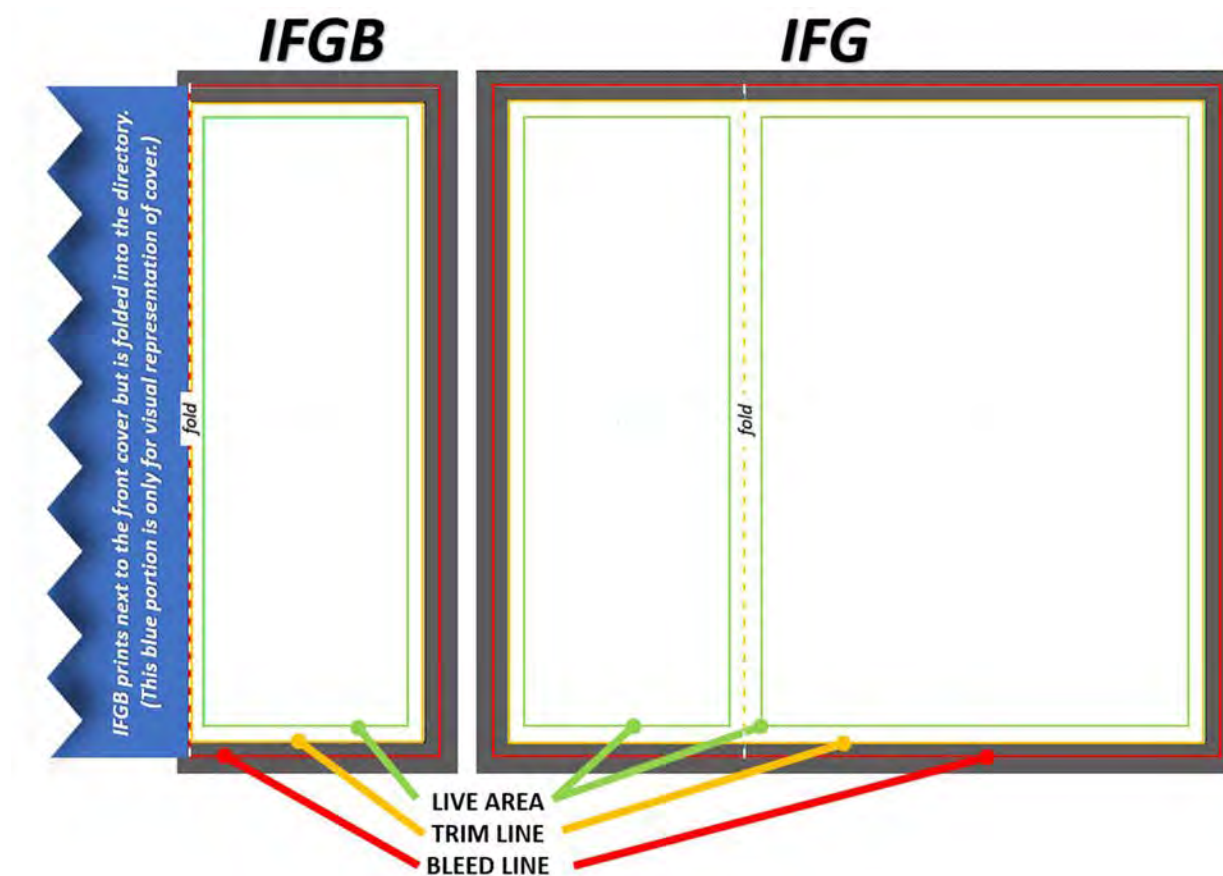
## Tabs- Perforated

2 Column			
Product	Live	Trim	Bleed
Perforated Tab	5.125 x 8.375 in 369 x 603 pts	5.75 x 9 in 414 x 648 pts	8.9375 x 9.5 in 643.5 x 684 pts
Perforated Foldout	2.0625 x 8.375 in 148.5 x 603 pts	2.6875 x 9 in 193.5 x 648 pts	
3 Column			
Product	Live	Trim	Bleed
Perforated Tab	7.125 x 10.188 in 513 x 733.5 pts	7.75 x 10.8125 in 558 x 778.5 pts	10.9375 x 11.3125 in 787.5 x 814.5 pts
Perforated Foldout	2.0625 x 10.188 in 148.5 x 733.5 pts	2.6875 x 10.8125 in 193.5 x 778.5 pts	



## Gatefold-IFG and IFGB

2 Column			
Product	Live	Trim	Bleed
Gatefold Cover	9.1 x 8.4375 in 655 x 607 pts	9.75 x 9 in 702 x 648 pts	10.25 x 9.5 in 738 x 684 pts
Gatefold Foldout	3.4375 x 8.4375 in 247 x 607 pts	4 x 9 in 288 x 648 pts	4.5 x 9.5 in 324 x 684 pts
3 Column			
Product	Live	Trim	Bleed
Gatefold Tab	11.19 x 10.25 in 806 x 738 pts	11.75 x 10.8125 in 846 x 778 pts	12.25 x 11.3125 in 882 x 814 pts
Gatefold Foldout	3.4375 x 10.25 in 247 x 738 pts	4 x 10.8125 in 288 x 778 pts	4.5 x 11.3125 in 324 x 814 pts





The Inside Front Gatefold Cover product is a four-color multi-purpose advertisement. The product consists of both the Inside Front Cover ad space as well as a gatefold section that extends (folds out) from the face edge of the directory's front cover.



The **IFGB** is not seen in this example since it's folded inside the directory.



The **IFG** and **IFGB** appearance in relation to each other when it's folded.



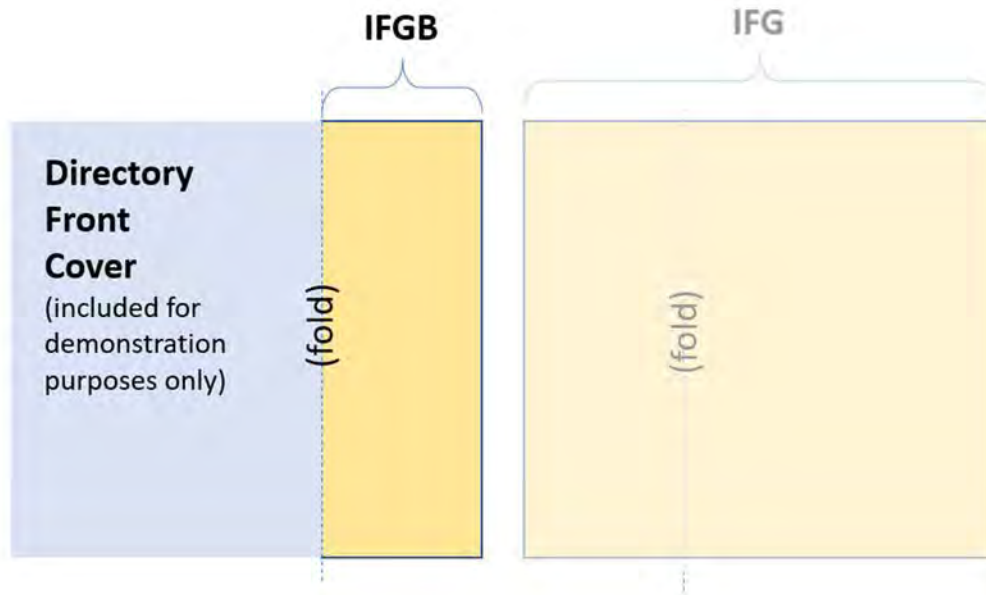
The **IFGB** appearance in relation to the front cover when it's unfolded.



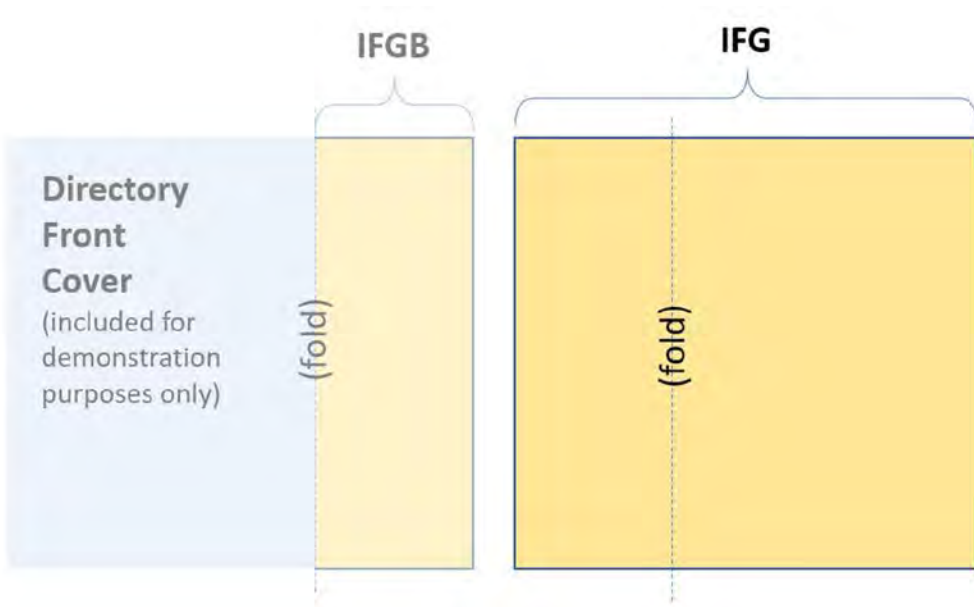
The **IFG** appearance when it's unfolded.

The IFGB and IFG are separate UDACs and will be worked as separate ads.

- IFGB: Inside Front Gatefold-Back (part of the front cover)



IFG: Inside Front Gatefold and Inside Cover Flap





# Thryv

# Ad Creation Guidelines

This next section provides details on ad creation.



## Thryv Ad Creation Guidelines

Below are the guidelines that need to be followed when ads are created in order to ensure that ads meet content requirements. Ad size specification can be found in the above sections; please ensure to use the correct section for DEX, SPR or YP.

### ARTWORK GUIDELINES FOR DISPLAY ADS

#### Photos/Photo Elements/Raster Images

- Photos must have a minimum resolution of 200 DPI (maximum 400 DPI), sized to 100%.
- Line art and/or logos are preferred to be saved at 400 DPI: 200 DPI, minimum.
- Bitmap art should be at least 400 dpi.
- The minimum photo size that can be placed into an ad is 54pt. x 54pt (¾ inch by ¾ inch.)
- Smaller photos should not be enlarged. If photos / raster images are provided for use in Display ads that are too small, a query should be set to request a better-quality art source.

#### Ink Density

- The maximum ink density for Display Ads is 220%.

#### Screens and Screen Backgrounds

- Flat screens must be within the 10% to 80% tonal range.
- Gradient screens can be within the 0.01% to 100% tonal range.
- When placing positive type over a screened background, the background must be no darker than 30% to ensure readability. (20% is preferred.)

#### Line Rule Restrictions

- ½pt. and 1pt. line rules should be set in black ink only.
- 2pt. and 3pt. line rules are restricted to black or 2-color process color builds only.
- Line rules wider than 3pt. may be built using 4-color process color builds.

### COLOR GUIDELINES

#### Color Specifications

- All files must be provided in CMYK format.
- Ensure that the ink density for solid areas is below 220.

Pantone colors are not allowed. If Pantone colors are used in client-supplied art, they will be converted to their CMYK equivalent.

#### Process Color Ads

The guidelines below outline process color usage rules.

- There is no restriction on the number of colors used.
- Color-to-color blends are permitted.



## ARTWORK GUIDELINES FOR AWARENESS ADS

### Photos/Photo Elements/Raster Images

- Photos must have a minimum resolution of 300 DPI (maximum 600 DPI), sized to 100%.
- Line art and/or logos are preferred to be saved at 600 DPI: 300 DPI, minimum.
- Bitmap art should be at least 600 dpi.

### Ink Density

- The maximum ink density for Awareness Ads is 290%.

## COLOR GUIDELINES

### Color Specifications

- All files must be provided in CMYK format.
- Ensure that the ink density for solid areas is below 290

Pantone colors are not allowed. If Pantone colors are used in client-supplied art, they will be converted to their CMYK equivalent.

### Process Color Ads

The guidelines below outline process color usage rules.

- There is no restriction on the number of colors used.
- Color-to-color blends are permitted.

### Additional Notes on Spot and Process Color

The guidelines below outline additional color usage rules.

- All colors may be used in screens from 10% to 90%.
- Only 100% black (K) should be used when black is needed. Never use a 4-color mix of black, such as C 98, M 97, Y 93, K 99.

## DIRECTORY AD DESIGN

The following information applies to general ad design guidelines for creating yellow page display advertising.

### Design Element Restrictions

The following design elements may not be included within White or Yellow Pages advertising.

- Graphic elements that give the appearance to be a coupon or discount offer that must be clipped from the directory to be redeemed.
- Dashed borders encompassing text that appears to be an offer or discount that must be clipped from the directory.
- The use of scissor icons or similar graphic illustrations giving the impression the ad must be clipped from the directory.



### In Ad Offers

- Any in-ad offer should use the phrase Merchant reserves the right to cancel coupon at any time. If the phrase does not fit and an expiration date is used, the CMR holds all responsibilities for updating the expiration date every publication.
- Please make sure nothing about the offer in the ad incentivizes the end user to cut it out and bring it in to receive the offer.
- There should be no reference to the offer being valid for the directory publication, or any reference to being valid a specific number of months from the date on the directory.

### Borders

- Ad areas may be defined by solid or screened color, or photograph backgrounds.
- Borders may be made with color as allowed per the UDAC. When a mixed or process color is used, the border must be at least 2 pt. wide.
- Type, either positive or reverse, may be used as a border to enclose an ad. However, the text must be an obvious part of the ad within constraints of the UDAC size to avoid confusion with another ad's space.
- Borders may be broken by text or graphics to enhance the design. When using artwork or text to break a border on a knockout ad, the space between the border and the defined ad space must be filled with 30% yellow.
- Segmented ads must contain an unbroken border encompassing the entire ad space.
- Freeform borders are allowed. The border need not be rectangular in shape or follow the perimeter of the ad space. However, it must touch three side of the allotted ad space. Additionally, when using a freeform border on a knockout ad, the space between the border and the defined ad space must be filled with 30% yellow. However, the ad's border is defined, it must be clear that the ad space belongs to that specific advertiser and cannot be confused with adjacent advertising.

### Ad Backgrounds

All display ads must contain the actual background color as part of the electronic file. The background color must be reflective of the ad as it will print in the published directory.

- Yellow background (YB) ads must contain the yellow background color (30% yellow) in the ad file.
- White background (KO) ads must contain the white background color in the ad file.
- When allowed per the UDAC, the background of the ad may contain full color, screened color, or artwork/photos.
- Knockout ads with spot color must have some white reflected in the ad.
- Process ads are not required to have white showing through the background of the ad.





