

Advertising Specifications Manual

(Complete Manual)

GLOSSARY OF TERMS COMMONLY USED IN THE PRODUCTION OF PRINTED ADVERTISING

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)

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 gradation 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)

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.

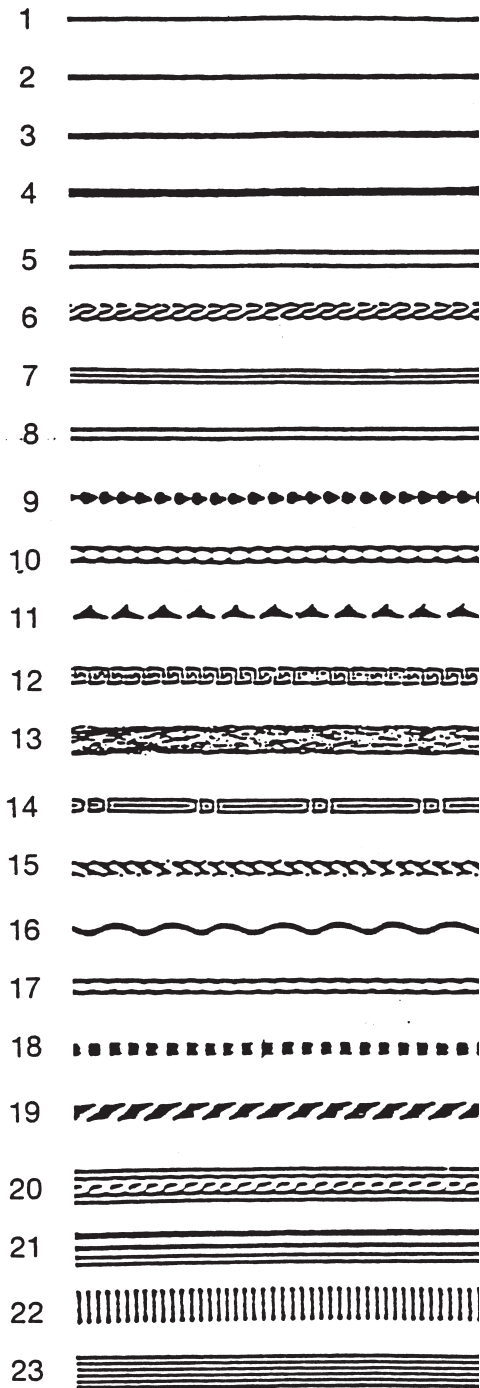
Typeface: A printed style or design of type.

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

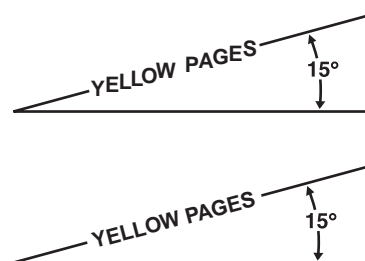
Engravings or electrotypes for Display ads or Trademark emblems may be either copper or zinc and must conform to the following thicknesses.

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
M	18	4
M	22	2
DQC & HC		
M	28	4
M	32	2
SC		
M	32	6
M	36	3
DHC		
M	39	6
M	46	3

shaded

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

All measurements shown in points

MOUNTED

















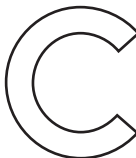




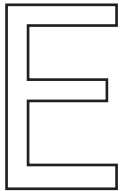








.918 inches (engraving or electrotype)

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
C				32	6	C				42	10
E				36	4	E				48	8
	DQC						DHC				
C				36	8	C				60	12
E				40	6	E				72	10
	HC										
C				40	8						
E				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 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.

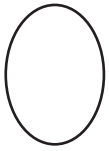
Overall width (setwise measurement):
2 and 3 col. directories—11 picas wide, centered on 13 pica slug
4 col. directories—11 pica slug

caption text

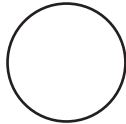
A message describing the product, service, or dealer arrangements associated with listings or captions.

STANDARD 1 INCH TRADEMARK CUT SPECIFICATIONS

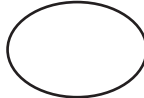
Maximum dimensions permitted in sixteenths of an inch



12x8



10x10



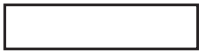
12x8



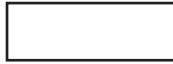
14x6



16x5



16x4



14x5



13x6



12x7



11x8



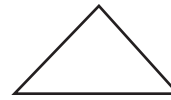
10x9



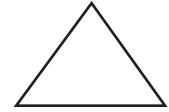
16x6



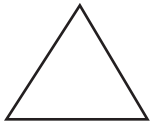
15x7



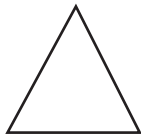
14x8



13x9



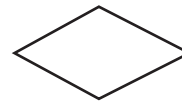
12x10



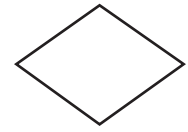
11x11



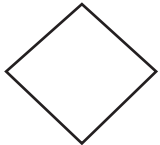
10x12



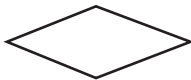
15x8



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

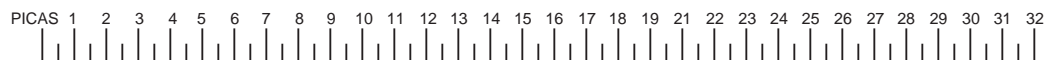
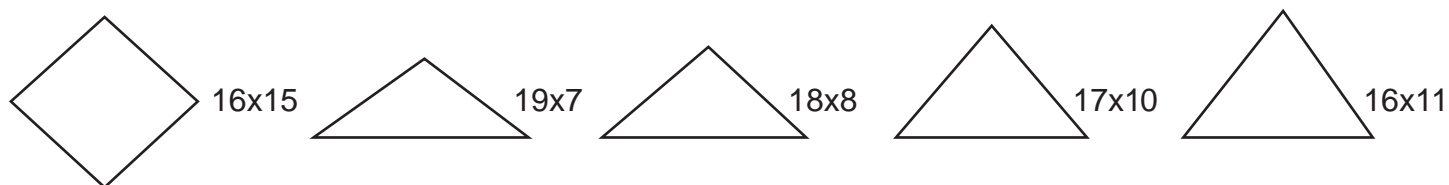
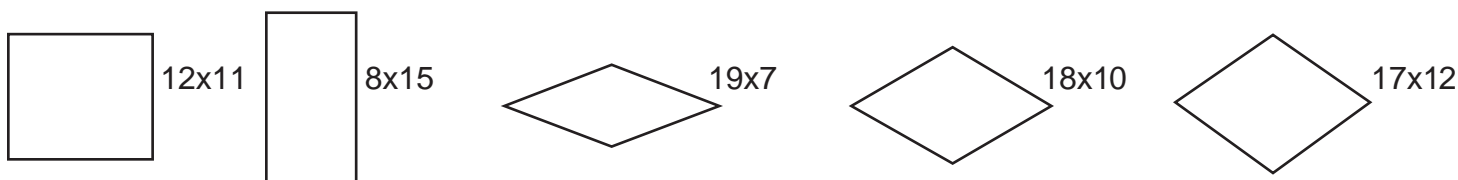
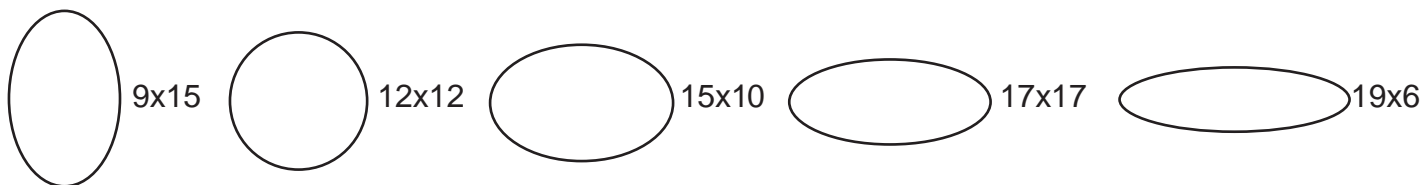
Same specifications as for Trademark.

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.

Column Book	Picas	Column Book	Picas
2 & 3		4	
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

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.

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.

COUPON SPECIFICATIONS

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

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.