## TYPE GUIDELINES

### Type Restrictions

- Light type styles, thin line rules, type with serifs and type below 8pt. are restricted to one of the four process colors (CMYK).
- Minimum font size for black type is 6pt.
- Type set between 9pt. and 12pt. must be built from no more than two process colors.
- Type 12pt. and larger may be built using 4-color process color builds, though the preference is that only 3-color builds be used whenever possible.
- Reverse type must be at least 10pt. and must be reversed on a background area of at least 50% tonal value.
- Reverse type set over a multi-color build should be a minimum of 12pt. San-Serif or 14pt. Serif

### Serif Fonts

- Serif typefaces are identified by the caps or “feet” at the end of each stroke.
- Be aware of thin lines in Serif type as they will fill in or drop out when reversed, screened, or printed in color.
- Minimum of 8 pt. (vertically un-scaled).
- There are no maximum font size restrictions.
- It is not recommended to use Serif type in reversed or screened areas. If used on a single-color background, the minimum type size is 10 pt., bold, or 12 pt. bold when reversed out of a multi-color build.

### Sans Serif Fonts

- San Serif typefaces do not have “feet.”
- Minimum of 6 pt. (vertically un-scaled).
- Minimum of 8 pt. bold (vertically un-scaled), if used in single-color, reversed, or screened areas.
- Minimum of 10 pt. bold (vertically un-scaled), if used in multi-color, reversed, or screened areas.
- There are no maximum font size restrictions.

### Script Fonts

- Script typefaces replicate cursive handwriting or calligraphy.
- Be aware of thin lines in script typestyles as they will fill in or drop out when reversed, screened, or printed in color.
- Minimum of 10 pt. (vertically un-scaled).
- There are no maximum type size restrictions.
- It is not recommended to use script fonts in reversed or screened areas. If used, the minimum type size is 12 pt., bold.
- It is not recommended to use script type in all capital letters.



## Color Text Guidelines

The guidelines below outline the color usage rules as they apply to text. The rules for minimum point sizes in various scenarios follow.

- Type appearing in a single color or 2-color build, on a yellow or white background, must be a minimum of:
  - 6 pt. bold, Sans Serif.
  - 10 pt. bold, Serif.
- Type appearing in a 3 or 4-color build, on a yellow or white background, must be set at a minimum size of:
  - 10 pt. bold, Sans Serif.
  - 12 pt. bold, Serif.

## Black Text on a Color Background

- When black sans serif text appears on a background of any color, the minimum point size is generally 6 pt.
- When the background color is black screen of any percentage, the minimum point size is 10.
- Serif and script type should not be used at 6 pt. on a color or screened background.

## Color Text on a Solid Background of another Color

- When color text appears on a solid background of any color, the minimum point size is 10 pt.
- Keep in mind that some colors used together are not legible (such as red on black or light brown and light orange.)

## Text on a Screened Background

- When color text appears on a screened background of the same color, the minimum point size is 10 pt.
- All screens used as a background for positive type must be in the 10%–30% tint range.
- All screens used with reversed type must be in the 50%–85% range.
- Sans-serif typestyles used over a screened background must be a minimum of 8 pt. bold.
- Reverse, sans-serif typestyles on a screened background must be a minimum of 10 pt. bold.
- Serif typestyles are not recommended on screened backgrounds, but if used must be a minimum of 10 pt., bold and carry a minimum 1 pt. line thickness at the thinnest area of the character.
- Reverse, serif typestyles are not recommended on screened backgrounds, but if used must be a minimum of 12 pt., bold.



### Angled, Stacked, Vertical or Inverted Type

- In most cases, type may be set at an angle, vertically or stacked. Be aware of the readability of the type.
- Do not invert (set upside down) type, except when used in borders.
- Numeric and alpha characters used in phone numbers, including the area code, must always be set upright.
- Phone numbers may be set at an angle up to but no greater than 50° to ensure readability is maintained.

### Drop Shadow Type

- Minimum of 18 pt. (vertically un-scaled) for type with a drop shadow.
- Any drop shadow that is a different color than the text, to which it is applied, must be offset by at least 2 pt. (The drop shadow must be 2 pt. at its narrowest point.)

### Outlined Type

- Minimum of 14 pt. (vertically un-scaled) for type with an outline applied.

### Type Stroke Width

- When selecting the correct font for a display ad, point size typically comes to mind. The stroke width of the typeface **MUST** also be considered. Stroke width is the line thickness of the vertical, horizontal lines and serif elements that make up each type character.
- For best reproduction, a minimum 1 pt. stroke width should be used within a type character. This is particularly important when the type is screened or reversed.

### Type over Photos or other Color Images General Rule

- Always place type over areas where it is legible. Do not place white type over light areas or dark type over dark areas of the color or photo image.

### Type Placed Over Photos

The following outlines the minimum sizes for black, color and reversed type when placed over a typical photo image and one that has been “veiled” or lightened.

- Black type over a typical photo image
  - Serif - Minimum 12 pt. bold
  - San Serif - Minimum 10 pt. bold
- Color type over a typical photo image
  - Serif - Minimum 14 pt. bold with a 1 pt. black or a 1.5 pt. white outline
  - San Serif - Minimum 12 pt. bold with a 1 pt. black or a 1.5 pt. white outline



- When color type is placed over a photo image that has been “veiled” or lightened to a 10%-30% tonal range.
  - Serif - Minimum 12 pt. bold.
  - San Serif - Minimum 10 pt. bold.
  - Outlined type is not required when minimum type sizes are applied to a 10% - 30% tonal range.
- Reversed type over a photo image
  - Similar to specs for placing reverse type over flat screens, any time reversed type is placed over a photo image, the area of the photo the type is being placed MUST be at least a 50% tonal range to ensure enough contrast for type readability. When reversed type is placed over a photo image that contains at least a 50% or higher tonal range:
    - Serif - Minimum 12 pt. bold
    - San Serif - Minimum 10 pt. bold
    - Note: Enhancing black, color or reversed type with black or white outline will always improve readability.

#### Non-English Characters

- Non-English characters can be used in display advertising. If the characters cannot be recreated, the characters should be provided as outlined line art (EPS) by the customer. An English translation must accompany any non-English ad and be submitted with the copy sheet.

#### SCREENS AND GRADIENTS

##### General Specifications

- Flat screens and gradients must be within a 10%– 85% range.
- When using a flat screen as a background, a minimum 15% screen is required for best reproduction. A 10% flat screen will not print with reliable consistency. A 10% screen should only be used to create special effects in gradient treatments.

Use caution when designing color to color gradients; improper color choices may result in poor reproduction on press.

##### When to Use 100% Black

- 100% black will always overprint.
- Any areas of black color that are placed over a background of “yellow page” (generally 30% yellow), or white “knockout” should be set at 100% black.
- Generally, 100% black should be used for black text, regardless of background color. (See text exception, below.)



## When to Use 99% Black

- 99% black will always knock out the color under it.
- When a large area of black is placed over any color background other than 30% yellow or white, 99% black should be used.
  - “Large,” in this context, is defined as an area at least 6 pt. wide.
- Graphic Designers should use best judgment when determining whether to use 99% or 100% black.
- The impact of not using 99% black should always be considered when placing a black graphic element over top of any sized section of color. Failure to use 99% black when appropriate will cause the black elements to appear “muddy” when printed in the directory.
- 99% black should only be used on text that is 28 pt. or larger, and then only if it crosses over two or more-color areas (including 30% yellow or white.)

## LOGO GUIDELINES

### Color in Logos

- Customer logos often use very specific colors that are sometimes protected by copyright and/or trademark laws.
- Many logos use PMS colors for color definition. PMS colors tend to be much more saturated than CMYK. For example, a PMS color that is an electric blue won’t have an equivalent in the CMYK color space.
- It is difficult, if not impossible, in directory printing to match many colors exactly.
- Credit cards should not be altered in any way.
- Credit cards should appear on backgrounds that provide enough contrast and readability.
- For best reproduction, color credit cards should not appear smaller than 5/16 inches (or 22 pt.) in width.

## ARTWORK AND ILLUSTRATIONS GUIDELINES

### General Specifications - Illustrations

- A line drawing is an illustration composed of solid lines and open areas without screening or tone gradation.
- Line drawings, illustrations, and maps should be as bold as possible for good reproduction.
- Any line drawing, especially one being reversed, needs a minimum line width of 1 pt.
- Fine line drawings may be in color and must be as bold as possible for good reproduction.
- Images with thin line quality will not print well if a registration problem occurs:
- Illustrations with thicker line quality will catch registration problems and print better than images with finer lines:
- Maps may be in color; however, small type and thin lines do not reproduce well.
- Do not screen line rules or borders narrower than 4 pt. below 40%. 30%, if surrounded by a darker, contrasting color.
- Line rules or borders must be 2 pt. minimum for every color consisting of a 3 or 4-color build.



### Full Color Artwork

- ❑ Full color (process color) artwork is any non-photographic full color image created for use in a knockout display ad.

### Acceptable Artwork

- ❑ Original photo
- ❑ High resolution digital images

### Unacceptable Artwork

- ❑ Polaroid photos
- ❑ Newspaper ads
- ❑ Yellow Pages ads
- ❑ Magazine ads
- ❑ Preprinted brochures
- ❑ Color copies
- ❑ Fax copies
- ❑ Copies from laser printers
- ❑ Images downloaded from the Internet

### Color Images

- ❑ A color image is any full color image originating from a photographic original, artistic rendering, digitally created art or digital image from a digital camera or stock photography source. All process color images must be converted to the CMYK color space before being placed in a yellow page display ad.

### Color Image Sizes

- ❑ Minimum size of a color image is 1/2" x 1/2" or 36 pt. x 36 pt.
- ❑ The subject matter must be appropriate for quality reproduction at the minimum image size.
- ❑ No maximum image size is defined. The color image may extend the entire ad space.
- ❑ There is no maximum number of color images that can be contained within a single ad.
- ❑ Minimum resolution size is 300 DPI.

## STANDARD AND ETHIC GUIDELINES

There are certain standards that apply to all Display Ads:

- ❑ Derogatory statements against any profession, industry or group are not permissible.
- ❑ References to alcoholic or tobacco products are not permissible.
- ❑ Photos depicting nudity, of any kind, are not allowed.
- ❑ Illustrations that depict nudity but do not expose or imply sensitive areas are acceptable.



## COPYRIGHT GUIDELINES

- Illustrations, photos, logos, or any other copyright protected material may not appear in any advertisement without first obtaining written permission from the owner of the protected material.
- Similarly, ads with protected material can only be changed with written permission of the copyright owner.
- Ads from other publishers cannot be copied for use in Thryv Directories. They must be rebuilt in a way that is similar but not identical.

## Authorization and Release

- Advertisers assume primary responsibility to secure appropriate authorization(s) for copyrighted material.
- It is not necessary to obtain written permission in connection with using the names or statements or photographs of those persons appearing in an advertisement who have a direct commercial or ownership interest in that advertiser's business. Photographs of such persons may be used if the advertiser orally represents that it has permission from the photographer.
- The CMR is ultimately responsible for ensuring that the correct forms are in place for the use of copyrighted material.

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## TRADEMARKS

### Trademarks

#### FINDING LINE:

Brand or firm name should be confined to one line if possible. The trademark cut and text should tie in with the brand name. No registration mark, standard mark or TM can appear in the finding line. In bold type with caps.

#### TEXT:

A brief message describing the product or service, or defining dealer and service arrangements - generally limited to 25 words - maximum of 8 lines of text. If finding name overruns the text will only be 7 lines. Cannot contain personal names, telephone numbers or addresses. Bullets may be used. Text is left justified. No text can be placed above the logo. No underlining, decorations or emphasis marks are allowed. Text can appear in blue, green, red or multi colored lines.

#### TRADEMARK OR INSIGNIA:

Must identify the product or service advertised. Must appear to the right of the trademark. Can be red, blue, green or multi colored. Must not exceed the maximum size for the various shapes in the dimension scale for Trademark logo sizes. May be a line drawing, solid black reverse or screened with a maximum 85-line and 50% tone. Logo is accepted on disc.

#### WHERE TO BUY IT PHRASE:

Text is restricted to a one line of no more than 24 characters, spaces or quotes. Will appear centered.  
Can appear in color.

#### CAPTION HEADINGS:

Single line of text to distinguish between types of functions, services or locality.

#### BORDERS:

The top, left hand side and bottom are no more than 1 point border.

### Custom Trademarks

#### FINDING LINE:

Brand or firm name should be confined to one line if possible. The trademark cut and text should tie in with the brand name. No registration mark, standard mark or TM can appear in the finding line. In bold type with caps.

#### TEXT:

A brief message describing the product or service, or defining dealer and service arrangements. Generally limited to 50 words. Maximum of 12 lines of text. If finding name overruns the text will be only 11 lines. Cannot contain personal names, telephone numbers or addresses. Bullets may be used. Text is centered, left justified or right below the logo. The text can be placed above the logo. No underlining, decorations or emphasis marks are allowed. Text can appear in blue, green, red or multi colored lines.

#### TRADEMARK OR INSIGNIA:

Must identify the product or service advertised. Must appear to the right of the trademark. Can be red, blue, green or multi colored. Must not exceed the maximum size for the various shapes in the dimension scale for Trademark logo sizes. May be a line drawing, solid black reverse or screened with a maximum 85-line and 50% tone. Logo is accepted on disc.

#### WHERE TO BUY IT PHRASE:

Text is restricted to one line of no more than 24 characters, spaces and quotes. Will appear centered.

#### CAPTION HEADINGS:

Single line of text to distinguish between types of functions, services or locality.

#### RULES (Borders):

The top, left hand side and bottom are no more than 1 point border. Can appear in color.



## SPACE LISTINGS

## TYPOGRAPHY SPECIFICATIONS

STYLE OF DIRECTORY	3 – COLUMN							
Space Listing Size	1HS	2HS	3HS	4HS	5HS	6HS	7HS	8HS
Maximum Lines of Text in 7 Pt. Type Including Address and Tel. Number Line	5	10	14	N/A	N/A	N/A	N/A	N/A
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size				N/A	N/A	N/A	N/A	N/A
Maximum Depth of Copy (In Points)				N/A	N/A	N/A	N/A	N/A
6 Pt. – All Caps				N/A	N/A	N/A	N/A	N/A
6 Pt. – Caps and Lower Case				N/A	N/A	N/A	N/A	N/A
7 Pt. – All Caps				N/A	N/A	N/A	N/A	N/A
7 Pt. – Caps and Lower Case				N/A	N/A	N/A	N/A	N/A
8 Pt. – All Caps				N/A	N/A	N/A	N/A	N/A
8 Pt. – Caps and Lower Case				N/A	N/A	N/A	N/A	N/A
10 Pt. – All Caps				N/A	N/A	N/A	N/A	N/A
10 Pt. – Caps and Lower Case				N/A	N/A	N/A	N/A	N/A
12 Pt. – All Caps				N/A	N/A	N/A	N/A	N/A
12 Pt. – Caps and Lower Case				N/A	N/A	N/A	N/A	N/A
14 Pt. – All Caps				N/A	N/A	N/A	N/A	N/A
14 Pt. – Caps and Lower Case				N/A	N/A	N/A	N/A	N/A
18 Pt. – All Caps				N/A	N/A	N/A	N/A	N/A
18 Pt. – Caps and Lower				N/A	N/A	N/A	N/A	N/A
Are Cuts Acceptable	NO	NO	NO	N/A	N/A	N/A	N/A	N/A
Placement of Cuts (L-Left, R-Right, C-Center)—				N/A	N/A	N/A	N/A	N/A
Must All Type Be in The Same Family				N/A	N/A	N/A	N/A	N/A
Pt. Size of Finding Line				N/A	N/A	N/A	N/A	N/A
Logo Space if Required	NO	NO	NO	N/A	N/A	N/A	N/A	N/A
Color if Required	YES	YES	YES	N/A	N/A	N/A	N/A	N/A
Knockout Available	NO	NO	NO	N/A	N/A	N/A	N/A	N/A
2 Color Available	YES	YES	YES	N/A	N/A	N/A	N/A	N/A
Process Available	NO	NO	NO	N/A	N/A	N/A	N/A	N/A

## INFORMATIONALS:

- Business name and number will appear in black unless using 1/2/3HSNB, 1/2/3HSNG, or 1/23HSNR then the name and Number will appear in color and the text will be black.
- Text in 1/2/3HSB, 1/2/3HSG, 1/2/3HSM and 1/2/3HSR are in color (1 line to all lines).
- No logos are accepted in informational ads.
- Text is not confined to a specific number of characters as different letters count larger (*example: M counts as 1.5 characters*)
- Leader dots are available on an additional address line in the text only if this line is directly above the main address line.
- The address and telephone number on the order must be the last line in the informational ad.
- No bold type available but can have capital letters in a 1HS.

## EXTRA LINES

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
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**COUPON**

PUBLISHER NAME	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
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0847

30 x 9.36

**Specifications:**

- Coupons are printed in full color on white newsprint (5" x 1.56")
- The exact same coupon will appear on-line at [www.mysask411.com](http://www.mysask411.com).
- Coupons placed on-line will be denoted by a coupon icon besides the business listing on-line at [www.mysask411.com](http://www.mysask411.com).
- Coupon design will follow the same standard rules and regulations regarding full color ads.

**Availability:**

- Available in Moose Jaw City (096500), Regina City (096790) and Saskatoon City (096800).
- Are available for purchase individually or in multiples. Coupons purchased in multiples will be placed together.
- In the print directories advertisers will be listed alphabetically within the ten categories of the coupon index.

**Categories:**

- Appliances, • Automotive, • Carpet Cleaning, • Dry Cleaning, • Entertainment
- Fitness, Health and Wellness, • Home & Garden, • Restaurants, • Travel, • Other.

**Content Guidelines:**

- Directwest reserves the right to reject any proposed advertising.
- For this reason, the following types of advertisements will not be accepted for placement in the coupon section.
  1. Massage services, escort/dating services or other related products or services.
  2. Political candidates or organizations, labor organizations or any other controversial organizations.
  3. Religious organizations.
  4. Family planning including birth control, abortion services, etc.
  5. Tobacco and related products.
  6. Alcoholic beverages or related products, liquor stores, nightclubs, etc.
  7. This list is not all inclusive.

**Placement:**

Effective with Moose Jaw City 096500 and Moose Jaw District 096502 2010, coupons will be placed within the coupon section on a seniority basis. Existing coupons have accrued seniority and will remain the same while new coupons will be placed at the back of the section in alphabetical order. There will be no opportunity for special placement.

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**SPACE PRECEDENCE**

Size and Seniority for all 10 directories.

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## INTERNET SPECIFICATIONS

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### Online Advertising

#### Description

mysask.com is Saskatchewan's leading Internet portal and the default home page for SaskTel Internet customer's mysask411.com is Saskatchewan's original online phonebook. Banner advertising on mysask411.com provides your business with several advantages:

- Builds awareness of your business.
- Drives traffic to your website.
- Can reach thousands of consumers each day with your message.

#### Advertising opportunities include:

- **Site Banner Ad (IBAN)**
  - Appears at the top & bottom of the mysask.com home page and rotates throughout the site. Provides excellent coverage of the general population.
  - 3 frames permitted.
  - 30,000 monthly impressions guaranteed.
- **Heading Banner Ad (BAN2, BAN3, BAN6, BAN7)**
  - Appears at the top of specific Yellow Section results pages on mysask411.com. Targets motivate consumers right when they are ready to buy.
  - 3 frames permitted.
  - 10,000 monthly impressions guaranteed from mysask.com along with the results from the heading on mysask411.com.
- **Big Box Ad (TBAN)**
  - Available under the nine sections of mysask.com (including news, entertainment, music, sports, life, travel, weather, environment and mypage).
  - 10,000 monthly impressions guaranteed.
- **Skyscraper Ad (SKYB)**
  - Available under the subsection detail for each of the nine categories of mysask.com (including news, entertainment, music, sports, life, travel, weather, environment and mypage).
  - 10,000 monthly impressions guaranteed.

### Specifications

- Banner advertisements must be GIF, JPEG or SWF files. Banners are 728 x 90 pixels and under 68 kb. Up to 3 frames may be used.
- Big Box advertisements are 300 x 250 pixels and under 68 kb. Up to 3 frames may be used.
- Skyscraper advertisements are 160 x 600 pixels and under 68 kbs. Up to 3 frames may be used.
- 6 and 12 month Banner Ads are eligible for multiple designs. Content for all designs must be submitted simultaneously.
- Due to the high visibility of the product, DirectWest reserves the right to reject any proposed advertising.

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## PROMOTIONAL

#### Inside Back Cover (IBC):

- Size is only available in half page. 7.67" x 5"
- Original photos or digital photos @ 300 dpi are acceptable.
- All ads should be submitted in digital format, see the miscellaneous section for software requirements.
- A customer making a provincial buy before November 1st may supersede any existing non-provincial sales for the directory cycle.
- A customer making a provincial buy after November 1st will need to wait one complete directory year before being allowed to supercede an existing sale. The customer may purchase the remaining spot(s) available for the current directory cycle.
- Upon confirmation of the Inside Back Cover advertisement, a letter of Intent must be signed and submitted to the National area.
- Directwest reserves the right to reject any proposed advertising. See list under coupons.

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## PROMOTIONAL

### Outside Back Cover (OBC):

- Ads are 8" x 9.875"
- Ads are printed in full color on cover stock.
- The full area of the directory back cover is available for messaging.
- Original photos or digital photos @ 300 dpi are acceptable.
- All ads should be submitted in digital format, see the miscellaneous section for software requirements.
- Upon confirmation of the Outside Back Cover advertisement, a letter of Intent must be signed and submitted to the National area.
- Provincial buy incentive: Advertisers who purchase the OBC for both Regina City (096790) and Saskatoon City (096800) will receive a 25% discount on all 8 rural markets.
- The OBC is not eligible for split the difference.
- Directwest reserves the right to reject any proposed advertising. See content guidelines under coupons.

### Inside Front Cover (IFC):

- Ads are 3.4" x 8.9"
- Ads are printed in full color on cover stock.
- The full area of the directory inside front cover is available for messaging.
- Original photos or digital photos @ 300 dpi are acceptable.
- All ads should be submitted in digital format, see the miscellaneous section for software requirements.
- Upon confirmation of the Inside Front Cover advertisement, a letter of Intent must be signed and submitted to the National area.
- A customer making a provincial buy before November 1st may supersede any existing non-provincial sales for the directory cycle.
- A customer making a provincial buy after November 1st will need to wait one complete directory year before being allowed to supersede an existing sale. The customer may purchase the remaining spot(s) available for the current directory cycle.
- The IFC is not available for split the difference.
- Directwest reserves the right to reject any proposed advertising. See content guidelines under coupons.

### Map Banners (MBAN):

- Ads are 4 inch wide x ¾ inch high.
- Ads are printed on glossy stock.
- Will appear in full process color.
- Customers purchasing MBAN in Regina City (096790) or Saskatoon City (096800) will have it reproduced in the corresponding district directory (Regina District 096791 or Saskatoon District 096801), but will not appear in the mini directories.
- Original photo or digital photos @ 300 dpi are acceptable.
- All ads should be submitted in digital format. See the miscellaneous section for software requirements.
- All scans must be a minimum of 300 dpi.
- Sold on a 1st come basis.
- Will appear on the upper outside corner of the page.
- Customer has the right to state which map page they wish to appear on.
- Not available for split the difference.
- Content permitted within the MBAN:
  1. company logo
  2. small full color photo
  3. street address
  4. telephone number or email address
  5. tag line (less than 10 words)
- Directwest reserves the right to reject any proposed advertising. See content guidelines under coupons.

## DISPLAY ADS

## BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	3 POINT
a) Are Free Form Borders Accepted? Only for white knockout	YES	8) Can Type/Screens Touch Borders?	YES
b) Can Type or Illustration be Part of the Border?	YES	a) If No, What is Minimum Clearance?	—
2) What is the Minimum Point Size Allowed for Border?	1 POINT	9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?	N/R	a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	1 POINT
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	
6) Are Screened Borders Accepted?	YES	d) Can It Be Screened?	YES
7) Must They be Outlined?	NO	e) If Yes, What Percentage of Screen is Accepted?	20

## TYPE

1) Is Solid Black Type Accepted?	YES	4) Is Rev. (White) Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	NO
a) If Yes, What is the Minimum Pt. Size of Type? 7 pt sans serif or 14 pt Serif		b) What is Minimum Pt. Size of Type?	10
b) Maximum Screen Percentage Accepted?	20%	5) Can Telephone Numbers Appear as Screened Type?	YES
3) Is Screened Type Allowed? 20% IN SIZE OVER 24 PT		6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?	NO	7) Is Type Accepted Over a Half-Tone?	NO BOXED ONLY
b) What is the Minimum Pt. Size of Type?	24PT	8) What is the Maximum Angle Type May be on?	45
c) Maximum Screen Percentage Accepted?	60%		

## SCREENS

1) What Percentages are Used? Nothing less than 20%		3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used? 85		a) What is Minimum Line Weight Allowed?	1 PT
		4) What Percent of the Total Ad Area Can Be Screened?	25%
		5) Telephone Number?	YES

## HALF-TONES

1) Tone Percentage for a Light Screen?	20	3) How Many Lines Per Inch are Used?	85
2) Tone Percentage for a Dark Screen?	60	4) Allowable Percentage of Halftone in Ad Area?	25%

## SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	25%	2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	25%
		a) Does This Include the Border?	NO

## COLOUR ADS

1) Are Red Color Ads Offered?	YES	5) Are Red Half-Tones Accepted?	NO
2) How Many Red Items are Allowed Per Ad?	100%	a) If Yes, What is the Percentage?	
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	0
a) If Yes, What Screen Percentage?	20	7) What Distance is Required Between Red Items & Black Border?	0
b) What Percentage of Total Ad Space is Allowed Red Screen?	100%	8) Are Trademarks Allowed in Red?	CUSTOM ONLY
4) Are Red Border Dimensions the Same as Black?	YES	9) Are Red Borders Accepted in Display?	YES
a) If No, What are the Dimensions?		a) TM?	NO
		10) Are Other Colors Available?	YES
		11) How Much Solid of Any Color?	25%

## VELOX REQUIREMENTS

No veloxes preferred. If a velox is supplied we will convert the ads & match the fonts as closely as possible.

## MISCELLANEOUS

1) Must an Address Appear in the Ad? NO

2) What is the Acceptable "Toll Free  
(800)" Designation? Toll Free or Call No Charge

**Electronic Artwork**

Supply (Preferably) original continuous tone glossy prints. Matte prints and electronic art are also accepted.

Pre-screened references such as tear sheets, magazines, flyers, catalogues, and brochures are not recommended, but will be accepted if necessary. Risk of moire pattern is high and quality cannot be guaranteed. The material must be supplied at 133 line screen (or greater) on gloss stock. Registration standards of a maximum 2 dot tolerance. **No newsprint will be accepted.**

All Full color photos must have a 2 point black rule box surrounding photos to allow for registration. (no rule required on silhouette photos)  
Full color photos that are complex will be reviewed on an individual basis.

If placing more than one photo in the same ad, photos may overlap, as long as each photo has the minimum 2 point borderline around the entire photo.

Full Colour minimum photo size, in an ad is 2" x 2".

Full Color minimum size of source photo to be submitted is 2" x 2".

Full Color maximum size of source photo to be submitted is 8" x 10". Photos will not be reduced by more than 50% or enlarged more than 125%.

Black and reverse type may appear in photos but must be at least 12 point bold with a minimum line weight of 3 point. No serif fonts will be allowed.

Photo box shapes available: square, circle, rectangle, polygon shaped, rounded corner & overlapping.

AVOID PHOTOS WITH SUBJECT MATTER THAT IS: Busy, too dark or light, at a distance, soft focus, etc.

**Photo Enhancements (Manipulation)**

Text on Color Photos:

Black and reverse text is allowed on color photos. Text must be at least 12 point bold with a 3 point line weight. Drop shadows are also allowed. **No serif fonts will be allowed on color photos.**

**Silhouette Photos:**

Cutting out an image (or background) from a photograph is referred to as a Silhouette photo.

Silhouette photos must be simple outlines; larger photos (with larger images) need to be used in order to create an effective Silhouette Photo ad.

**Ghosted Photos:**

A customer-supplied photo can be screened back/ghosted (so long as the entire photo is ghosted. The photo can cover the entire area of the display ad, double page ads are excluded.)

**CUSTOMER SUPPLIED SCAN SPECIFICATIONS**

Digital supplied scans must have a resolution of no less than 170 dpi and no greater than 250 dpi.

Tonal range 5% to 80%.

Digital scans must be supplied in eps or tiff format.

All scans must be CMYK (RGB not accepted).

Total ink density of 220%.

**Sending Your Ad on Disk – A Quick Reference**

DirectWest requires that all ads be submitted in digital format only. Ads can be submitted via Elite or emailed to [lpeterson@strategicadvertisingsolutions.com](mailto:lpeterson@strategicadvertisingsolutions.com). Electronically submitted ads ensure the best reproduction. We also accept ads on disc, the specifications for this process follow.

A separate disk is required for each artwork transmittal that is submitted. Note: In the event that Display Ads and Logo Ads cannot be supplied in a compatible electronic format it will be necessary for DirectWest to convert the ads and match the fonts as closely as possible to the original. All artwork must be attached.