<u>2 Column</u>	<u>Picas</u>	<u>Inches</u>
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

<u>3 & 4 Column</u>		
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

SPACE PRECEDENCE

Associated Publishing Co. Size, Alphabetical

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

PUB. CO. NAME

Arvig Media

PUB CODE(S)

0899

EXTRA LINES

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

SPACE PRECEDENCE

Size, Seniority, Alphabetical

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-Perham-Park Rapids and Surrounding Area (038762) MN
Red River-Arvig Lakes (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:** Alexandria Parkers Prairie (105186) MN
Austin-Alberta SmartSearch (110161) MN
Big Fork-Effie-Marcell and Surrounding Area (105185) MN
Fergus Falls SmartSearch (110160) MN
Grand Meadow ILEC (038322) MN
Mankato SmartSearch (110541) MN
Melrose and Surrounding Area (038467) MN
Redwood Falls Area (038607) MN
Rochester SmartSearch (110538) MN
Rogers SmartSearch (110144) MN
Sioux City SmartSearch (108416) IA
St Cloud SmartSearch (101945) MN
Wahpeton-Breckenridge Area (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
1305 West Main Street
Greenwood, MO 64034

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.

EXTRA LINES

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

30

WP-No Limit

YP-No Limit

Suite numbers allowed on address line but not
to exceed 30 characters + Phone numbers.

MISCELLANEOUS**Ad Specifications
W x H in pica units****Directories Size – 6 7/8" x 10 3/4" (3 Column White & Yellow Pages)**

Directories: Allen & Evangeline Parishes (100131) LA
 Avoyelles Parish (030596) LA
 DeRidder-Leesville (105331) LA
 LaSalle & Catahoula Parishes (030443) LA
 Lincoln-Bienville-Union Parishes (030837) LA
 Natchitoches-Sabine Regional (030677) LA
 Rapides-Grant (#030039) LA
 Winn-Jackson Parishes (100345) LA

QC	12 x 14	DC (TTP)	24.5 x 59	1HS	12 x 3
DQC	24.5 x 14	FP	37 x 59	2HS	12 x 6
HC	12 x 29	DT	2 Full Pages	3HS	12 x 9
TQC	37 x 14			4HS	12 x 12
DHC	24.5 x 29	TM	12 x 6	5HS	12 x 15
HP	37 x 29	CTM	12 x 12	6HS	12 x 18
TQP	37 x 44	CPN	17.75 x 9.75		

Space Listings-

- Name line point size is 9 with a maximum number of 30 characters.
- Names over 30 characters will carry over to the next line.
- Address point size is 7. Phone number point size is 9. Minimum text point size is 8.
- Maximum number of characters per line of text is 30.
- Maximum number of lines of text per 1/2" is 3 lines, plus 1 name line and 1 address/phone number line.
Each additional phone number will use one line of text.
- Available colors are Red, Green, Blue, Black, and White Knockout.
- Art is available in 3HS ads and above.

Listings – Available colors are Purple, Red, Blue, Green, and Black

DISPLAY ADSBORDER 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?	NO LIMIT	9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?	NO LIMIT	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?	NO	e) If Yes, What Percentage of Screen is Accepted?	

TYPE

1) Is Solid Black Type Accepted?	YES, 100% BLACK	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?	NO LIMIT	5) Can Telephone Numbers Appear as Screened Type?	NO
3) Is Screened Type Allowed?	NO	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?		7) Is Type Accepted Over a Half-Tone?	NO
b) What is the Minimum Pt. Size of Type?		8) What is the Maximum Angle Type May be on?	6 PT
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?	.
PRINT CONVENTIONAL SCREEN – NO LIMIT		4) What Percent of the Total Ad Area Can Be Screened?	%
		5) Telephone Number?	

HALF-TONES

1) Tone Percentage for a Light Screen?	NO LIMIT	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?	NO LIMIT	2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	NO LIMIT
		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?	NO LIMIT	a) If Yes, What is the Percentage?	NO LIMIT
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	NO LIMIT
a) If Yes, What Screen Percentage?	NO LIMIT	7) What Distance is Required Between Red Items & Black Border?	NO LIMIT
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?	YES
		11) How Much Solid of Any Color?	NO LIMIT

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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PUB. CO. NAME

**Associated Directories dba
ADs Parish Red Books**

PUB CODE(S)

0519

MISCELLANEOUS

Data and Media Specifications

Format: Mac saved as EPS, TIFF, JPEG or PDF file.
Software: Adobe CS2 – Photoshop, Illustrator, InDesign.
Fonts: Convert fonts to paths.
Media: CD; Email, **No Floppy Disks or Zip Disks.**
Color: CMYK

Send Art to: DMI
1305 West Main Street
Greenwood, MO 64034

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.

SPACE LISTINGS

In-Column Listings: Maximum of 45 characters per line.

Space Listings: Maximum of 3 lines of text per half inch. Art is **not available**. Address must be listed with address first, then city and phone number. Nothing can be bolded.

Ad Specifications

W x H in Pica Units

Directory Size: 6 7/8" x 10 7/8" (3 Column White & Yellow Pages)

Directories: East Texas (069371) TX
 Golden Gulf Coast (070904) TX
 Mid-Cities Regional (104021) TX
 South Texas Crossroads (100442) TX
 The Greater Georgetown (104180) TX

DC	24 x 59.5	QC	11.5 x 14.25	2HS	11.5 x 6
DHC	24 x 29.25	TQC	36.5 x 14.25	3HS	11.5 x 9
DQC	24 x 14.25	TQP	36.5 x 44.25	4HS	11.5 x 12
DT	2 FP's			5HS	11.5 x 15
FP	36.5 x 59.5	CTM	11.5 x 12	6HS	11.5 x 18
HC	11.5 x 29.25	TM	11.5 x 6	7HS	11.5 x 21
HP	36.5 x 29.25	OBC	36 x 57.75	8HS	11.5 x 24

Directory Size: 6 7/8" x 10 7/8" (2 Column White & Yellow Pages)

Directories: Austin East Metro (069236) TX
 Falls County (109839) TX
 Limestone County (109840) TX
 Milam County (109842) TX
 Robertson County (109841) TX

DQC	36.5 x 14.25	TQP	36.5 x 43.5	2HS	17.25 x 6
DTE	36.5 x 19.5	CTM	17.25 x 12	3HS	17.25 x 9
DT	2 FP's	TM	17.25 x 6	4HS	17.25 x 12
FP	36.53 x 59	OBC	35.64 x 59.25	5HS	17.25 x 15
HC	17.25 x 29	SPINE	47.25 x 3.75	6HS	17.25 x 18
HP	36.5 x 29			7HS	17.25 x 21
QC	17.25 x 14.25			8HS	17.25 x 24

DISPLAY ADS

BORDER CHART

1) Are Custom Borders Accepted?	NO	a) If Yes, What is the Minimum Point Size?	2PT
a) Are Free Form Borders Accepted?	YES	8) Can Type/Screens Touch Borders?	OK
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?	2PT	9) Are Inside Borders Accepted?	
3) What is the Maximum Point Size Allowed for Border?	24PT	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?	YES	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?	6PT	b) What is Minimum Pt. Size of Type?	12PT
b) Maximum Screen Percentage Accepted?	80%	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?	6PT	8) What is the Maximum Angle Type May be on?	
c) Maximum Screen Percentage Accepted?			

SCREENS

1) What Percentages are Used?	20-80%	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?	20%	3) How Many Lines Per Inch are Used?	
2) Tone Percentage for a Dark Screen?	50%	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?		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?	PROCESS
		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?	YES
--	-----	--	-----

MISCELLANEOUS

1) Must an Address Appear in the Ad? NO

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

"TOLL FREE"

EXTRA LINES

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

31

WP-3

YP-3

Suite numbers are allowed on the address
line and do not charge to put in an EL.

Data and Media Specifications -

Format: MAC saved as eps or jpeg file. PC saved as jpeg file.

Software: Illustrator 8.0, Photoshop 5.0.

Media: CD, Email

Color: CMYK

Send Art to: DMI
1305 West Main Street
Greenwood, MO 64034

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
Trademarks

Body Text: Will be typed by Axesa in:
 Font: Helvetica Condensed
 Size: 8Pt
 Alignment: Left
 Logo will be placed in available space.
 Font and type size will be determined by Axesa's book requirements.

2 Column TM 14.63 x 8.5

3 Column TM 12 x 9

4 Column TM 11 x 6.5

Custom Trademarks

Any fonts accepted for body text
 Minimum Size: 8Pt
 Maximum Size: 12Pt
 Alignment: Left or Centered
 Logo will be placed in available space.

Font and type size will be determined by Axesa's book requirements.
 Note: Please convert text to paths.