## MISCELLANEOUS

## SOFTWARE TO USE:

## Macintosh

QuarkXpress v 6.1 or lower, Illustrator v CS4 or lower, Photoshop CS4 or lower.

## PC

Illustrator CS4 or lower, CorelDraw v 12 or lower, QuarkXpress v 6.1 or lower.

When building an electronic ad:

Save to exact item size (See Display Ads for exact measurements)

Supply the ad as full white knockout – no yellow background.

Halftones and screens not to exceed 100 lpi.

Saved files no larger than 300 dpi and no less than 170 dpi.

No image or bounding boxes outside the border's perimeter.

When scanning, convert color to CMYK from RGB.

220% to 225% range of total color coverage in the darkest area of color. Remove under color where possible.

Standard 4-color process screen angles to avoid moire.

Do not use Internet's 72 dpi graphics.

**Full Color Ads sent electronically should follow these guidelines:**

Must have a resolution of no less than 170 dpi (Mac, Quark) and no greater than 250 dpi.

Tonal Range 5% to 80%.

Scans must be supplied in eps or tiff format.

All scans must be CMYK (RGB not accepted)

Total ink density of 225%.

When supplying ads in PC programs the ads must follow the building guidelines as indicated above as well as the following:

We ask that all fonts are converted to paths (changed to curves in Illustrator and Corel) before being sent to us.

**Fonts**

Use only Type 1 (True Type not accepted)

10 Point (sans serif) and 18 point (serif) are minimum sizes when reversing type in a full color ad.

If we do not have your fonts in our comprehensive font library, we will match the font as close as possible.

**Color**

Process Color - CMYK, Red - 100%M/100%Y, Blue - 100%C, Green - 100%Y/100%C

Black is process black, not a combination of colors. DirectWest does not accept 4 color black.

**Additional Requirements**

Include all graphics as separate files (no embedded files)

Hard Copy Proof, in color if applicable (Artwork transmittal)

If changes are requested, submit a new artwork & AWT.

TRADEMARKS

(6 3/4" x 10.5" Directory)

2 Column	TM	16.74p x 6p	2 Column	CTM	16.74p x 12p
3 Column	TM	10.8p x 6p	3 Column	CTM	10.8p x 12p

(8 3/8" x 10.5" Directory)

3 Column	TM	14.58p x 6p	3 Column	CTM	14.58p x 12p
4 Column	TM	10.8p x 6p	4 Column	CTM	10.8p x 12p

COUPON SPECIFICATIONS

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
.....	CPN	2 & 3 Col	15.63p x 9.370p (6 3/4" x 10.5" directory)		
	CPN	3 & 4 Col	17.202p x 9.408p (8 3/8" x 10.5" directory)		

All coupons are available in processed color.  
All coupons have a standard backside designed by UFP.  
Ten coupons are on a full page; five on a half page.  
Submit single coupon; UFP will duplicate for Full and Half Pages.

TYPOGRAPHY SPECIFICATIONS

2 Column Directory

1HS	2.79" x .71"
2HS	2.79" x 1"
3HS	2.79" x 1.5"
4HS	2.79" x 2"
5HS	2.79" x 2.5"
6HS	2.79" x 3"

3 Column Small Directory

1HS	1.8" x .71"
2HS	1.8" x 1"
3HS	1.8" x 1.5"
4HS	1.8" x 2"
5HS	1.8" x 2.5"
6HS	1.8" x 3"

3 Column Directory

1HS	2.43" x .71"
2HS	2.43" x 1"
3HS	2.43" x 1.5"
4HS	2.43" x 2"
5HS	2.43" x 2.5"
6HS	2.43" x 3"

4 Column Directory

1HS	1.8" x .71"
2HS	1.8" x 1"
3HS	1.8" x 1.5"
4HS	1.8" x 2"
5HS	1.8" x 2.5"
6HS	1.8" x 3"



**HS Guidelines**

A HS will accommodate the following lines of text:

1HS = 3 No ART ALLOWED Can have Color

2HS = 5

3HS = 7

4HS = 10

5HS = 13

6HS = 16

Reduce any art or requested verbiage (excluding name and address lines) to the maximum number of address lines.

Art included in a HS ad, will reduce the amount of text available by 2 lines.

Colors available for an HS ad are Red, Blue and Green.

Specify Color choice for elements on Ad Copy.

Only 1 Color and Black in a HS AD.

**Address Lines**

Will be kept to UFPB standards.

Name = 8pt Bell Gothic Black

Address = 7.5pt Bell Gothic Light

Leader Dots (In Address Line) = 6pt Bell Gothic Light

Phone Number (In Address Line) = 8pt Bell Gothic Black

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## SPACE LISTINGS

**In Column Advertising**

2 Column: In-Column ads are available from ½ inch to 3 inches, increasing in ½ inch increments, in black only or with one color – red or green or blue body text. In-Column ads (2HS & Up) can include art/logo. All HS ads are 2.79 inches wide.

3 Column: In-Column ads are available from ½ inch to 3 inches, increasing in ½ inch increments, in black only or with one color – red or green or blue body text. In-Column ads (2HS & Up) can include art/logo. All HS ads are 2.43 inches wide.

3 Column Small: In-Column ads are available from ½ inch to 3 inches, increasing in ½ inch increments, in black only or with one color – red or green or blue body text. In-Column ads (2HS & Up) can include art/logo. All HS ads are 1.8 inches wide.

4 Column: In-Column ads are available from ½ inch to 3 inches, increasing in ½ inch increments, in black only or with one color – red or green or blue body text. In-Column ads (2HS & Up) can include art/logo. All HS ads are 1.8 inches wide.

HS "1" (color): If the HS has a "1" after it (i.e. 3HS1) than the customer has purchased color for the HS. The only available colors are Red or Blue or Green. They can only have one color & black.

Fonts: The fonts for all In-column ads are a set format that must be followed for every ad. However, the body text of the In-Column ads may be Bold, Italic, Underline, or any combination of the three.

## DISPLAY ADS

## BORDER CHART

1) Are Custom Borders Accepted?NO POSTSCRIPT FILLED BORDER		a) If Yes, What is the Minimum Point Size?	--
a) Are Free Form Borders Accepted?	YES	8) Can Type/Screens Touch Borders?	YES
b) Can Type or Illustration be Part of the Border?	YES	a) If No, What is Minimum Clearance?	
2) What is the Minimum Point Size Allowed for Border?	1PT	9) Are Inside Borders Accepted?	
3) What is the Maximum Point Size Allowed for Border?	NO LIMIT	a) Is a Full Inside Border Required?	
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	
6) Are Screened Borders Accepted?	YES	d) Can It Be Screened?	
7) Must They be Outlined?	NO	e) If Yes, What Percentage of Screen is Accepted?	

## TYPE

1) Is Solid Black Type Accepted?	YES	4) Is Reverse (White) Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	YES
a) If Yes, What is the Minimum Pt. Size of Type?	NO MIN	b) What is Minimum Pt. Size of Type?	PT
b) Maximum Screen Percentage Accepted?	%	5) Can Telephone Numbers Appear as Screened Type?	YES
3) Is Screened Type Allowed?	YES	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?	YES	7) Is Type Accepted Over a Half-Tone?	YES
b) What is the Minimum Pt. Size of Type?	NONE	8) What is the Maximum Angle Type May be on?	DEGREES
c) Maximum Screen Percentage Accepted?			

## SCREENS

1) What Percentages are Used?	%	3) Do Items Being Screened Need to be Outlined?	YES
2) How Many Lines Per Inch are Used?		a) What is Minimum Line Weight Allowed?	.
		4) What Percent of the Total Ad Area Can Be Screened?	%
		5) Telephone Number?	YES

## HALF-TONES

1) Tone Percentage for a Light Screen?	%	3) How Many Lines Per Inch are Used?	
2) Tone Percentage for a Dark Screen?	%	4) Allowable Percentage of Halftone in Ad Area?	%

## SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item? NONE, MUST USE 100% BLACK ONLY		2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	%
		a) Does This Include the Border?	

## COLOR ADS

1) Are Red Color Ads Offered?		5) Are Red Half-Tones Accepted?	
2) How Many Red Items are Allowed Per Ad?	%	a) If Yes, What is the Percentage?	%
3) Are Red Screens Allowed?	NO	6) What is the Distance Between Red & Black Items?	
a) If Yes, What Screen Percentage?	%	7) What Distance is Required Between Red Items & Black Border?	
b) What Percentage of Total Ad Space is Allowed Red Screen?	%	8) Are Trademarks Allowed in Red?	
4) Are Red Border Dimensions the Same as Black?		9) Are Red Borders Accepted in Display?	
a) If No, What are the Dimensions?		a) TM?	
		10) Are Other Colors Available?	
		11) How Much Solid of Any Color?	

## VELOX REQUIREMENTS

1) Is a Small Amount of Touch-Up Paint Accepted?		2) Is One Layer (One-Ups) Paste-Up Accepted?	
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Display Ads = FP down to QC. \*Not Incolumn Ads.

ARTWORK GUIDELINES

**All art must be submitted via the User Friendly PB FTP-site**

**Artwork submitted by the agency must follow these specifications:**

Acceptable Ad Formats:

EPS PDF PSD TIF JPG

Area Code is required in all artwork.

*Please Note:* Agency submitted ads must be submitted in one of the following formats: tif, jpg, pdf or eps. EPS ads must be made in Illustrator CS3 or less, Freehand 9.0 or less and either format should contain no live fonts; all fonts should be converted to paths (outlines). PDF documents should have all fonts converted to paths/outlines when built in their native program. No ads will be accepted in MS Word, Publisher, Corel Draw, Corel Ventura Paint, Paintshop Pro, PowerPoint, Pagemaker, InDesign, Multi-Ad Creator, QuarkXpress or any other programs; however, the customer may create JPEG or TIF files from their software of choice. Ads need to be built in CMYK and have no less than 220 dpi (dots per inch).

**LOGOS**

Preferably EPS Vector Artwork, NO LIVE TEXT (EDITABLE)

**PHOTOS, COLOR & IMAGES**

All submitted images must have at least 150 resolution and be saved as jpg, tif, psd or eps formats.

**NO RGB OR SPOT COLORS.** Image colors that are RGB will be converted to CMYK to meet printer specifications. Converted RGB colors may shift in tone as CMYK.

**CMYK OR PANTONE COLORS ONLY.** The colors created in your software of choice and used in submitted artwork must be CMYK or Pantone colors ONLY. DO NOT use any spot colors in your submitted artwork.

**INK DENSITY LEVEL 225% OR LESS.**

The highest density level in any image (scanned/stock photos) cannot exceed 225%.

**MISCELLANEOUS**

If you have any changes to text you will need to resubmit your artwork.

All files must be submitted via The User Friendly PB FTP-site.

Veloxes ads are acceptable; however, they will be scanned and the halftone quality will be less than what was submitted.

*Ads submitted that do not meet the above guidelines will be queried back to the agency for correction. In the event that the artwork cannot meet the above guidelines and specifications by our closing date, The User Friendly PB will not be responsible for the quality of the advertising. Such advertising will be considered "As-Is", converted with Photoshop to a flattened tiff image for placement in the directory. The colors may shift when ads are converted. The User Friendly Media will not and cannot guarantee that the colors of the ad in the phone book will be identical to the colors submitted.*

ARTWORK GUIDELINES

*All art must be submitted via the User Friendly PB FTP-site.*

**Artwork submitted by the agency must follow these specifications:**

Acceptable Ad Formats:

EPS    PDF    PSD    TIF    JPG

Area Code is required in all artwork.

*Please Note:* Agency submitted ads must be submitted in one of the following formats: tif, jpg, pdf or eps. EPS ads must be made in Illustrator CS3 or less, Freehand 9.0 or less and either format should contain no live fonts; all fonts should be converted to paths (outlines). PDF documents should have all fonts converted to paths/outlines when built in their native program. No ads will be accepted in MS Word, Publisher, Corel Draw, Corel Ventura Paint, Paintshop Pro, PowerPoint, Pagemaker, InDesign, Multi-Ad Creator, QuarkXpress or any other programs; however, the customer may create JPEG or TIF files from their software of choice. Ads need to be built in CMYK and have no less than 220 dpi (dots per inch).

## Using the FTP Site:

If you do not currently have a file transfer program please download one, such as:  
"Filezilla FTP Client" at <http://filezilla-project.org/>

Once you have opened your file transfer program you will be able to connect to The User Friendly PB National Art ftp site to place art files. Sign in with the following:

Host Site:        ftp.ufpb.net

User Name:       National\_Art

Password:        DigDugFTP!!

Please note that the password is case sensitive and "0" is a zero.

Once logged into the site, find the directory file that the art is for, within the directory file please place the art in the current year's folder. The file name of the art must be the Art ID supplied on the order.

Once the art has been placed on the ftp site the CMR should send an email to "NationalArt@ufpb.net" and the subject should read "CMR-Client Number, Art ID Number and Directory Code". The email address can also be used for any questions.

Should you have any trouble accessing the ftp site or placing art files on it, please contact Sandra Bauman at 281-465-5454 or via email at [nationalart@ufpb.net](mailto:nationalart@ufpb.net).

For access to the DMI website, submit your CMR#, preferred user ID and password to [ToniS@DirectoryMarketingInc.com](mailto:ToniS@DirectoryMarketingInc.com).

*Ads submitted that do not meet the above guidelines will be queried back to the agency for correction. In the event that the artwork cannot meet the above guidelines and specifications by our closing date, The User Friendly PB will not be responsible for the quality of the advertising. Such advertising will be considered "As-Is", converted with Photoshop to a flattened tiff image for placement in the directory. The colors may shift when ads are converted. The User Friendly PB will not and cannot guarantee that the colors of the ad in the phone book will be identical to the colors submitted.*

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**TRADEMARKS**

4 Column Dir. — TM - 10p1.5 x 6p0

CTM 10p1.5 x 12p0

All artwork must be submitted in digital format, Velox only is unacceptable; see display ad section for disk requirements specs.

- Trademark Finding Line will be set Franklin Gothic ITC Demi BT 7.75 point.
- Finding Line must match exactly.
- Interior text to be set with Franklin Gothic ITC BT 6 point.
- Maximum 10 lines of text including "Buy Line"
- Maximum characters per line 4 col = 36.
- "Buy Line" set American Garamond Italic Bold BT 8 point.
- No side rules on left or right of TM logo.
- No addresses or phone numbers allowed in TM text.
- Text will NOT appear above the logo.
- Text may appear to the left or below the logo.
- When the text is confined to the space to the left of the logo and is greater in depth than the logo, the logo would be centered top to bottom of text.
- Find line, logo and text will be set in black for TM.
- For TMR only the finding line must be set in black, logo and text may be blue, green, or red.
- Interior text can have two colors in one line.