4 Column CTM 11 x 11

TN: For multiple listings, the finding line must be printed above each listing (brand name must be repeated whenever there is more than one business name). All TN's need to include an advice line which states that we approve Axesa to print according to their format. NO captions or subcaptions allowed in a TN.

EXTRA LINES

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
	6	35	WP-0 YP-2

COUPON

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
.....0627			Yes	No	No
.....		2 Col	30 x 10.5		
.....		4 Col	23.5 x 8.5		

SPACE PRECEDENCE

Axesa does not have seniority. Ads are placed by size first and then alphabetically. Also, all display ads must have anchor listings; NOT an option. Free if it's a local number, otherwise must pay cost of ABL.

SPACE LISTINGS

HS Ads:

No Logo's allowed, no bold font allowed, no bullets allowed (only asterisk's allowed*), no underlining allowed. Print can only be centered not left or right aligned. Must be submitted in actual size it will print.
NO ENLARGEMENTS ACCEPTED.

In Inches:

1HS	1.83 w x 0.5h
2HS	1.83w x 1.h
3HS	1.83w x 1.5h
4HS	1.83w x 2h

SRL/WRL: Must be very basic. Suite numbers and fax#'s are not permitted unless purchased. Effective for both WP & YP. Must include advice stating ok to print per telephone company records.

Font: At least 8pt.

Addresses/Phone Numbers: Must correspond with Telephone company phone records, will not publish if address does not match telephone records. A CCF (Customer Change Form) may be used in order to establish a number or address. Form must be filled out by the client or CMR, signed, and sent to PR Teleco. If a foreign number is being used in the White Pages only, including ALL-1-800 numbers, a foreign listing fee of \$72 will be applied to establish the new number. WEL item code should be used.

Translations: Advice lines need to be included for translations stating that "Axesa is not responsible for errors in translations"

Maximum Text Lines per ad between Search Lines and Address/Phone Line:

Font Type: 8 pt Univers 45 light

1HS	2
2HS	6
3HS	10
4HS	14

DISPLAY ADS

BORDER CHART

1) Are Custom Borders Accepted?	YES (EXCEPT COUPONS)	a) If Yes, What is the Minimum Point Size?	—
a) Are Free Form Borders Accepted?	YES (NOT BORDERLESS)	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?	N/R	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?	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?	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?	NO
a) If Yes, What is the Minimum Pt. Size of Type?	12PT	b) What is Minimum Pt. Size of Type?	10PT
b) Maximum Screen Percentage Accepted?	30%	5) Can Telephone Numbers Appear as Screened Type?	YES
3) Is Screened Type Allowed? YES, BUT NOT RECOMMENDED		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?	NOT RECOMMENDED
b) What is the Minimum Pt. Size of Type?	12PT	8) What is the Maximum Angle Type May be on?	NO RESTRICTIONS
c) Maximum Screen Percentage Accepted?	80%		

SCREENS

1) What Percentages are Used?	30%-80%	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?	N/A
		4) What Percent of the Total Ad Area Can Be Screened?	50%
		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

Veloxes are not accepted.

MISCELLANEOUS

- 1) Must an Address Appear in the Ad? NOT NECESSARILY 2) What is the Acceptable "Toll Free (800)" Designation? Toll Free 800 – xxx – xxxx

All artwork must have borders. Text for Display ads must be inside borders, cannot have a partial border.

All orders with NONE printed for listings, which should not print, must first contact PRT to inform them they do not want the listings printed or, a CCF (Customer Change Form) may be filled out and signed by the client.

Reverse Ads – Needs to be bold type and preferably Sans Serif font. Font should also be at least 10pt. to be legible when printing.

Art Format: Art should come in Illustrator .eps format in order to be processed correctly. Art submitted as an image will be accepted.

Text over Pictures in Art: When text is written over a picture in artwork it must be in Sans Serriff font and in bold. Otherwise may not be legible when printed.

Art cannot be smaller than art spec measurements. Spec Sizes must be exact. If art is not exact when submitted, Axesa will change or art will be sent back to CMR for Revision

If you have any questions regarding this publisher, please contact National Solutions, Inc.

COUPON SPECIFICATIONS

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

.....	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

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 Genesis Publisher Services.

EXTRA LINES

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
		36	5

COUPON SPECIFICATIONS

Publisher does not offer coupons.

SPACE PRECEDENCE

Size, Alphabetical

DISPLAY ADS

BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	4 PT
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?	2 PT	9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?	NO MAX.	a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	YES	b) What is The Minimum Pt. Size?	2 PT
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	NO MAX.
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?	

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, IF SCREEN % IS NO LOWER THAN 40% BLACK
a) If Yes, What is the Minimum Pt. Size of Type?	10 PT.	b) What is Minimum Pt. Size of Type?	8 PT.
b) Maximum Screen Percentage Accepted?	20%	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?	10 PT.	8) What is the Maximum Angle Type May be on?	NO MAX.
c) Maximum Screen Percentage Accepted?	50%		

SCREENS

1) What Percentages are Used?	0%-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?	ALL
		5) Telephone Number?	YES

HALF-TONES

1) Tone Percentage for a Light Screen?	0%	3) How Many Lines Per Inch are Used?	100
2) Tone Percentage for a Dark Screen?	60%	4) Allowable Percentage of Halftone in Ad Area?	ALL

SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	NO MAX	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?	YES	5) Are Red Half-Tones Accepted?	YES
2) How Many Red Items are Allowed Per Ad?	NO MAX	a) If Yes, What is the Percentage?	60%
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	N/A
a) If Yes, What Screen Percentage?	10-100	7) What Distance is Required Between Red Items & Black Border?	1 PICA
b) What Percentage of Total Ad Space is Allowed Red Screen?	NO MAX	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?	YES
		10) Are Other Colors Available?	YES
		11) How Much Solid of Any Color?	100%

VELOX REQUIREMENTS

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

PUB. CO. NAME **Coastal Publishing of the Carolinas**

PUB CODE(S) **0556**

MISCELLANEOUS

- | | | | |
|--------------------------------------|----|---|---------------------------|
| 1) Must an Address Appear in the Ad? | NO | 2) What is the Acceptable "Toll Free
(800)" Designation? | TOLL FREE DIAL "1" & THEN |
|--------------------------------------|----|---|---------------------------|

Please provide all display ads on disk saved in Adobe Photoshop as (EPS or Tiff) all text converted to paths.

TRADEMARKS

Trademarks

3 Column TM 14.898p x 6p

SPACE LISTINGS

2HS 14.898p x 6p

COUPONS

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

0795 22.266p x 9.498p Yes

Border ok and no bleed. Can be full color. No "4 color black".

SPACE PRECEDENCE

Size, Seniority

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? |
|--|--|

VELOX NOT ACCEPTED

MISCELLANEOUS

- 1) Must an Address Appear in the Ad? YES (HS) 2) What is the Acceptable "Toll Free (800)" Designation? NONE

CMR Website: www.national-solutions.com

Data & Media Specifications:

Formats: Acceptable formats are: PSD, TIFF, EPS, AI, INDD, PDF, JPG.

Artwork: (Graphics & Photos)
All artwork should be a good size and submitted as at least 200dpi for all pieces smaller than 10 inches by 10 inches. Supplied photos that are 20 x 30 are allowable at 72 dpi. This would be a similar format to a picture taken from a digital camera. Text must be converted to outlines.

Color: Ads that are to be supplied should have no 4 color black in the text or logos.

Black & White ads should be OC OM OY 100K for all black in the ad and/or set to Grayscale for all artwork and 100K for all text. Only the black plate should be used.

Full Color ads should be in CMYK no spot/pantone colors. Ads should also have OC OY 100K for all black text and logos (photos and artwork are not included in this.)

Content: Please do not include prices in any ads, except for menus and coupons.

SEND ART TO:

NSI

2004 Lewis Turner Blvd., Ste E
Ft. Walton Beach, FL 27332

OR EMAIL TO:

art@national-solutions.com

Please include the following on the email subject line:
Directory Name & Number, CMR-Client #, Client Name

AWT must be mailed, emailed or faxed to 850-226-7826 for verification of electronic files.

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

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

EXTRA LINES

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

36

10

SPACE PRECEDENCE
R Size, Seniority for the following directories:

014960 Metter; GA; 015148 Planters Rural, GA; 054715 Transylvania County, NC; 066490 Lancaster-Ft. Lawn, SC; 066340 Midlands, SC; 066586 Moncks Corner, SC; 066685 Palmetto Rural, SC; 066706 Rock Hill-Ft. Mill, SC; 068156 South Central Tenn, TN; 076779 Scott County, VA.