**TRADEMARK UDAC's**

TM Trademark

CTM Custom Trademark

TMR Color Trademark

CTMR Custom Trademark Color

**New Policy effective 6/2008**

All web address appearing in yellow pages must use new UDAC: "ELF, TEB or TNEB", and they must be on separate line from other verbiage. At this time white page web addresses are coded as extra lines "WEL".

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**EXTRA LINES**

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
--	----------------------	--------------------------------------	----------------------------

EL= Extra Line    ELB=Web Address    4 Column    36 Char per line/upper/lower max.  
TEB=Trade Web Address

All full addresses require zip codes.

- All phone numbers will print with area codes.
- Extra line appears as upper/lower case characters.
- Web addresses are always considered extra lines for pricing.
- The "EL" is placed after the name line and before the address line(s).

Valley Yellow Pages

Name Line

The Better Book

Extra Line

1850 N. Gateway Bl. Fresno 93728 559 251-8888

Address/Phone line

- Any "Toll Free" dialing instructions has been and continues to be a paid item, & never prints on the address line. Valley Yellow Pages considers "city captions" as extra lines that require UDAC item code and are paid items.

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**COUPON SPECIFICATIONS**

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
--	-------------	--------------	----------------	------------------	---------------

..... 0636 21p4pt x 8.3pts No Yes No

Coupon logo is always **red**.

Use our Coupon and Senior Specials logos only.

Ad verbiage must be applicable to the heading placement.

Name, address/or phone number must appear in the ad.

- Name and address do not have to match exactly for display advertising.
- Phone numbers must match the anchor exactly.

Publisher provides standard border.

Velox is unacceptable – All artwork must be submitted in Digital Format.

Artwork is acceptable, including logos, and trademarks.

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**SPACE PRECEDENCE**

Size, Seniority

---

**SPACE LISTINGS**
**Space Ad Composition Specifications:**

The following composition specifications will be followed at all times.

**Finding Line:**

\*Finding line set Franklin Gothic Demi 7.75 point type, must match order name line exactly.

\*Maximum characters per line: 4 col = 36.

\*Line Break by Space or back slash (/), no hyphen allowed on finding line.

\*All Caps

\*No punctuation marks except apostrophe, back slash, or single quotation mark.

\*Set in black except for HFC's which can be red, blue or green.

\*Left rule is indent 6 points from the beginning of the line.

**Interior Text:**

\*Fonts and point sizes for HS, HSR ad:

\*All fonts can be set at 6 through 24 points.

\*No vertical rule.

\*No Artwork except TM, CTM, HSA, HSAC.

\*Colors: Red, Blue, Green and Black available.

\*Can have two colors within the same line.

**Color Lines in Text:**

- Ads containing color UDACs will end with "3" or "4".
- Colored text must be submitted in color or with color call out.

**Ad Size:**

Width for space ads is 142 points

Depth for space ad:

3,4,5,6 – HSF & YFL In-column finding lines set at 14 points.

**Control Lines:**

Complete street addresses, **require city, and zip codes.**

Complete 10 digit phone number.

Omit address if none to appear.

Street – if street is the designation the abbreviation will not appear, unless the street name is the same as the directory name or city name.

- 1234 Fresno St, Fresno 93721
- Letter street can be confused with direction North, East, South, West
- 1234 N St, San Francisco 94101

If location contains same name as an Avenue and street

- Elm Av and Elm St

Avenue	Av	Boulevard	Bl	Center	Ctr	Circle	Cir
Court	CT	Drive	Dr	Expressway	Expy	Extension	Ext
Floor	Fl	Fort	Ft	Freeway	Fwy		
Highway	Hwy						
International	Int'l	Lane	Ln	Manufacturer	Mft	Mount	Mt
Parkway	Pkwy	Place	Pl	Plaza	Plz	Road	Rd
Route	Rte	Square	Sq	Suite	Ste	Terrace	Terr

**Address Lines/Control Line/Keyline:**

\*Zip codes are required on full address lines.

\*Area Codes are required on all phone numbers.

\*Address lines on order and artwork must match exactly.

\*VYP will adjust order and advise CMR.

\*Addresses set Bell Centennial address 7 point type.

\*Telephone numbers set Futura Heavy 7 point type.

\*4 Pt. Clearance between the base line of address and the bottom rule of the ad, except for anchor space ads.

\*A space will fall between each word in the address line.

\*Address lines may break on locality, but not on or before the zip code.

\*A space appears after the area code, before the phone number, no hyphen.

\*A hyphen appears between the prefix and body of phone number.

Address/Control Line must be the last line of space ad and match order exactly; the order will be adjusted to match the art.

**Address Lines/Control Line/Keyline:**

\*Additional address lines will only be inserted above the control line as text, be sure to deduct from space allowance.

- \*Extra lines of information may be inserted above the control line as text. Exception: "Toll Free" dialing instructions.

\*No punctuation allowed in the control line,

\*City names, license numbers, or other text message allowed as control line, except "Toll Free" dialing instructions.

- Sacramento 800 350-8887
- License #123456789 800 350-8887

**Artwork:**

\*All Artwork must be submitted in Digital format - Velox only is unacceptable.

\*Artwork refers to logos, line art, etc. in AS/FS space ad.

\*One piece of art per space ad.

\*UDAC's TM, TMR, CTM, CTMR, 3HSA/HSAR etc.

\*Artwork may be more than one color, (Including touch color).

\*Artwork may be contone, screen or reverse.

\*2pt clearance on either side of logo and up to 2/3 of ad.

\*Position of art may vary except in TM.

\*Locality boxes allowed.

Box appears 11 ½ pts from finding line, 5 pts indented for left rule.

Locality box rule weight: 1 pt

Locality box measures 42pt x 42pt

\*Text appears flush left or centered.

**In column Lines of Text Specs**

4 Column Space Ads 11p8 pts or 1.944in

2HS 1-6 lines of text

3HS 1-8 lines of text

4HS 1-10 lines of text

5HS 1-14 lines of text

6HS 1-16 lines of text

8HS 1-20 lines of text

\*Credit card and coupon logos are not considered art; space must be accounted for text allowance.

\*Feature Space Ads have 2 lines less than indicated above.

\*Artwork Space Ads are not included with above approximations.

**Fonts:**

Approximately 30 Fonts to choose from:

Adobe Caslon, Bell Centennial, Bell Gothic, Bodoni, Brush Script, Cascade, Dom Casual, Eurostile, Franklin Gothic, Frutiger, Futura 1, Gill Sans 1, Helvetica, Insignia, ITC Avant Garde 1, ITC Bauhaus, ITC Eras, Medici, Nuptial, Palatino, Present, Revue, Times, Times Roman, Times Ten.

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## TYPOGRAPHY SPECIFICATIONS

**4 Column In column****Picas**

2HS 10p1.5pts x 6p

3HS 10p1.5pts x 9p

4HS 10p1.5pts x 12p

5HS 10p1.5pts x 15p

6HS 10p1.5pts x 18p

8HS 10p1.5pts x 24p



## DISPLAY ADS

## BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	—
a) Are Free Form Borders Accepted?	NO	8) Can Type/Screens Touch Borders?	YES
b) Can Type or Illustration be Part of the Border?	YES	a) If No, What is Minimum Clearance?	—
2) What is the Minimum Point Size Allowed for Border?	.25	9) Are Inside Borders Accepted?	
3) What is the Maximum Point Size Allowed for Border? CUST. DISCRETION		a) Is a Full Inside Border Required?	YES, NO BROKEN LINES – CPN APPEARANCE
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	.25
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	CUST. DISCRETION
6) Are Screened Borders Accepted?	YES	d) Can It Be Screened?	YES
7) Must They be Outlined?	NO	e) If Yes, What Percentage of Screen is Accepted?	20%

## TYPE

1) Is Solid Black Type Accepted?	YES	4) Is Reverse (White) Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	NO
a) If Yes, What is the Minimum Pt. Size of Type?	6PT	b) What is Minimum Pt. Size of Type?	6PT
b) Maximum Screen Percentage Accepted?	30%	5) Can Telephone Numbers Appear as Screened Type?	YES
3) Is Screened Type Allowed?	YES	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?	NO	7) Is Type Accepted Over a Half-Tone?	YES
b) What is the Minimum Pt. Size of Type?	6PT	8) What is the Maximum Angle Type May be on?	CUST. DISCRETION
c) Maximum Screen Percentage Accepted?	60%		

## SCREENS

1) What Percentages are Used?	20-80%	3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	110	a) What is Minimum Line Weight Allowed?	1/2PT
		4) What Percent of the Total Ad Area Can Be Screened?	100%
		5) Telephone Number?	YES

## HALF-TONES

1) Tone Percentage for a Light Screen?	20%	3) How Many Lines Per Inch are Used?	85
2) Tone Percentage for a Dark Screen?	80%	4) Allowable Percentage of Halftone in Ad Area?	10-90%

## SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	75%	2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	100%
		a) Does This Include the Border?	NO

## COLOR ADS

1) Are Red Color Ads Offered?	YES	5) Are Red Half-Tones Accepted?	YES
2) How Many Red Items are Allowed Per Ad?	CUST. DISCRETION	a) If Yes, What is the Percentage?	80%
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	N/A
a) If Yes, What Screen Percentage?	20-80%	7) What Distance is Required Between Red Items & Black Border?	CAN TOUCH
b) What Percentage of Total Ad Space is Allowed Red Screen?	80%	8) Are Trademarks Allowed in Red?	YES
4) Are Red Border Dimensions the Same as Black?	YES	9) Are Red Borders Accepted in Display?	YES
a) If No, What are the Dimensions?		a) TM?	N/A
		10) Are other colors Available?	YES
		11) How much Solid of Any Color?	100%

## VELOX REQUIREMENTS

VELOX NOT ACCEPTED.

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MISCELLANEOUS

- |                                      |     |  |      |
|--------------------------------------|-----|--|------|
| 1) Must an Address Appear in the Ad? | YES | 2) What is the Acceptable "Toll Free (800)" Designation? | NONE |
|--------------------------------------|-----|--|------|

**DIGITAL ART REQUIREMENTS****New Policy effective 06/2008**

All web address appearing in yellow pages must use new udac "ELF, TEB or TNEB", and they must be on separate line from other verbiage. At the time white page web addresses are coded as extra lines "WEL"

**Standing Policies**

Digital Files are required for all Display Ads, Coupons, TradeMarks, and Space Ads with art.

All full addresses require zip codes.

Every line of printed information must have a UDAC.

Captions are extra lines and must be coded as ELs.

All art is due 10 days after the close date.

Discount Advice Lines need to be clearly defined to the negotiation and UDAC specific.

Discounts are not automatically renewed, except as part of ongoing program. Contact the national department prior to the close date.

**Additional Addresses/Extra Line Policy effective 02/2004.**

We allow one free additional address/extra line for every paid line item.

Ex: 1RL - 1 AL - or EL

Local to National Lead, Valley Yellow Pages requests follow-up to our notification of local client transfer lead in a timely manner. **All artwork requires digital format disk or email.**

**Graphic Program Formats:**

\*Adobe Illustrator 8.0. .eps and pdf.

\*Adobe PhotoShop 6.0.

\*Macromedia Freehand 10.

\*Acrobat PDF. All documents must be submitted in their original format.

**All fonts converted to outlines.** Any files sent from a PC platform must be in the following three formats:

- AI (Adobe Illustrator)
- Tif (TIF),
- EPS.

All PC fonts must be converted to graphics or outlines.

**Disk Types**

\*Superdisks

\*CD

\*Screen prints of all digital files required.

\*AWT (Art Work Transmittal)

\*Send pre-build display ads in the correct UDAC size, as it will appear in the directory.

\*Please note all ads need to be to our ad specs.

**Images**

\*All Photoshop images must be saved as a TIFF, EPS or .pdf

\*Any Bitmap image must be saved at 1000dpi. Grayscale images must be saved at 300dpi for newsprint. Any images for Cover display must be saved in CMYK and at 300dpi. Valley Yellow Pages cannot guarantee any photo quality if they are not saved to these specifications.

\*All process color photographs should be saved as a .TIFF. Tiff's are smaller in file size than raster based .EPS images and provide a better preview.

\*We will accept raster or vector based .EPS files. The only time you would need to save a photo as an .EPS is when there is a clipping path involved.

**Saving & Layout**

\*All Fonts Used To Create The Display Ad Must Be Provided In The Folder With The Ad.

\*Convert all fonts to outlines.

\*Any ads provided to Valley Yellow Pages will not be trapped. Also, we will not alter any trapping done to the ad.

\*ALL ADS ON DISK **must be** accompanied by a color print out, for content and layout position verification.

**Disk Labeling**

\*Directory Code

\*Client Name and Phone number from the anchor listing.

\*UDAC & Heading Name

\*CMR Name and phone number.

\*PC format.

**Email Requirements**

\*Same requirements as disk, with the addition of a .pdf file to verify from.

Provide Directory name/number, client name/number on the subject line of the email.

\*Send to: [nationalart@MyYP.com](mailto:nationalart@MyYP.com)

**Photos & Halftones**

\*1000 DPI Black and White Bitmap Images.

\*200 DPI Gray Scale

\*200 DPI Process Color

\*10% to 90% Tonal Range

\*Must be supplied actual size

\*10% to 90% Gradient Range: Color Ads gradient cannot graduate from one color to another.

**Scanning**

\*Single color art should be scanned at 1000 DPI to reduce jagged edges.

\*Process color photos should be scanned at 200DPI.

\*All scans should be of a single subject only.

\*Images should be cropped as tightly as possible to reduce file size.

\*Non-standard fonts that are converted to paths or made into TIFFs are acceptable if used in logos and art.

\*Valley Yellow Pages will accept B&W Tiffs as line art.

\*Files must be at 100%.

\*NO scans of previously printed photographic images (halftones) will be accepted.

\*A separate line art file should be supplied for each color plane, if supplied in composite form and VYP is required to make separations.

\*Only CMYK process color photos are acceptable (NO RGB)

\*Raster images may be embedded within vector based applications.

**Rejection Criteria**

\*Art does not meet specs.

\*Artwork cannot be verified (image does not appear on AWT or attachment, or in case of e-mail .pdf file not received).

\*Digital art/file cannot be opened.

\*Digital art is not in appropriate format.

\*File contains a virus.

\*Digital file does not meet size limitations.

\*MAC formatted files.

**Borders**

- \*All Border styles, both stock and custom must be a minimum of one (1) point.
- \*Free form borders are permitted and must be provided as artwork.
- \*Color ads, border may be shown in single color (blue, green, red or black)
- \*Multiple color borders must be Process Color Ads.

**Colors**

- \*Colors available in display advertising include: Black, Blue, Green, Red, & Yellow
- \*Process colors also available
- \*Cyan & Magenta
- \*Yellow can overprint or touch Black & Red.
- \*Yellow must always print solid (no screening)
- If Yellow stands alone, it must be outlined in black.