R Size, Alphabetical for the following directories:

004243 Donaldson, AR; 014740 Leslie, GA; 015115 Northeast GA; 039580 Meadville, MS; 060179 Panhandle Co-op, OK; 066406 Harleyville, SC; 066526 Laurens Rural, SC; 066748 Sandhill Co-op, SC; 100321 Savannah Lakes Reg SC; 101947 Bledsoe Tel Co-op, TN; 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?	

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

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

TRADEMARKS**8 3/8" x 10 7/8" Directory**

3 Column TM – 13.5p x 6p

3 Column CTM – 13.5p x 12p

6 3/4" x 9 1/2" Directory

3 Column TM - 11.25p x 6p

3 Column CTM – 11.25p x 12p

SPACE LISTINGS**TYPOGRAPHY SPECIFICATIONS**

STYLE OF DIRECTORY	3 – COLUMN						3 & 4 – COLUMN				
Space Listing Size	1HS	2HS	3HS	4HS	5HS	6HS	1HS	2HS	3HS	4HS	6HS
Maximum Lines of Text Plus 1 Name Line and 1 Address and Tel. Number Line		5	10	15	20	25					
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											
7 Pt. – All Caps											
7 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, C-Center)—											
Must All Type Be in The Same Family											
Pt. Size of Finding Line											

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.

EXTRA LINES

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

Email to: art@national-solutions.com

Please include the following on the email subject line:
Directory Name & Number, CMR-Client #, Client Name

Or Mail Art to: National Solutions, Inc.
550 Mary Esther Cutoff, Suite 18-331
Fort Walton Beach, FL 32548

If you have any questions, please contact National Solutions at (850) 226-6405

AD SPECIFICATIONS

W x H in pica units

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

Directories: Ellerbe (053397) NC
Hardy County (103706) WV
Mountain Grove (076591) VA
Shady Valley Telephone Directory (103700) TN (grayscale with blue)
Spruce Knob-Seneca Rocks (078787) WV (grayscale)
Tri-County Regional (053081) NC

DQC	30 x 12	TQP	30 x 36	2HS	15 x 6
FP	30 x 48			3HS	15 x 9
HC	15 x 24			4HS	15 x 12
HP	30 x 24	CTM	15 x 12	5HS	15 x 15
QC	15 x 12	TM	15 x 6	6HS	15 x 18

Directory Size – 8½" x 10¾" (3 Column White and Yellow Pages)

Directories: Buggs Island Regional (076156) VA
Citizens Telephone (108351) VA
Franklin County-Smith Mountain Lake (103073) VA
Giles-Craig (104090) VA
Halifax-Charlotte (107946) VA
Piedmont Regional (103512) NC
Randolph Regional (106194) NC
Reynolds-Talbotton (015160) GA
Star (054598) NC
Surrey (054625) NC
Twin County Regional (107947) VA
Yadkin Valley (054958) NC

DC	28.872 x 58.5	QC	13.872 x 13.872	2HS	13.872 x 6
DHC	28.872 x 28.5	TQC	43.5 x 13.872	3HS	13.872 x 9
DQC	28.872 x 13.872	TQP	43.5 x 41.616	4HS	13.872 x 12
FP	43.5 x 58.5			5HS	13.872 x 15
HC	13.872 x 28.5	TM	13.872 x 6	6HS	13.872 x 18
HP	43.5 x 28.5	CTM	13.872 x 12		

Directory Size – 8" x 10" (3 Column White and Yellow Pages)

Directory: Wilkes County (054879) NC

DC	28.122 x 53.628	HP	42.75 x 26.436	2HS	13.5 x 6
DHC	28.122 x 26.442	QC	13.5 x 12.846	3HS	13.5 x 9
DQC	28.128 x 12.846	TQC	42.75 x 12.846	4HS	13.5 x 12
DT	2x Full Page	CTM	13.50 x 12.00	5HS	13.5 x 15
FP	42.75 x 53.628	TM	13.50 x 6.00	6HS	13.5 x 18

Space Listings – Art is available in 3HS and above. Maximum lines of text: 2HS-6 lines; 3HS-9 lines; 3HSA-7 lines; 4HS-12 lines; 4HSA-10 lines; 5HS-15 lines; 5HSA-13 lines; 6HS-18 lines; 6HSA-16 lines.

PUB. CO. NAME **The Data Center, Inc. dba
Yadtel Publishing**

PUB CODE(S) **0732**

Data and Media Specifications-

Format: Mac saved as EPS, PDF, TIFF, or JPEG (text converted to outlines or curves)
Software: Adobe Acrobat Pro v8; Adobe Illustrator CS4; Adobe InDesign CS4; Adobe Photoshop 4;
 CorelDraw Graphics Suite X4; QuarkXPress Passport V7.2
Media: E-Mail; Fax or CD
Color: CMYK

Mail Art to: DMI
 1305 West Main Street
 Greenwood, MO 64034

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

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: Alma-ATC-SE GA Reg (013090) GA (3 column White Pages)
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 Landings (105105) GA (2 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
 1305 West Main Street
 Greenwood, MO 64034

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.

TRADEMARKS

Trademarks & Custom Trademarks

WHERE TO BUY IT PHRASES:
Always use quotation marks.

EXTRA LINES

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
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38

N/R

SPACE PRECEDENCE

Size, Alphabetical

DISPLAY ADS**BORDER CHART**

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	1 PT.
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?	3 PT.	9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?	5 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?	3 PT.
6) Are Screened Borders Accepted?	YES	d) Can It Be Screened?	NO
7) Must They be Outlined?	YES	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?	10 PT.	b) What is Minimum Pt. Size of Type?	10 PT.
b) Maximum Screen Percentage Accepted?	60%	5) Can Telephone Numbers Appear as Screened Type?	NO
3) Is Screened Type Allowed?	NO	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?		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?	45°
c) Maximum Screen Percentage Accepted?			

SCREENS

1) What Percentages are Used?	30 - 60%	3) Do Items Being Screened Need to be Outlined?	YES
2) How Many Lines Per Inch are Used?	55	a) What is Minimum Line Weight Allowed?	1 PT.
		4) What Percent of the Total Ad Area Can Be Screened?	80%

HALF-TONES

1) Tone Percentage for a Light Screen?	10%	3) How Many Lines Per Inch are Used?	85
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?	36 SQUARE PT.	2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	45%
		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?	N/R	a) If Yes, What is the Percentage?	
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	1/8"
a) If Yes, What Screen Percentage?	30 - 60%	7) What Distance is Required Between Red Items & Black Border?	1/8"
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?	NO

VELOX REQUIREMENTS

1) Is a Small Amount of Touch-Up Paint Accepted?	YES	2) Is One Layer (One-Ups) Paste-Up Accepted?	YES
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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
- 3) Area Code is Required.

Data and Media Specifications

Format: MAC – QuarkXpress 8, Illustrator CS2.

Graphics: PDF preferred (EPS, Quark).

Fonts: Convert fonts to outline. (Do not use any type effects on the tool bar.)

Resolution: 200DPI.

Media: CD. Email.

Emailed Art

Subject line must include directory name, directory number, CMR-client number, and client name.

R Please send all emails to amy.crook@directech.co

AD SPECIFICATIONS

W x H in pica units

Directory Size – 2 Column White & Yellow Pages

Directories: Gallup-Grants (104640) NM
 Socorro (109607) NM
 Truth or Consequences (103589) NM

DQC	30.78 x 12	CTM	15 x 12	4HS	15 x 12
FP	30.78 x 48.78	TM	15 x 6	5HS	15 x 15
HC	15 x 24			6HS	15 x 18
HP	30.78 x 24	1MS	15 x 4.5083	7HS	15 x 21
QC	15 x 12	2HS	15 x 6	8HS	15 x 24
TQP	30.78 x 36.36	3HS	15 x 9		

Directory Size – 3 Column White & Yellow Pages

Directories: Alamogordo-Ruidoso Area Wide (048029) NM
 Las Cruces (048438) NM
 San Juan County (048285) NM
 Southwest Colorado (008287) CO
 Valencia County (104290) NM

DHC	29.502 x 29.166	TTP	29.502 x 59.166	1MS	13.998 x 4.5083
DQC	29.502 x 14.166	TQP	45.168 x 44.166	2HS	13.998 x 6
FP	45.168 x 59.166			3HS	13.998 x 9
HC	13.998 x 29.166	TM	13.998 x 6	4HS	13.998 x 12
HP	45.168 x 29.166	CTM	13.998 x 12	5HS	13.998 x 15
QC	13.998 x 14.166			6HS	13.998 x 18
TQC	45.168 x 14.166			7HS	13.998 x 21
				8HS	13.998 x 24