**Screens**

- \*Gradient Screens are available in tones of 10% through 80%
- \*Light screen should be used with black type for headlines. Features or company name.
- \*When black type or illustrations are to appear with a screen, a maximum 30% tone is required to provide good contrast.
- \*Dark screen should be used to highlight an illustration and with reverse type.
- \*Screened letters within a screen are not permitted.
- Minimum point size for text on screened material is 10 pts.

**UDAC's**

- \*Dimensions of Display ads:
- \*See Valley Yellow Page specs
- \*Ads that are to appear as white knockout will have "W" in the UDAC.
- \*Ads that are to appear as Process Color will have "P" at the end.

**Miscellaneous:**

- \*All full addresses require zip code.
- \*Coupon logos are always red.
- \*Use our *coupon* and *Senior Specials logos* only.
- \*Ad verbiage must be applicable to the heading placement.
- \*Name, address/or phone number must appear in the ad.
- \*Name and Address do not have to match exactly for display advertising.
- \***Phone Numbers** must match the anchor exactly

\*License numbers are required for the following headings:

All Contractor Heading	state contractor license
Automobile Dismantlers	dismantlers number
Bail Bonds	Agent's name or number
Funeral Directors	Directors number
Limousine	TCP number
Marriage Counselors	License number
Movers & Full Service Storage	CAL PUC-T number or ICC number

## Yellow Pages Digital & Media Solutions

0507, 0510, 0612, 0671, 0727, 0936

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### TRADEMARKS

#### Pub Codes—0507, 0510, 0936

##### Trademarks

###### FINDING LINE:

Brand or firm name confined to one line if possible. Should tie in with trademark cut and text.

###### TEXT:

A brief message describing the product, service or defining dealer and service arrangements.

###### WHERE TO BUY IT PHRASES:

“Where to Call”. “Where to Get Service”. “Where to Buy Them”. “For Information Call”. “For Service Call”. “For Reservations Call”. In case of associations, the phrase “Members” may be used.

###### DISPLAY NATIONAL TRADEMARK:

Minimum ad size DQC, one half of the ad space should be devoted to the product, service, brand, trademark/logo or copy pertaining to the national advertiser. Only national brands or trademarks/logos owned by the advertisers may be used in the ad. The national brand's trademark must be predominant in the ad. Copy, artwork and photographs must pertain to the associated national or provincially branded product or service and must be applicable to all listings within the ad. Dealer listings may contain names, addresses, telephone numbers, as well as geographic information and maps. Dealer listings should be of uniform size and type style.

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#### Pub Code— 0612

###### FINDING LINE:

Confined to one line if possible. Brand or firm name line tied in with trademark logo & text. If finding line is a brand name it must be a registered trademark. If it is a company name it must be of the advertiser & not of a brand name or product he represents. Set in 7 point Universal Bold Condensed Caps.

###### TEXT:

For TM, TM3 & CTM type ads the standard type style is Bell Gothic Bold (BGBC). Other styles available are: HELVETICA LIGHT (HLVL) either in all caps or upper & lower case. HELVETICA MEDIUM (HLVM) changes HLVL to Bold. HELVETICA CAPS (HLVC) changes HLVL to caps & bold. HELVETICA MEDIUM ITALICS (HEMI). UNIVERSAL BOLD CONDENSED (UNBC) same type used for finding line. TIMES ROMAN ITALIC (TINR).

Print can vary from 6 point to 14 point. The logo can be centered, placed right or placed left. Due to variances in typestyle, size & placement of logo, maximum text line counts can not be given. If the finding line exceeds one line, the amount of room left available for copy will be reduced. No text can appear above the logo. All punctuation is permitted with the exception of ^ \ . An ad may appear without any text. Indicate on copy sheet “No Text To Appear”.

# Yellow Pages Digital & Media Solutions

0507, 0510, 0612, 0671, 0727, 0936

## TRADEMARKS

### Pub Code— 0612

Colored Text is Allowed as Follows:

TM – 2 Units (Logo & 1 Line of Copy or Black Logo & 2 Lines of Copy)

TM3- 3 Units (Logo & 2 Lines of Copy or Black Logo & 3 Lines of Copy)

CTM-4 Units (Logo & 3 Lines of Copy or Black Logo & 4 Lines of Copy)

Note: If a line of copy is to be in colour the WHOLE line must be in colour with ONE colour per ad!

### LOGO:

Can be centered, placed right or placed left. No text can appear above the logo. When a trademark logo is inserted new it is only necessary to supply one velox with the first directory. If the identical logo is to be used in any further directories no velox is required. If logo is coloured the entire logo must be in colour. Multi-Colour logos are not permitted.

### WHERE TO BUY IT PHRASE:

A Where to Buy It Phrase is optional. Print style & size is 8 point Times Roman Caps. It must pertain to product service, dealer or outlet and is restricted to 24 characters including quotation marks & spaces. The use of quotation marks is also optional.

### CAPTIONS:

Trade captions are centered & must be contained in one line to a maximum of 29 characters including spaces. May contain any wording provided it pertains to the product, service, dealer or local outlet. Trade subcaptions are also centered & will automatically be set in alphabetical order. The exception to this regulation is if a customer wishes to show home book locations first.

### Pub Code—0671

#### Trademarks

Maximum 8 lines of text, logo must appear in right hand corner of ad) (Logo available in 1 color – red, blue or green)

#### Custom Trademarks

Maximum 14 lines of text, logo can appear centered, right or left but not below the copy) (Logo, two lines of copy and “Where To Call” line available in 1 color – red, blue of green)

## EXTRA LINES

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
Yellow Pages Group .....		32	WP-N/A YP-2
Yellow Pages Group (formerly SuperPages) .....		35	N/A-WP 5- YP 30-YP for Professionals
Yellow Pages Group (formerly SuperPages & (Dominion Information Services Les Annuaire Du Quebec) .....		42	N/R-WP N/R-YP

# Yellow Pages Digital & Media Solutions

0507, 0510, 0612, 0671, 0727, 0936

## SPACE PRECEDENCE

Yellow Pages Group, Co..... Size

Yellow Pages Group, Co. – (Formerly SuperPages) ..... Size, Seniority

Yellow Pages Group, Co. – (Formerly Dominion Information Services, Inc./  
Les Annuaire Du Quebec)..... Size, Alphabetical

## SPACE LISTINGS

### TYPOGRAPHY SPECIFICATIONS

0507, 0510

STYLE OF DIRECTORY	4 COLUMN					
Space Listing Size	1HS	2HS	3HS	4HS	2HSL	1HSN
Maximum Lines of Text in 6 Pt. Type Max Lines Lessen as Font Sizes Increase	3	8	12	17	8	Text = 4 Address = 2
Number of Characters in Name Line	35	35	35	35	35	35
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size	3	4	7	2	4	
Maximum Depth of Copy (In Points)						
6 Pt. - All Caps	35	35	35	35	20	35
6 Pt. - Caps and Lower Case	45	45	45	45	22	45
7 Pt. - All Caps	-	-	-	-	-	-
7 Pt. - Caps and Lower Case	-	-	-	-	-	-
8 Pt. - All Caps		25	25	25	17	-
8 Pt. - Caps and Lower Case		31	31	31	19	-
10 Pt. - All Caps		22	22	22	13	-
10 Pt. - Caps and Lower Case		26	26	26	15	-
12 Pt. - All Caps				19		-
12 Pt. - Caps and Lower Case				24		-
14 Pt. - All Caps	-	-	-	-	-	
14 Pt. - Caps and Lower Case	-	-	-	-	-	
18 Pt. - All Caps	-	-	-	-	-	
18 Pt. - Caps and Lower Case	-	-	-	-	-	
Are Cuts Acceptable 9/16 x 9/16				-	YES	
Placement of Cuts (L-Left, R-Right, C-Center)—					L	
Must All Type Be in The Same Family	Yes	Yes	Yes	Yes	Yes	Yes

The firm name is set in bold type, the address and telephone number in light type for 1HS and in bold type for other sizes.

The same type family is used for all text matter with only one size type to a line. Cuts, boxed text, vertical rules and underlining are not permitted in any unit. Stars, dots, slashes and percent symbol are acceptable.

\*Caps and lower case indicate that each word starts with a capital letter.

Acceptable punctuation: period, comma, colon, semi-colon, parenthesis, quotation mark, dash, question mark, exclamation point, apostrophe, ampersand.

NOTE: Check with Publisher as Non-U.S.A. Members may have unique rules and policies.

# Yellow Pages Digital & Media Solutions

0507, 0510, 0612, 0671, 0727, 0936

## SPACE LISTINGS

**PUBLISHER NAME:** Yellow Pages Group (formerly SuperPages) 0612

### TYPOGRAPHY SPECIFICATIONS

STYLE OF DIRECTORY	2 - COLUMN					4 - COLUMN						
Space Listing Size	1HS	1MS	2HS	3HS	3DHS	1HS	1MS	2HS	3HS	3DHS	4HS	4DHS
Allowable Lines of Text in 6 Pt. Type Including Address and Tel. Number Line	4	6	9	15	15	4	6	9	15	15	19	19

Approximation of allowable characters & Spaces per line.	2 COLUMN					4 COLUMN							
6 Pt. - All Caps	48					39							
6 Pt. - Caps and Lower Case	57					48							
8 Pt. - All Caps	35					28							
8 Pt. - Caps and Lower Case	44					37							
10 Pt. - All Caps	28					22							
10 Pt. - Caps and Lower Case	33					27							
12 Pt. - All Caps	24					18							
12 Pt. - Caps and Lower Case	28					22							
14 Pt. - All Caps	20					16							
14 Pt. - Caps and Lower Case	24					18							

### MISCELLANEOUS

Text size can be specified, but is limited based on what will fit in the ad. Because it is difficult to know what will fit in an In-column ad in terms of lines & characters it is recommended that type size not be specified on the Art Transmittal Form. Note: This is based on Helvetica type style and the character count decreases by 2 when incorporating BOLD, or using other type styles.

#### Data:

Name (PL) is set in Universal Bold Condensed No. 12 caps. Maximum number of characters for a name is 36 per line. Address & telephone number line are set in Bell Gothic Bold upper & lower case. The address/billing number line may be placed anywhere after the PL line in the informational.

The actual number of lines of copy will decrease when:

- Name exceeds 36 characters & splits onto a 2<sup>nd</sup> line.
- Address & Telephone number line exceeds 39 characters & splits onto a 2<sup>nd</sup> line.
- Alternate address & telephone number line is included.
- Information line is provided with special reverse charge service.
- Call long distance instructions are included.

Informational are limited to one per classification per listing name except in the case of multiple outlets having different locations.

#### Directional Informationals:

A DO box can contain one, two or three lines of directional information which refers to location, area served or compass directions. Maximum information is not to exceed three lines, twelve characters & spaces per line. Both HS & DO Informationals are allowed bold lines of text. A maximum of one bold line per inch ½ inch depth is allowed. For 3DO's, 4DO's, containing color both the directional box & the text inside the box may appear in color.



# Yellow Pages Digital & Media Solutions

0507, 0510, 0612, 0671, 0727, 0936

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## SPACE LISTINGS

### MISCELLANEOUS (Cont.)

#### Text:

Type Styles Available are:

HELVETICA LIGHT (HLVL) either in all caps or upper & lower case is the standard style to be used. HELVETICA MEDIUM (HLVM) changes HLVL to bold. HELVETICA CAPS (HLVC) changes HLVL to all caps & bold. HELVETICA MEDIUM ITALICS (HEMI) same type used for cross reference headings. UNIVERSE BOLD CONDENSED (UNBC) same type used for the name. BELL GOTHIC BOLD CONDENSED (BGBC) same type used for address & telephone line & TM copy. TIMES ROMAN ITALIC (TINR) same type used for Where To Buy It Line & TCP in TM ads.

**PUBLISHER NAME: Yellow Pages Digital & Media Solutions**

**0612**

### MISCELLANEOUS

#### Text:

Point sizes can vary from 6 to 14 depending on the size of the ad, print style used & the amount of copy lines used. All punctuation marks are permitted with the exception of ^ \ | due to equipment limitations. No cuts are permitted. The symbol ® or ™ designating a Registered or Trade Mark may be used.

#### Colour Specifications for Informationals/Directionals:

Red, blue or green is permitted in all informational ads for 2 & 4 column directories. Only one colour is permitted per ad. A maximum of 1 unit (line) will be allowed for a 1HSTB/G/R /1MSTB/G/R, 2 units for 2H2TB/G/R, 3 units for a 3HTB/G/R & 3DOB/G/R, 4 units for 4HOB/G/R & 4DOB/G/R.

Items that will NOT be accepted for red, blue or green are:

Borders other than directional boxes.

Finding lines (name)

Address & Telephone Line.

# Yellow Pages Digital & Media Solutions

0507, 0510, 0612, 0671, 0727, 0936

## SPACE LISTINGS

PUBLISHER NAME: Yellow Pages Digital & Media Solutions

0671

## TYPOGRAPHY SPECIFICATIONS

STYLE OF DIRECTORY	2 & 3 – COLUMN						3 & 4 – COLUMN				
Space Listing Size	1HS	2HS	3HS	4HS	5HS	6HS	1HS	2HS	3HS	4HS	6HS
Maximum Lines of Text in 6 Pt. Type Including Address and Tel. Number Line											
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size											
Maximum Depth of Copy (In Points)											
6 Pt. – All Caps	Y	Y	Y	Y			Y	Y	Y	Y	
6 Pt. – Caps and Lower Case	Y	Y	Y	Y			Y	Y	Y	Y	
7 Pt. – All Caps	Y	Y	Y	Y			Y	Y	Y	Y	
7 Pt. – Caps and Lower Case	Y	Y	Y	Y			Y	Y	Y	Y	
8 Pt. – All Caps		Y	Y	Y			Y	Y	Y	Y	
8 Pt. – Caps and Lower Case		Y	Y	Y			Y	Y	Y	Y	
10 Pt. – All Caps		Y	Y	Y			Y	Y	Y	Y	
10 Pt. – Caps and Lower Case		Y	Y	Y			Y	Y	Y	Y	
12 Pt. – All Caps		Y	Y	Y			Y	Y	Y	Y	
12 Pt. – Caps and Lower Case		Y	Y	Y			Y	Y	Y	Y	
14 Pt. – All Caps											
14 Pt. – Caps and Lower Case											
18 Pt. – All Caps											
18 Pt. – Caps and Lower											
Are Cuts Acceptable	N	N	N	N	N/A	N/A	N	N	N	N	N/A
Placement of Cuts (L-Left, R-Right, C-Center)—											
Must All Type Be in The Same Family											
Pt. Size of Finding Line											

## MISCELLANEOUS

Information Ads are listed alphabetically, in-column, under a classified heading. Informational ads contain Company Name, Address, Telephone Number and lines of copy. Options for lines of copy: all lines centered, left justified, right justified.

Note: All typesetting is done by TELUS Advertising Services.