Space Listings – Art is available in 3HS – 8HS ads. Color available is red. Maximum lines of text (plus 1 name line and address/phone # line) are as follows: 1MS=4; 2HS=6; 3HS=8; 4HS=16; 5HS=20; 6HS=24; 7HS=28; 8HS=32

Data and Media Specifications-

Format: Mac
Software: Illustrator CS4 saved as AI, EPS or PDF
 Photoshop CS4 saved as PSD with layers and as flattened TIFF (provide both)
Fonts: MAC postscript, True Type, Type 1 or OTF; include all fonts
Resolution: 300 dpi; scanned line art minimum 600 dpi
Media: E-Mail; CDr, CDrw, DVD-r, DVD+r, DVD+r DL, USB 2.0 SmartDrive
Color: CMYK
 Display Ads should have a white knockout or solid background

PUB. CO. NAME **Directory Plus**

PUB CODE(S) **0797**

Mail Art to: DMI
 1305 West Main Street
 Greenwood, MO 64034

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

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 1/2/3HSNR 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.
- Coupons placed on-line will be denoted by a coupon icon besides the business listing on-line at 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.

SPACE PRECEDENCE

Size and Seniority for all 10 directories.

INTERNET SPECIFICATIONS

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.

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.

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@strategicadvertisingolutions.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.

SUBMITTING AN ELECTRONIC AD

Display Ads and Logo Ads may be sent on the following media:

Elite

Email: lpeterson@strategicadvertisingsolutions.com

DVD through the mail, label disk with program and version.

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.

SPACE LISTINGS
TYPOGRAPHY SPECIFICATIONS

STYLE OF DIRECTORY	2 & 3 - COLUMN						4 - COLUMN					
Space Listing Size	1HS	2HS	3HS	4HS	5HS	6HS	1	2	3	4	5	6
Maximum Lines of Text in 6 Pt. Type Including Address and Tel. Number Line		6	9	12	15							
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 Case												
Are Cuts Acceptable		Y	Y	Y	Y							
Placement of Cuts (L-Left, R-Right, C-Center)—		-	-	-	-							
Must All Type Be in The Same Family		N	N	N	N							
Pt. Size of Finding Line		9	9	9	9							

EXTRA LINES

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
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30

N/R

COUPON SPECIFICATIONS

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
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0933

2 Col. 15 x 9

No

No

No

SPACE PRECEDENCE

Size, Seniority

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?	1/2	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?	N/R
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?	8	b) What is Minimum Pt. Size of Type?	6
b) Maximum Screen Percentage Accepted?	N/R	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?	N/R	8) What is the Maximum Angle Type May be on?	30°
c) Maximum Screen Percentage Accepted?	N/R		

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	a) What is Minimum Line Weight Allowed?	1/2
		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?	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?	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?	N/R	a) If Yes, What is the Percentage?	100%
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	N/R
a) If Yes, What Screen Percentage?	N/R	7) What Distance is Required Between Red Items & Black Border?	N/R
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?	YES	9) Are Red Borders Accepted in Display?	YES
a) If No, What are the Dimensions?		a) TM?	NO

VELOX REQUIREMENTS

1) Is a Small Amount of Touch-Up Paint Accepted?	NO	2) Is One Layer (One-Ups) Paste-Up Accepted?	YES
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Any Red Ads require color separation.

PUB. CO. NAME

Downey Publishing, Inc.

PUB CODE(S)

0933

MISCELLANEOUS

- 1)

Must an Address Appear in the Ad?

NO
- 2)

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

TOLL FREE 1-800 & THEN
NUMBER

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 to request the most recent updated artwork specs.

TRADEMARKS**Trademarks**

3 Column	12.10 x 6.0	#070366 East Texas Seven Co, TX; 072390 Peoples Co-Op, TX Only
3 Column	14.6 x 6.0	#000154 US Virgin Islands, VI; #024535 SE Indiana, IN Only

Custom Trademarks

3 Column	12.10 x 12.0	#070366 East Texas Seven Co, TX; 072390 Peoples Co-Op, TX Only
3 Column	14.6 x 12.0	#000154 US Virgin Islands, VI; #024535 SE Indiana, IN Only

SPACE LISTINGS**TYPOGRAPHY SPECIFICATIONS**

#071610 Livingston, TX

2 Col	4HS	14.10 x 12.0
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#070366 East Texas Seven Co, TX
#072390 Peoples Co-Op, TX

3 Col	4HS	12.10 x 12.0
3 Col	5HS	12.10 x 15.0
3 Col	6HS	12.10 x 20.0

MISCELLANEOUS**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.

WHERE TO SEND ARTWORK:Mailing Address & Overnight:
National Solutions, Inc.
550 Mary Esther Cutoff, Suite 18-331
Fort Walton Beach, FL 32548
Fax: (850) 226-7826**Email:** art@national-solutions.com

If you have any questions regarding this Publisher, please contact National Solutions, Inc. (850) 226-6405.

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
Pembroke (015140) GA

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
Sunbright (068919) TN

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

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
1305 West Main Street
Greenwood, MO 64034

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

If you have any questions regarding this publisher, please contact Genesis Publisher Services.

TRADEMARKS

TM – 10.875p x 6p

CTM – 10.875p x 12p

EXTRA LINES

Publisher accepts extra lines.

SPACE PRECEDENCE

Size, Seniority, Alphabetical

SPACE LISTINGS

Art is available in 4HS-8HS ads.

2HS	10.875p x 6p
3HS	10.875p x 9p
4HS	10.875p x 12p
5HS	10.975p x 15p
6HS	10.975p x 18p
7HS	10.875p x 21p
8HS	10.875p x 24p

PUB. CO. NAME

Hagadone Directories, Inc.

PUB CODE(S)

0653

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?	.5PTS	9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?	12PTS	a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	.5PT
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	12PT
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?	30% & UP

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?	8PT
b) Maximum Screen Percentage Accepted? DEPENDS ON COLOR		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?	8PT	8) What is the Maximum Angle Type May be on?	70°
c) Maximum Screen Percentage Accepted?	100%		

SCREENS

1) What Percentages are Used?	10-100%	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%

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?	90%	4) Allowable Percentage of Halftone in Ad Area?	100%

SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	NO LIMIT	2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	BESIDES TEXT, 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?	ANY AMOUNT	a) If Yes, What is the Percentage?	10-100%
3) Are Red Screens Allowed?		6) What is the Distance Between Red & Black Items?	NONE
a) If Yes, What Screen Percentage?	30%	7) What Distance is Required Between Red Items & Black Border?	NONE
b) What Percentage of Total Ad Space is Allowed Red Screen?	BESIDES TEXT 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

Revised: March 25, 2020

a) If No, What are the Dimensions?

a) TM?

YES

VELOX REQUIREMENTS

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

N/A

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

N/A

PUB. CO. NAME

Hagadone Directories, Inc.

PUB CODE(S)

0653

MISCELLANEOUS

1) Must an Address Appear in the Ad?

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

Data and Media Specifications

Format: MAC

Photos: Full Color photos – 230% maximum ink coverage and compensate for a 30% dot gain saved in CMYK.
Black & White photos – must compensate for a 30% dot gain. All photos – 200dpi for yellow pages; 300 dpi for cover ads.

Color: CMYK; tints in 10% increments are acceptable.

Software: Adobe Photoshop – all versions; must supply as TIFF or EPS file with minimum resolution of 300 dpi;
all color images must be saved as CMYK. Adobe Illustrator – Version 10 – convert text to paths; include or
embed all related files.

Adobe Acrobat PDF Version 5.0 – fonts must be included, leave image compression off

Freehand Version 8 – convert text to paths; include or embed all related files.

Multi-Ad Creator 6.06 – include all fonts & related files.

EPS files – include images or embed; convert text to paths.

Quark 5 – include related files & fonts.

Fonts: Include both screen & printer fonts.

All fonts must be postscript Macintosh fonts.

Media: ZIP Disk; CD.

Send Art To:

National Solutions

550 Mary Esther Cutoff, Suite 18-331

Fort Walton Beach, FL 32548

Or Email To:

art@national-solutions.com

Please include the following on the email subject line:

Directory Name & Number, CMR-Client #, Client Name

AWT must be mailed, emailed or faxed to (605) 892-9178

If you have any questions regarding this publisher, please contact (605) 892-9177

TRADEMARKS
Trademarks & Custom Trademark

TM - 1 inch space listing
CTM - 2 inch space listing

2 Col	TM – 16p x 6p	CTM – 16p x 12p
3 Col	TM – 13p6 x 6p	CTM – 13p6 x 12p (Westchester County, NY #101633)
3 Col	TM – 11.25p x 4.33p	CTM - 11.25p x 9.42p (Standard)
4 Col	TM – 11p6 x 6p	CTM – 11p6 x 12p

LOGO: PLACE MAY BE CENTERED, RIGHT OR LEFT AS DESIRED.

WHERE TO BUY IT PHRASES:

The most frequently used "Where To Buy" lines are:

For Information Call, For Information and Reservations Call, For Information & Pick-up Call, For More Information Call, For Service Call, Call for Pick-up, Call A Professional, For Air Cargo Service, Where To Call Us, Where To Buy Them, For Reservations Call, Where To Buy, Where To Call, Call For Reservations, Pick-up & Information, Call for Information, Where To Buy It Call, Call or Visit, Where To Get Services, Seafood Lovers Call, For Nearest Dealer Call, For Free Estimate, For Appointment Call, Please Call, For An Authorized Dealer Call, For Assistance Call, For Details Call, To Order Call, For Quick Service Call, Where To Find Them, For Rentals Call, Where To Shop, For Sales and Service Call.

Space may be used for copy. If the phrase is not used, we may add an additional line of text in its place.

In the interest of customer service, Yellow Book should be contacted if a client has a "Where To Buy" phrase not shown on the list. We would be glad to review the request for potential inclusion in our publications.

LINE COUNT:

	1/2"	1"	1 1/2"
	<u>Logo</u>	<u>Logo</u>	<u>Logo</u>
TM	7	N/A	N/A
CTM	12	6	N/A

MAXIMUM CHARACTERS PER LINE:

	<u>UPPER & LOWER</u>	<u>ALL CAPS</u>
TM	34	28
CTM	34	28

CUSTOM TRADEMARKS

WHERE TO BUY IT PHRASES: SAME AS TRADEMARKS.

COUPON SPECIFICATIONS

PUBLISHER NAME	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
2 Col		30p4 x 10p5p CPN		32p x 51p CPNF	
(3 Col Standard) 3 Col		15.67p x 10.58p CPN		31.92p x 44.83p CPNF	
4 Col		20p5 x 9p CPN		41p9 x 58p3 CPNF	

Please call for coupon template 800-937-5285.

SPACE PRECEDENCESize, Seniority

SPACE LISTINGS**TYPOGRAPHY SPECIFICATIONS****2 Column Directory – 6 ½ x 9 ¾**

Col	Description	Item	Point Size
2	1" Space Listing	2HS	16p x 6p
2	1 ½" Space Listing	3HS	16p x 9p
2	2" Space Listing	4HS	16p x 12p
2	3" Space Listing	6HS	16p x 18p

3 Column Directory – 7 x 9

3	½" Space Listing	1HS	11.42p x 2.58p
3	1" Space Listing	2HS	11.42p x 5.08p
3	1 ½" Space Listing	3HS	11.42p x 7.67p
3	2" Space Listing	4HS	11.42p x 10.17p
3	2 ½" Space Listing	5HS	11.42p x 12.67p
3	3" Space Listing	6HS	11.42p x 15.33p

4 Column Directory – 8 x 9 7/8

Col	Description	Item	Point Size
4	½" Space Listing	1HS	11p6 x 3p2
4	1" Space Listing	2HS	11p6 x 6p
4	1 ½" Space Listing	3HS	11p6 x 9p
4	2" Space Listing	4HS	11p6 x 12p
4	2 ½" Space Listing	5HS	11p6 x 15p
4	3" Space Listing	6HS	11p6 x 18p

SPACE LISTINGS

Finding Lines can be 32 characters for HS and TM, and 28 characters for Guides.

Body Content, using the minimum font size which is 6 points, is 40 characters for HS and TM, and 36 characters for Guides. Obviously, if the font size is larger than 6 points in the body content of the HS or TM ads, the amount of characters that can fit will be reduced accordingly.

General HS Information

- No White Knockout or Yellow Hi-Lite.
- One point rule on all sides.
- One piece of artwork per HS ad except for credit cards and coupon logo.
- No maps allowed in HS's.
- No photos allowed in HS's.
- No artwork or logos in 1HS, MHS, or 2HS ads.
- The finding line should have one space after the last letter of the last word before the top rule begins.
- If the finding line contains too many characters to fit on one line, put on two lines. Flush left, no indent.
- Punctuation in the finding line or address line is not allowed (e.g. commas, periods, exclamation points). Apostrophes are allowed. If the punctuation is part of the company name (e.g. Priceline.com), the period is allowed.
- Address lines can appear in three layouts:
 - a) With leader dots
 - b) Split with 1 point rule
 - c) Free Form
- Address line should have a space before leaders begin and a space before the phone number and use leader dots, not hyphens.
- If the address line contains too many characters to fit on one line, put on two lines. Flush left, no indent.
- There can be more than one address.
- Typeface of body text must be in the Helvetica family. Minimum point size is 6 pt.
- HS ads must contain some body text.
- In general, copy is centered.
- Punctuation is allowed in body text.
- Never expand any type face.
- May condense a font up to 90% to make copy fit.
- Reverses are allowed.

3 Column Standard HS Sizes

- Finding Line: Point Size 8.5, Helvetica Bold Font
- Address: Point Size 6.5, Helvetica Light Font
- Phone: Point Size 8.5, Helvetica Bold Font

4 Column Standard HS Sizes

- Finding Line: Point Size 8, Helvetica Condensed Bold Font
- Address: Point Size 6, Helvetica Condensed Light Font
- Phone: Point Size 8, Helvetica Condensed Bold Font

DISPLAY ADS**BORDER CHART**

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

TYPE

1) Is Solid Black Reverse Type Accepted?	YES	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?	NO
a) If Yes, What is the Minimum Pt. Size of Type?	12	b) What is Minimum Pt. Size of Type?	NO
b) Maximum Screen Percentage Accepted?	85%	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?	NO
b) What is the Minimum Pt. Size of Type?	12	8) What is the Maximum Angle Type May be on?	45°
c) Maximum Screen Percentage Accepted?	65%		

SCREENS

1) What Percentages are Used?	20%	3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	65	a) What is Minimum Line Weight Allowed?	
		4) What Percent of the Total Area Can Be Screened?	100%
		5) Telephone Number?	

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%	a) What is Minimum Line Weight Allowed?	—
		4) Allowable Percentage of Halftone in Ad Area?	50%

SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	1/8 of 1"	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?	25%	a) If Yes, What is the Percentage?	—
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	3/16"
a) If Yes, What Screen Percentage?	20%	7) What Distance is Required Between Red Items & Black Border?	3/16"
b) What Percentage of Total Ad Space is Allowed Red Screen?	25%	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

VELOX REQUIREMENTS

1) Is a Small Amount of Touch-Up Paint Accepted?	YES	2) Is One Layer (One-Ups) Paste-Up Accepted?	YES
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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 800-

GRAPHIC ART GUIDELINES

*Note: Put account name and phone number on all disks and on the envelope stapled to worksheet.

PROGRAM REQUIREMENTS

- *PC Compatible or Macintosh
- *Adobe Illustrator 5.0 – 7.0, Adobe PageMaker 6.5, QuarkXpress 3.32 – 4.0, Corel Draw 5.0 – 8.0.

DISC TRANSFER REQUIREMENTS

- *Do not put Macintosh files on a PC compatible disk or vice versa.
- *Zip Drive (preferable) – Jaz Drive – CD Rom – 3.5 Floppy
- *All Fonts attached: (Postscript fonts preferable)
- *Adobe, Agfa, Linotype, Bitstream, etc. (preferable postscript fonts)
- *True Type (TT) fonts acceptable but can create difficulties (Substitute fonts may be necessary).
- *No RGB files: 256 gray scale preferable. Yellow highlights @100% (CMYK).
- *Stuff It compression is acceptable for Macintosh files.
- *PKZip or Winzip compression is acceptable for PC compatible.
- *Disk will not be accepted without hard copy.

PHOTO/LINE ART GUIDELINES

- *When supplies on disk: Photographs should be @300 DPI for gray scale and line art @ 600 DPI in either TIFF or JPG format.
- *EPS and AI: All fonts must be converted to outlines.
- *CMYK (when ads are utilizing Yellow 100%) or 8 bit gray scale – No RGB.
- *Supplied photos are acceptable in black and white or color.
- *Original photos required – when original is unavailable, customer signature required.
- *Remember – It is virtually impossible to improve the quality of your photo.
- *No internet graphics including GIF, JPEG, BMP, etc.
- *PD: All fonts must be embedded.