The actual number of lines of text\* will decrease when:

Color text lines used.

Firm name exceeds one line.

Address and telephone number exceeds one line.

Alternate call number is included.

Alternate address and telephone number line is included.

Larger than minimum type size used.

# Yellow Pages Digital & Media Solutions

0507, 0510, 0612, 0671, 0727, 0936

## SPACE LISTINGS

\*Note: Text is the word that is used to describe the sales or service message and it does not include the name, address, or phone number.

1HS (1/2" Space Listing)	3 lines of text	
2HS (1" Space Listing)	8 lines of text	2 lines of text available in one color.
3HS (1 1/2" Space Listing)	13 lines of text	3 lines of text available in one color.
4HS (2" Space Listing)	18 lines of text	4 lines of text available in one color.

**PUBLISHER NAME:** Yellow Pages Digital & Media Solutions

**0721**

## TYPOGRAPHY SPECIFICATIONS

STYLE OF DIRECTORY	4 - COLUMN				
Space Listing Size	1HS	2HS	3HS	4HS	5HS
Maximum Lines of Text in 6 Pt. Type Including Address and Tel. Number Line	4	9	15	17	21
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size	2	2	2	3	3
Maximum Depth of Copy (In Points)	25	54	90	102	110
6 Pt. - All Caps	26	26	26	26	26
6 Pt. - Caps and Lower Case	35	35	35	35	35
8 Pt. - All Caps	21	21	21	21	21
8 Pt. - Caps and Lower Case	30	30	30	30	30
10 Pt. - All Caps	-	19	19	19	19
10 Pt. - Caps and Lower Case	-	25	25	25	25
12 Pt. - All Caps	-	-	16	16	16
12 Pt. - Caps and Lower Case	-	-	22	22	22
14 Pt. - All Caps	-	-	13	13	13
14 Pt. - Caps and Lower Case	-	-	17	17	17
18 Pt. - All Caps					
18 Pt. - Caps and Lower Case					
Are Cuts Acceptable					
Placement of Cuts (L-Left, R-Right, C-Center)—					
Must All Type Be in The Same Family					
Pt. Size of Finding Line					

## Yellow Pages Digital & Media Solutions

0507, 0510, 0612, 0671, 0727, 0936

### SPACE LISTINGS

#### MISCELLANEOUS

The maximum number of characters and spaces per line is computed on the following text widths.

4 Column Directories – 10.5 Picas.

The actual number of lines of text will decrease, e.g:

- Firm name exceeds one line.
- Address and telephone number exceed one line.
- Alternate address and telephone number line is included.
- Information line is provided with Special Reverse Charge Service.
- Call Long Distance instructions included.

## Yellow Pages Digital & Media Solutions

0507, 0510, 0612, 0671, 0727, 0936

### COUPON SPECIFICATIONS

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
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..... 0612 47 x 11 Yes Yes

CPNW = 1 Coupon, 2CPNW = 2 Coupons, 3CPNW = 3 Coupons, 4CPNW = 4 Coupons, 5CPNW = 5 Coupons.

Text and graphics on coupon(s) can be printed in black plus one colour of choice. (Red, Blue or Green).

Maximum black areas of coupons is 10%, maximum colour areas is 25%. Any exceeding this will be screen to a maximum of 60%. No yellow in coupons. The gutter between the ad and the coupon is 2 picas wide. Solid green outside border will be supplied by Dominion Directory. The coupon(s) must contain company name, address, phone number, expiry date, and coupon offer. (Note: The customer's address does not have to be in coupon if requested!) The associated ad(s) attached to the coupon must contain company name, address and phone number. Advertisers are allowed a maximum of two separate or alternative offers per coupon. Expiration date must appear on each coupon. Maximum duration is 1 year from the effective date of the directory. Yellow Pages™ Coupons logo should be positioned in the advertiser's Yellow Pages™ display ad (repro available!) (Note: It is not necessary for the logo to appear in the display ad.) The bottom of the logo contains the text in green "FIND US IN THE COUPON SECTION!" The logo size may be reduced or enlarged, however, the minimum size allowed for the logo text is 8 pt. It is not necessary for the logo to appear in the display ad. Five coupons per page will be printed on white reverse with the left size being a permanent ad & the right side the coupon. Coupons will be positioned on sold date priority. Current coupon advertisers will receive priority placement in the following year's directory. Advertisers may purchase multiple coupons. Where possible, multiple coupons will appear on the same page. An alphabetical company index will appear on the first page of the coupon section and will refer to the page numbers in the coupon section. (Coupon section will be numbered independently from the directory).

.....0613 45 x 11.5 No Yes Yes

#### MISCELLANEOUS

All coupons must contain a redeemable offer and include an expiry date.

.....0671 4 Column – 45p x 11p Full Process Color  
.....0813 4 Column – 45p x 59 ½ p Full Page, Full Proc. Color  
.....0613 45 x 11.5 No Yes Yes

PUB. CO. NAME

**Yellow Pages Digital & Media Solutions**

PUB CODE(S)

**0507, 0510, 0721, 0727****DISPLAY ADS****BORDER CHART**

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	0.5PT
a) Are Free Form Borders Accepted?	YES	8) Can Type/Screens Touch Borders?	YES
b) Can Type or Illustration be Part of a Border?	YES	a) If No, What is the Minimum Clearance?	N/R
2) What is the Minimum Point Size Allowed for a Border?	0.5 PT.	9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for a Border?	N/R	a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	0.5PT
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	N/R
6) Are Screened Borders Accepted?	YES - 10%	d) Can It Be Screened?	YES
7) Must They be Outlined?	NO	e) If Yes, What Percentages are Accepted?	10%

**TYPE**

1) Is Solid Black Type Accepted?	YES	4) Is Reverse Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	10-40%	a) Is Outline Type Required?	NO
a) If Yes, What is the Minimum Pt. Size of Type?	8-10PT	b) What is Minimum Pt. Size of Type?	12
b) Maximum Screen Percentage Accepted?		5) Can Telephone Numbers Appear as Screened Type?	YES
3) Is Screened Type Allowed?	YES	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?	NO	7) Is Type Accepted Over a Half-Tone?	YES
b) What is the Minimum Pt. Size of Type?	12	8) What is the Maximum Angle Type May be on?	N/R
c) Maximum Screen Percentage Accepted?	N/R		
d) Minimum Screen Percentage Accepted?	30%		

**SCREENS**

1) What Percentages are Used?	10-80%	3) What Percent of the Total Ad Can Be Screened?	100%
2) Do Items Being Screened Need to be Outlined?	NO	4) Telephone Number?	YES
a) What is the Minimum Line Weight Allowed?	0.5PT		

**HALF-TONES**

1) GrayScale		2) Spot Color Halftones	Must follow spot color mixes
Black Ink Limit (80% prints as black)	80%		
Dot Gain (SWOP – Newsprint)	35%		

**SOLID BLACK**

1) What is the Maximum Size of a Single Solid Black Item?	N/R	a) Does This Include the Border?	YES
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PUB. CO. NAME

**Yellow Pages Digital & Media Solutions**

PUB CODE(S)

**0507, 0510, 0721, 0727**

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**SPOT COLOR ADS**

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- |  |                          |   |                                     |
|--|--------------------------|---|-------------------------------------|
| 1) Are Spot Color Ads Offered?                               | YES, RED, BLUE, GR, YELL | 5) Are Spot Color Half-Tones Allowed?                       | YES                                 |
| 2) How Many Spot Color Items are Allowed Per Ad?             | N/R                      | 6) What are the Color Requirements?                         | Must be Values based on Spot Colors |
| 3) Are Spot Color Screens Allowed?                           | YES                      | 7) Can Two or More Spot Halftones be Combined/Overlap?      | NO                                  |
| a) If Yes, What Screen Values are allowed?                   | 10-80%                   | 8) What is the distance between screened colors?            | N/R                                 |
| b) What Percentage of Total Ad Space is Allowed Spot Screen? | 100%                     | 9) What is the distance between solid colors?               | N/R                                 |
| 4) Are Spot Border Dimensions the Same as Black?             | YES                      | 10) What is the distance between screened and solid colors? | N/R                                 |
| SPOT RED=  | 100% Magenta, 60% Yellow | 11) Are Color Borders Allowed?                              | YES                                 |
| SPOT BLUE=   | 100% Cyan, 35% Magenta   | a) Spot Color TM?   | YES                                 |
| SPOT GREEN=  | 100% Cyan, 90% Yellow    |   |                                     |

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**PROCESS COLOR ADS**

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- |  |      |  |                               |
|--|------|--|-------------------------------|
| 1) Are 4 Color Process Ads Offered?            | YES  | 5) What are the Color Requirements?              | Follow the Photoshop Settings |
| 2) 4 Color Process: Photoshop Settings         |      | 6) What is the distance between screened colors? | N/R                           |
| Black Ink Limit                                | 80%  |  |                               |
| Total Ink Limit                                | 220% |  |                               |
| Dot Gain (SWOP – Newsprint)                    | 35%  |  |                               |
| Separation Type                                | UCR  |  |                               |
| 4) What are the Image Resolution Requirements? |      |  |                               |
| 200dpi for Raster Images.                      |      |  |                               |
| 1000dpi for Vector Images.                     |      |  |                               |

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**VELOX REQUIREMENTS**

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- |  |         |  |    |
|--|---------|--|----|
| 1) Is a Small Amount of Touch-Up Paint Accepted? | NO      | 3) Is one layer (one-ups) paste-up accepted?           | NO |
| 2) Line Screen Requirements                      | 100 lpi | 4) 4 color veloxes and laser prints are NOT acceptable |    |

All color ads must be supplied as positive color separations on RC. Registration marks should be present.

NOTE: Check with publisher as -Non-U.S.A. members may have unique rules and policies.

PUB. CO. NAME

**Yellow Pages Digital & Media Solutions**

PUB CODE(S):

**0507, 0510, 0721, 0727**

## MISCELLANEOUS

The above ad sizes should be exact to benefit the reserved ad space purchased. Any size exceeding the specified dimensions or a size that is smaller than 1 pica or 12 points will be rejected.

## BORDERS

A border must visually enclose a display ad to create a complete or visual enclosure between one customer's ad and another customer's ad. One ad must not appear to continue into or appear a part of a competitor's ad. The white knock-out part of an ad (if purchased) can also be considered as sufficient framing.

## STANDARD YELLOW PAGES TYPEFACES

Typefaces other than standard Yellow Pages typefaces are considered artwork and must be supplied by the customer for the initial layout and every time thereafter if correction or changes are required.

## TYPE SIZES

Variation in the legibility or various typefaces requires that a minimum type size be specified for each typeface when used as: straight type minimum 6 pt; reverse type minimum 8 pt bold; 10pt. Regular, type on screens minimum 8 pt; type in colour minimum 8 pt; color type on color screens minimum 10pt.

## SCREENS & SPECIAL EFFECTS

Screens are available from 10 to 80%. Graduated screens may be used as special effects, provided the screen values fall between 1% and 80%. A graduated screen is considered artwork. If text is overprinted on a black screen the value must be 40% or less. If black or color text is overprinted on a color screen, the screen value must be 50% or less. If text is reversed on a screen, the screen value must be 50% (or more when used in an illustration or graduated screen).

Text may be overprinted or reversed on a screened photo or illustration if the placement of the text meets the above-mentioned criteria. If text is within an area of supplied artwork, complete new artwork must be supplied again if changes to the text are required. The screen ruling is 100 lines per inch for all material. The user should also ensure the overall legibility of tint screens and screened type when applying values.

## WKO (White Knock-Out Ads)

A white layer must be placed on the lower most level of the ad file that covers the entire UDAC as described in the Display Ad Tables for a White Knock-Out Ad. Ads that do not follow this rule or have a white box that is less than the actual display UDAC risk having layering issues or incomplete knock-outs.

## DISPLAY ADS

## BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	—
a) Are Free Form Borders Accepted?	YES	8) Can Type/Screens Touch Borders?	YES
(BUT NOTHING CAN APPEAR TO BE FLOATING)			
b) Can Type or Illustration be Part of the Border?	YES	a) If No, What is Minimum Clearance?	—
(WITH RESTRICTIONS)			
2) What is the Minimum Point Size Allowed for Border?	1 PT	9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?	10 PT	a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	1 PT
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	10 PT
6) Are Screened Borders Accepted?	YES	d) Can It Be Screened?	YES
7) Must They be Outlined?	NO	e) If Yes, What Percentage of Screen is Accepted?	60%

## TYPE

1) Is Solid Black Type Accepted?	YES	4) Is Reverse (White) Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	NO
a) If Yes, What is the Minimum Pt. Size of Type?	6 PT.	b) What is Minimum Pt. Size of Type?	8 PT
b) Maximum Screen Percentage Accepted?	30%	5) Can Telephone Numbers Appear as Screened Type?	YES
3) Is Screened Type Allowed?	YES	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?	NO	7) Is Type Accepted Over a Half-Tone?	YES
b) What is the Minimum Pt. Size of Type?	6 PT.	8) What is the Maximum Angle Type May be on?	90°
c) Maximum Screen Percentage Accepted?	60%	Telephone Number ?	90°
		Name or Heading ?	90°

## SCREENS

1) What Percentages are Used?	20%, 30%, 40%, 50%, 60%	3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	100	a) What is Minimum Line Weight Allowed?	
		4) What Percent of the Total Ad Area Can Be Screened?	100%
		5) Telephone Number?	YES IT CAN BE SCREENED

## HALF-TONES

1) Tone Percentage for a Light Screen?	10%	3) How Many Lines Per Inch are Used?	100
2) Tone Percentage for a Dark Screen?	50-60%	4) Allowable Percentage of Halftone in Ad Area?	100%

## SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	10%	2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	10%
		a) Does This Include the Border?	NO

## PROCESSED COLOR ADS

1) Are Colored Ads Offered?	YES	6) What is the Distance Between Coloured & Black Items?	NONE
2) How Many Colored Items are Allowed Per Ad? If solid	25%	7) What Distance is Required Between Coloured Items & Black Border?	NONE
3) Are Colored Screens Allowed?	YES	8) Are Trademarks Allowed in Red?	YES
a) If Yes, What Screen Percentage?	75%	9) Are Colour Borders Accepted in Display?	YES
b) What Percentage of Total Ad Space is Allowed Colored Screen?	100%	a) TM?	NO
4) Are Colored Border Dimensions the Same as Black?	YES	10) Are Other Colors Available?	YES
5) Are Colour Half-Tones Accepted?	YES	11) How Much Solid of Any Color?	25%
a) If Yes, What is the Percentage? MAX 25% SOLID COLOR		12) Minimum Point Size for Color Type?	8 PT



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VELOX REQUIREMENTS

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- 1) Is a Small Amount of Touch-Up Paint Accepted? YES \*PLEASE NOTE THAT CAMERA READY ADS WILL NOT BE ALTERED IN ANY WAY.