CAMERA READY GUIDELINES

- *Film acceptance as last choice.
- *Positive Repro (BD, SD) 100 line screen.
- *Positive Repro (Consumer Directories) 120 line screen.
- *Laser @ 85 line screen 600 DPI (minimum) printer.
- *No color laser or ink jet printing.
- *For yellow highlight ads (yellow must be 100%) (Must be separated paper or film).
- *No changes can be made to camera ready art work. (New artwork must be re-submitted).

ILLUSTRATION REQUIREMENTS

- *General Rule – It is virtually impossible to improve the quality you see.
- *No colored logos if possible.
- *No thermography (raising lettering).
- *Must be sharp and crisp (no bumpy edges)
- *Must be 100% black (no halftones or ghosted material).
- *Photo copies must be clean and clear.
- *No cuts or illustrations sent by Fax.

Hibu Inc. National CMR website: www.nationalsales.yellowbook.com. Call 610-731-2530 for user name and password.

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
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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
1305 West Main Street
Greenwood, MO 64034

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

(2 Column Full Size)

2 Column TM

16p5 x 6p

2 Column CTM

16p5 x 12p

(6 x 9 Directory)

2 Column TM

14.25 x 6.0

2 Column CTM

14.25 x 12.0

(For Directories #105012, #105013 Only)

3 Column TM

11p166 x 6p

3 Column CTM

11p166 x 12p

SPACE LISTINGS
TYPOGRAPHY SPECIFICATIONS2 Column Directories

4HS 16.5 x 12.0

2 Column Directories (105012, 105013)

4HS 14.25 x 12.0

3 Column Directories

4HS 11.166 x 12.0

EXTRA LINES

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

36

WP-No Limit
YP-No Limit

Suite numbers are allowed but usually abbreviated to Ste.

COUPON SPECIFICATIONS

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
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0864

27.833 x 10.5 (2 Col full size)

PUB. CO. NAME

Local 360 Media

PUB CODE(S)

0864

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? | |

Revised: March 25, 2020

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 (2 Column Yellow Pages)

Directories: #103835 Bardstown-Lebanon-Springfield, KY (2 Col White Pages), #103837 Ocean City, MD (3 Col White Pages), #103836 Owensboro & Surrounding Area, KY (3 Column White Pages), #103689 Salisbury Area, MD (3 Column White Pages).

Directory Size: (3 Column White & Yellow Pages)

Directory: #104207 Dover-Milford & Area, DE

Data and Media Specifications

Format: Mac saved as .eps

Software: Macromedia Freehand, Adobe Illustrator, Coreldraw, (Quark Xpress and Pagemaker acceptable only if the fonts and images are collected and supplied separately.)

Fonts: Converts to outlines.

Color: CMYK.

Media: No longer accepts artwork submitted on 3 ½" floppy disks or velox. All digital media MUST be submitted via CD or emailed to art@national-solutions.com.**ARTWORK SUBMISSIONS INFORMATION:**

Please submit artwork to:

National Solutions, Inc.

c/o Art Department

550 Mary Esther Cutoff, Suite 18-331

Fort Walton Beach, FL 32548

art@national-solutions.com

Fax: 850 729-1151

.TIF	300 DPI CMYK (Furnished to Exact Ad Dimensions)
.JPG	300 DPI CMYK HIGHEST QUALITY COMPRESSION SETTING (Furnished to Exact Ad Dimensions)
.EPS	FREEHAND, CORELDRAW, ADOBE ILLUSTRATOR ONLY ALL FONTS CONVERTED TO CURVES OR OUTLINES ALL IMAGES 300 DPI CMYK & EMBEDDED (NOT LINKED) (Furnished to Exact Ad Dimensions)
.EPS	QUARKXPRESS VERSION 4.1 ONLY ALL FONTS IIEED IN SEPARATE FOLDER ALL IMAGES 300 DPI CMYK EMBEDDED (NOT LINKED) (Furnished to Exact Ad Dimensions)
.PDF	QUARKXPRESS VERSION 6 ONLY ALL FONTS EMBEDDED ALL IMAGES 300 DPI CMYK EMBEDDED (NOT LINKED) (Furnished to Exact Ad Dimensions)
.PDF	ADOBE PHOTOSHOP FLATTENED - NO LAYERS 300 DPI CMYK (Furnished to Exact Ad Dimensions)
.PDF	ADOBE ILLUSTRATOR ALL FONTS CONVERTED TO OUTLINES ALL IMAGES 300 DPI CMYK EMBEDDED (NOT LINKED) (Furnished to Exact Ad Dimensions)

ALL DISPLAY ADS MUST BE SUBMITTED ON DISK.

If you have any questions regarding this publisher, please contact National Solutions, Inc.

TRADEMARKS

2 Column Directory TM 1.88 w X 1 h

3 Column Directory TM 1.5 w X 1 h

EXTRA LINES

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

Publisher accepts extra lines.

COUPON SPECIFICATIONS

Coupons are offered by Publisher. 3 w X 4 h

SPACE PRECEDENCE

Size, Seniority, Alphabetical

MISCELLANEOUS

Coupon Specification

Actual coupons will appear at either the top or bottom of ad. There will always be a quarter inch full bleed around the entire ad (this increases the size to 3.5" x 4.5"). May have 1, 2 or 3 actual coupon offers. No border will exist at the edge of the ad. No restrictions on color usage. No text smaller than 6 pt. Recommended to have company name in middle of ad and/or on the coupon offers.

Edge Specification – 6 w x 0.5 h

Border is optional. Three colors are allowed: Black (100% K), Red (100% M, 100% Y) & Blue (100% C, 50% M). No Gradations. Pertinent Info. Ad size may change based on book thickness. No text smaller than 6 pt.

Magnet Specification

There will always be an eighth inch full bleed around the entire ad. This increases the size to 4.25" x 4.25" (MAG4) and 4.25" X 2.25" (MAG2). No border will exist at the edge of the ad. No restrictions on color usage.

QR Code Specification

Must be grayscale and 100% black with a white background to be readable. Can be placed in any size ad as long as it meets the minimum requirements. Must have minimum 1/16th" or 0.0625" "quiet space" (empty space) around QR Code.

DISPLAY ADS

BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	.25PT
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?	2 PICAS
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?	10	a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	.25PT
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	10PT
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?	75%

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	b) What is Minimum Pt. Size of Type?	6PT
b) Maximum Screen Percentage Accepted?	75%	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?	6	8) What is the Maximum Angle Type May be on?	ANY ANGLE
c) Maximum Screen Percentage Accepted?	75%		

SCREENS

1) What Percentages are Used?	0%-75%	3) Do Items Being Screened Need to be Outlined?	YES
2) How Many Lines Per Inch are Used?	150	a) What is Minimum Line Weight Allowed?	.25
		4) What Percent of the Total Ad Area Can Be Screened?	100/FULL
		5) Telephone Number?	YES

HALF-TONES

1) Tone Percentage for a Light Screen?	20%	3) How Many Lines Per Inch are Used?	150
2) Tone Percentage for a Dark Screen?	50%-75%	4) Allowable Percentage of Halftone in Ad Area?	FULL

SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	100% OF AD	2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	100% OF ADD
		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/A	a) If Yes, What is the Percentage?	
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	ANY
a) If Yes, What Screen Percentage?	100	7) What Distance is Required Between Red Items & Black Border?	ANY
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?	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

1) Is a Small Amount of Touch-Up Paint Accepted?	NONE	2) Is One Layer (One-Ups) Paste-Up Accepted?	NO
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PUB. CO. NAME **The Local Pages**

PUB CODE(S)

0633

MISCELLANEOUS

1) Must an Address Appear in the Ad? NO
City is a must.