## MISCELLANEOUS

- 1) Must an Address Appear in the Ad? NO 2) What is the Acceptable "Toll Free (800)" Designation? Call no charge 1 800
- 3) Camera Ready Artwork is only acceptable for Black & Yellow display ads. No ads w/color or white reverse.
- 4) All Display Ads containing either white knockout and/or colour must be transmitted via disk or e-mail using the following guidelines:

## PHOTO Advertorials

## 2-Column Advertorials (C2CP)

Approximately 3.75" x 2" photograph and 70 words of editorial copy (plus address, telephone number and URL) company name, street address (postal code and substitution of mailing address in Getaways sections only), municipality, map code and one phone number. 60 second Talking TELUS Pages™ line with "Direct Connect" to local businesses or 800 numbers message changes, including scripting and recording.

## 1-Column Advertorials (C1CP)

Approximately 1.8" x 1.75" photograph and 40 words of editorial copy (plus address, telephone number and URL) company name, street address (postal code and substitution of mailing address in Getaways sections only), municipality, map code and one phone number. 60 second Talking TELUS Pages™ line with "Direct Connect" to local businesses or 800 numbers message changes, including scripting and recording.

## Web Site Address (WSA)

A WSA is a web site address or URL that is inserted between the company name and the address/phone number line. For emphasis, it is:

- indented
- preceded by a bullet,
- and coloured blue (100% cyan)

It is coloured blue as this is the standard method of showing hyperlinks on web pages.

## E-Mail Address (EMA)

An EMA is an e-mail address that can be inserted like the WSA. However, it is placed after the WSA if a WSA is bought and the EMA is not preceded by a bullet. Like the WSA, it is indented and coloured blue.

Example of a RL with a WSA followed by an EMA:

Albright Cabinets  
• [www.albright.com](http://www.albright.com)  
[inquiries@albright.com](mailto:inquiries@albright.com)  
22 River Rd.....250-2221

**MISCELLANEOUS****FOR DISKS:**

We accept Macintosh files or IBM files exported as: .EPS or .Tiff. Convert all fonts to paths – “Save to Curves” – Text should not be saved in any pixel/bitmap based program such as Photoshop – it will not be sharp when output. Macintosh users can supply the fonts if creating outlines is impossible in your computer application. We only accept 3 ½ “ floppy disks and “Zip” Disks & CD's.

Disks must be labeled as to: Software Used, Company Name, Phone Number, Sales Reps Name.

Accepted Macintosh Programs: A) Adobe Illustrator 6.0 preferred or 8.0, B) Multi-Ad Creator 3.7 – Preferred, C) QuarkXPress 4.0, D) Freehand 7.0, E) Adobe PageMaker 6.5, F) Adobe Photoshop 4.0 “Artwork Only Please”. G) Corel 6.0. saved as an .eps.

**ACCEPTED FILE FORMATS: .EPS or .TIFF**

If compressing files we accept files compressed in Drop Stuff or Disk Doubler.

If your artwork was not created in one of the above indicated formats, and is a black and yellow ad, we can use your file if it is saved in a PDF file format. However, please be advised that not all fonts (embedded or otherwise) will carry through and in such cases our closest stock fonts will be used in their place. Do not compress any portion of your art PDF file.

**DISKS MUST INCLUDE:**

- The entire ad - Please enclose a proof of the latest version along with disk (in colour)
- All placed files – Illustrator & Pagemaker users note: Please include all external files even if they are embedded in the original Illustrator/Pagemaker document. 3) All fonts (or convert to paths).

**EMAIL**

- Same as above but when sending Email please send to [national@domdir.com](mailto:national@domdir.com) (all lower case)

**MAXIMUM BORDER THICKNESS**

QC, 3U 4pt. solid black & solid colour.

DQC, TQC 6pt. solid black & solid colour.

DHC, THC, HP 8pt. solid black & solid colour.

FP 10pt. solid black & solid colour.

Please note that lines thicker than the above are considered part of the Max. 10% solid black or Max 25% solid colour rule.

PUB. CO. NAME

**Yellow Pages Digital & Media Solutions**

PUB CODE(S)

**0671****DISPLAY ADS****BORDER CHART**

1) Are Custom Borders Accepted?		a) If Yes, What is the Minimum Point Size?	
a) Are Free Form Borders Accepted?	YES	8) Can Type/Screens Touch Borders?	YES
b) Can Type or Illustration be Part of the Border?	YES	a) If No, What is Minimum Clearance?	—
2) What is the Minimum Point Size Allowed for Border?	1 PT	9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?		a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	1 PT
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	
6) Are Screened Borders Accepted?	YES	d) Can It Be Screened?	YES
7) Must They be Outlined?	NO	e) If Yes, What Percentage of Screen is Accepted?	UP TO 70% MIN 20%

**TYPE**

1) Is Solid Black Type Accepted?	YES	4) Is Reverse (White) Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	NO
a) If Yes, What is the Minimum Pt. Size of Type?	8 PT BOLD	b) What is Minimum Pt. Size of Type?	10 PT B
b) Maximum Screen Percentage Accepted?	30%	5) Can Telephone Numbers Appear as Screened Type?	YES
3) Is Screened Type Allowed?	YES	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?	NO	7) Is Type Accepted Over a Half-Tone?	YES
b) What is the Minimum Pt. Size of Type?	18 PT	8) What is the Maximum Angle Type May be on?	45°
c) Maximum Screen Percentage Accepted?	70%		

**SCREENS**

1) What Percentages are Used?	20%-30% WITH BLACK 40%-70% SCREEN DROP-OUT	3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	65-85 LPI	a) What is Minimum Line Weight Allowed?	
		4) What Percent of the Total Ad Area Can Be Screened?	100%
		5) Telephone Number?	YES

**HALF-TONES**

1) Tone Percentage for a Light Screen?	10%	3) How Many Lines Per Inch are Used?	65-85 LPI
2) Tone Percentage for a Dark Screen?	80%	4) Allowable Percentage of Halftone in Ad Area?	100%

**SOLID BLACK**

1) What is the Maximum Size of a Single Solid Black Item?	50% OF AD AREA	2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	50%
		a) Does This Include the Border?	YES

**COLOR ADS**

1) Are Red Color Ads Offered?	YES	5) Are Red Half-Tones Accepted?	NO
2) How Many Red Items are Allowed Per Ad?	100%	a) If Yes, What is the Percentage?	
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	1/16"
a) If Yes, What Screen Percentage?	UP TO 30%	7) What Distance is Required Between Red Items & Black Border?	1/16"
b) What Percentage of Total Ad Space is Allowed Red Screen?	100%	8) Are Trademarks Allowed in Red?	YES
4) Are Red Border Dimensions the Same as Black?	YES	9) Are Red Borders Accepted in Display?	YES
a) If No, What are the Dimensions?		a) TM?	NO
		10) Are Other Colors Available?	RED, BLUE, GREEN, WHITE K-OUT
		11) How Much Solid of Any Color?	50% OF AD AREA

**VELOX REQUIREMENTS**

NO LONGER ACCEPTED.

**MISCELLANEOUS**

The following PC software is used to create ads:

**PC Software**

Electronic Ads can be submitted to Dominion using the following PC Software:

CorelDraw – v 9.0 (preferred)

Adobe Illustrator – v 8.0

Adobe Photoshop – v 5.5

Quark Xpress – v 4.0\*

**\*Quark Xpress Users:**

Quark Xpress files created on either platform (MAC or PC) should be saved as an .eps, opened in Illustrator, select all text and create outlines, then the file should be re-saved as an Illustrator .eps. Please ensure all supporting files have been supplied or graphics embedded.

**Macintosh (MAC) Users**

Although TAS works entirely on a PC platform, MAC users can submit Electronic files using the same software packages (listed above) with the files saved for the PC platform.

All MAC files must have the 3 letter extension identifying the file type added to the file name. (i.e. Illustrator.eps; filename.eps)

MAC fonts do not convert to the PC platform. All fonts must be converted to outlines.

**DO NOT INCLUDE FONTS.**

Please save all MAC files as ASCII instead of Binary.

**EPS File Formats**

Dominion uses .eps file format for all production ads therefore electronic ads should be supplied as .eps. Please include a copy of the native file (CorelDraw or Illustrator) with all fonts converted to curves or outlines.

**Scanning**

All scanned images (line art, grayscale, or colour) are to be tiff format and must be scanned at 100% of the size they will appear in the ad.

Scanning resolution should be 170dpi for grayscale or colour images, 600 dpi for line art.

**Compression**

Large files can be compressed for transfer using the following formats:

Winzip for Windows files and Stuffit for MAC files.

Jpeg or LZW compression cannot be used regardless of the software.

**Media Formats**

Files can be supplied on the following PC formatted media:

- 3.5 floppy disk
- CD Rom
- Zip Drive
- E-Mail
- Direct to TAS FTP Site\*

When supplying your ad electronically, please include a printed copy of the electronic file along with the disk. Ensure your ad meets our specific size requirements. If your ad is in colour, please attach a colour copy.

CMR's wishing to use the Dominion FTP site, please contact National Marketing Support 1-888-287-9733.

## MISCELLANEOUS

The following Software Packages cannot be accommodated:

- MS PowerPoint
- MS Word
- MS Excel
- Wordperfect
- Claris Works
- Publisher
- Publish It
- Adobe Pagemaker
- Adobe In Design
- Macromedia Freehand
- Corel Printhouse
- Multi ad Creator
- Lotus FreeHand

Any other word processing or presentation package.

All fonts must be converted to curves or outlines. Only Adobe Type 1 Fonts are useable.

## SPACE LISTINGS

### TYPOGRAPHY SPECIFICATIONS

STYLE OF DIRECTORY	2 - COLUMN						4 - COLUMN				
Space Listing Size	1HS	2HS	3HS	4HS	5HS	6HS	1HS	2HS	3HS	4HS	6HS
Maximum Lines of Text in 6 Pt. Type Including Address and Tel. Number Line	4	9	15	17	21		4	9	15	17	21
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size	2	2	2	3	3		2	2	2	3	3
Maximum Depth of Copy (In Points)	25	54	90	102	110		25	54	90	102	110
6 Pt. - All Caps											
6 Pt. - Caps and Lower Case	43	43	43	43	43		35	35	35	35	35
8 Pt. - All Caps											
8 Pt. - Caps and Lower Case	36	36	36	36	36		30	30	30	30	30
10 Pt. - All Caps											
10 Pt. - Caps and Lower Case	-	28	28	28	28		-	25	25	25	25
12 Pt. - All Caps											
12 Pt. - Caps and Lower Case	-	-	25	25	25		-	-	22	22	22
14 Pt. - All Caps											
14 Pt. - Caps and Lower Case	-	-	23	23	23		-	-	17	17	17
18 Pt. - All Caps											
18 Pt. - Caps and Lower	-	-	-	20	20		-	-	-	16	16
Are Cuts Acceptable											
Placement of Cuts (L-Left, R-Right, C-Center)—											
Must All Type Be in The Same Family											
Pt. Size of Finding Line											

### EXTRA LINES

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
--	----------------------	--------------------------------------	----------------------------

45

N/R

### COUPON SPECIFICATIONS

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
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0833

Call for info.

Yes

No

No

### SPACE PRECEDENCE

Size, Seniority, Alphabetical

## DISPLAY ADS

## BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	N/A
a) Are Free Form Borders Accepted?	YES	8) Can Type/Screens Touch Borders?	YES
b) Can Type or Illustration be Part of the Border?	YES	a) If No, What is Minimum Clearance?	N/A
2) What is the Minimum Point Size Allowed for Border?	ANY	9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?	ANY	a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	ANY
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	
6) Are Screened Borders Accepted?	YES	d) Can It Be Screened?	YES
7) Must They be Outlined?	NO	e) If Yes, What Percentage of Screen is Accepted?	ANY

## TYPE

1) Is Solid Black Type Accepted?	YES	4) Is Reverse (White) Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	NO
a) If Yes, What is the Minimum Pt. Size of Type?	6 PT.	b) What is Minimum Pt. Size of Type?	6 PT.
b) Maximum Screen Percentage Accepted?	6 PT.	5) Can Telephone Numbers Appear as Screened Type?	YES
3) Is Screened Type Allowed?	YES	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?	NO	7) Is Type Accepted Over a Half-Tone?	YES
b) What is the Minimum Pt. Size of Type?	6 PT.	8) What is the Maximum Angle Type May be on?	*ANY
c) Maximum Screen Percentage Accepted?	6 PT.		

## SCREENS

1) What Percentages are Used?	ANY	3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	*85 (60-85)	a) What is Minimum Line Weight Allowed?	N/A
		4) What Percent of the Total Ad Area Can Be Screened?	ANY
		5) Telephone Number?	

## HALF-TONES

1) Tone Percentage for a Light Screen?	ANY	3) How Many Lines Per Inch are Used?	85
2) Tone Percentage for a Dark Screen?	ANY	4) Allowable Percentage of Halftone in Ad Area?	ANY

## SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	ANY	2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	ANY
		a) Does This Include the Border?	N/A

## COLOR ADS

1) Are Red Color Ads Offered?	YES	5) Are Red Half-Tones Accepted?	YES, IF THEY LOOK OK
2) How Many Red Items are Allowed Per Ad?	ANY	a) If Yes, What is the Percentage?	ANY
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items? USE 1 PT. TRAP WE TRY FOR 1 TO 2 PTS. REGISTRATION.	
a) If Yes, What Screen Percentage?		7) What Distance is Required Between Red Items	ANY
b) What Percentage of Total Ad Space is & Black Border?	ANY		
Allowed Red Screen?	ANY	8) Are Trademarks Allowed in Red?	NO
4) Are Red Border Dimensions the Same as Black?	YES	9) Are Red Borders Accepted in Display?	YES
a) If No, What are the Dimensions?	N/A	a) TM?	NO
		10) Are Other Colors Available?	
		11) How Much Solid of Any Color?	

\*Color values used in gradient screens cannot exceed 220 Ink

PUB. CO. NAME

**ZipLocal**

PUB CODE(S)

**0833**

MISCELLANEOUS

- 1) Must an Address Appear in the Ad? NO                      2) What is the Acceptable "Toll Free (800)" Designation? ANYTHING

**Digital Ad Specifications**

Software: Illustrator 9 or 10 – Macintosh

Color: CMYK (cannot total more than 220)

Solid Black – If 100% black is used it cannot contain any additional C M or Y values other than 0.

**Mail all artwork to:**

Attn: Tom Yunker

9200 Keystone Crossing

Suite 300

Indianapolis, IN 46240

Email for inquiries and AWT's can be sent to [nationals@ziplocal.com](mailto:nationals@ziplocal.com).

If you have any questions about your orders or artwork, feel free to email us at the same address or please call 1-855-283-1523 for assistance with any 0833 or 0761 Ziplocal directories.

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