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

Toll Free Dial 1 and then

For Pub Code 0633

Please send artwork to art@directorymarketinginc.com

TRADEMARKS

TM & CTM		
FINDING LINE	3 COLUMN	4 COLUMN
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
TRADEMARK		
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
CUSTOM TRADEMARK		
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

STYLE OF DIRECTORY	3 COLUMN								
Space Listing Size	1HS	1MS	2HS	3HS	4HS	5HS	6HS	7HS	8HS
Maximum Lines of Text in 6 Pt. Type Including Address and Tel. Number Line	5	7	10	15	20	25	30	35	40
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size	3	5	8	13	18	23	28	33	38
Maximum Depth of Copy (In Points)	25	40	54	90	120	160	200	240	280
Maximum Characters Per Line									
6 Pt. – All Caps	45	45	45	45	45	45	45	45	45
6 Pt. – Caps and Lower Case	54	54	54	54	54	54	54	54	54
8 Pt. – All Caps	33	33	33	33	33	33	33	33	33
8 Pt. – Caps and Lower Case	41	41	41	41	41	41	41	41	41
10 Pt. – All Caps			27	27	27	27	27	27	27
10 Pt. – Caps and Lower Case			32	32	32	32	32	32	32
12 Pt. – All Caps				24	24	24	24	24	24
12 Pt. – Caps and Lower Case				27	27	27	27	27	27
14 Pt. – All Caps				20	20	20	20	20	20
14 Pt. – Caps and Lower Case				23	23	23	23	23	23
18 Pt. – All Caps					15	15	15	15	15
18 Pt. – Caps and Lower					19	19	19	19	19
Are Cuts Acceptable	NO	NO	NO	NO	YES	YES	YES	YES	YES
Placement of Cuts (L-Left, R-Right, C-Center)–									
Must All Type Be in The Same Family	YES	YES	NO	NO	NO	NO	NO	NO	NO
Pt. Size of Finding Line	8	8	8	8	8	8	8	8	8

STYLE OF DIRECTORY	4 COLUMN								
Space Listing Size	1HS	1MS	2HS	3HS	4HS	5HS	6HS	7HS	8HS
Maximum Lines of Text in 6 Pt. Type Including Address and Tel. Number Line	5	7	10	15	20	25	30	35	40
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size	3	5	8	13	18	23	28	33	38
Maximum Depth of Copy (In Points)	25	40	54	90	120	160	200	240	280
Maximum Characters Per Line									
6 Pt. – All Caps	26	26	26	26	26	26	26	26	26
6 Pt. – Caps and Lower Case	35	35	35	35	35	35	35	35	35
8 Pt. – All Caps	21	21	21	21	21	21	21	21	21
8 Pt. – Caps and Lower Case	30	30	30	30	30	30	30	30	30
10 Pt. – All Caps			19	19	19	19	19	19	19
10 Pt. – Caps and Lower Case			25	25	25	25	25	25	25
12 Pt. – All Caps				16	16	16	16	16	16
12 Pt. – Caps and Lower Case				22	22	22	22	22	22
14 Pt. – All Caps				13	13	13	13	13	13
14 Pt. – Caps and Lower Case				17	17	17	17	17	17
18 Pt. – All Caps					12	12	12	12	12
18 Pt. – Caps and Lower					16	16	16	16	16
Are Cuts Acceptable	NO	NO	NO	NO	YES	YES	YES	YES	YES
Placement of Cuts (L-Left, R-Right, C-Center)–									
Must All Type Be in The Same Family	YES	YES	NO	NO	NO	NO	NO	NO	NO
Pt. Size of Finding Line	8	8	8	8	8	8	8	8	8

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.

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 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 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.

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

	RR Donnelley	RR Donnelley
Directory Dimensions:	7" x 11" (**Maxi Directories)	9" x 11" (All other Directories)
	7 1/8" x 10 7/8" (42p9 x 65p6)	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 & 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.

SPACE PRECEDENCE

Size, Seniority, Date of Sale

SPACE LISTINGS
TYPOGRAPHY SPECIFICATIONS

STYLE OF DIRECTORY	SHORT 2/TALL 2						SHORT 3					
Space Listing Size	1HS	2HS	3HS	4HS	5HS	6HS	MHS	2HS	3HS	4HS	6HS	
Maximum Lines of Text in 6 Pt. Type Including Address and Tel. Number Line (*See Below)	5	7	10	13		23	4	7	10	13	19	
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size (**See Below)	5	7	10	13		23	4	7	10	13	19	
Maximum Depth of Copy (In Points)												
6 Pt. - All Caps	3											
6 Pt. - Caps and Lower Case	3											
7 Pt. - All Caps												
7 Pt. - Caps and Lower Case												
8 Pt. - All Caps		5	8	11		21	3	6	9	12	18	
8 Pt. - Caps and Lower Case		5	8	11		21	3	6	9	12	18	
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	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	YES	YES	YES	YES		YES	YES	YES	YES	YES	YES	
Pt. Size of Finding Line	9	9	9	9		9						

MISCELLANEOUS

*All HS & over 1HS are 8pt type for copy in short/tall 2 column

**Phone # is 9pt short 3 text is minimum size of 8 pt type.

EXTRA LINES

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
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40

N/R

SPACE PRECEDENCE

Size, Alphabetical

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?	.5PT	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?	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?	7PT	b) What is Minimum Pt. Size of Type?	8PT
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?	7PT	8) What is the Maximum Angle Type May be on?	
c) Maximum Screen Percentage Accepted?			

SCREENS

1) What Percentages are Used?	ALL	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?	.5PT
		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?		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?	
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?	
		10) Are Other Colors Available?	YES
		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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MISCELLANEOUS

Directory Size:

Midi 2 Column Directory: (6" x 9") Bourbon Cty./Ft. Scott, KS; Butler/Bates, KS; Carthage, MO; Craig, MO; Grove, OK; Eureka Springs, AR; LaHarpe, KS; Parsons/Labette Cty, KS; Mayes Cty./Pryor-Chouteau, OL; Monett, MO; Nevada-Stockton/4 Cty., MO; Telluride, CO

2 Column Directory: (6 ¾" x 10 ¾") Artesia/Penasco Valley, NM; Branson, MO; Crawford County, KS; Chanute/4 Cty, KS; Carlsbad, NM; Central Mississippi, MS; Columbus/Cherokee, KS; Delta/Montrose, CO; Greater Delta, MS; Joplin, MO; Oxford, MS; Pittsburg, KS; South Arkansas, AR; Santa Fe, NM; Steamboat Springs, CO; Sun Valley, ID; Taos, NM; Three Rivers, MS; Western New Mexico, NM; Yazoo, MS

3 Column Directory: (7 ¼" x 9") Aspen, CO; Summit County., CO; Vail, CO.

Data and Media Specifications

Format: Macintosh

Software: Freehand 8, QuarkXpress 4.1, Illustrator 9 or 10 (save as EPS or TIF file)

Fonts: All screen fonts and postscript fonts must be included in Mac format. If working in PC format, convert fonts to paths and/or outline all fonts.

Media: 3.5 Floppy Disk, 100 MB Zip Disk, CD

Color: CMYK.

YP Ads

DPI: 200

Line Screen: 100

Background Color: All Display Ads are White Knockout.

Covers and Tab Insert Ads:

DPI: 300

Line Screen: 150

Outside Back Cover: Space MUST be provided for the print of the mailing information at the top. This bulk rate information can overlay the top of the ad provided that the color of the ad at the top is light enough for the black print to show. (This does not apply to the Sun Valley Directory; no bulk rate info is included on it.)

Please include a color print of all ads being submitted. This is extremely important in order for us to verify that all fonts and cuts in the ad have carried over properly. We have no way of knowing if there has been an unexpected change in the ad without a printout to reference.

NOTE: Camera Ready Color Separation printouts will no longer be accepted because the yellow pages are now sent to the printer in digital format.

ALL DISPLAY ADS MUST BE SUBMITTED ON DISK.

TRADEMARKS
Trademarks

2 Column	TM	174pt x 72pts
2 Column	TM	162pt x 72pts (#027635 Kanzaland)
3 Column	TM	154pt x 72pts

SPACE LISTINGS

2 Col	1HS	174 x 36pt
2 Col	2HS	174 x 72pt
2 Col	3HS	174 x 108pt
2 Col	4HS	174 x 144pt
2 Col	5HS	174 x 180pt
2 Col	6HS	174 x 216pt

(#027635 Kanzaland)

2 Col	1HS	162 x 36pt
2 Col	2HS	162 x 72pt
2 Col	3HS	162 x 108pt
2 Col	4HS	162 x 144pt
2 Col	5HS	162 x 180pt
2 Col	6HS	162 x 216pt

3 Col	1HS	154 x 36pt
3 Col	2HS	154 x 72pt
3 Col	3HS	154 x 108pt
3 Col	4HS	154 x 144pt
3 Col	5HS	154 x 180pt
3 Col	6HS	154 x 216pt

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? |
|--|--|

MISCELLANEOUS**Data & Media Specifications:****Important Guidelines:**

- Must be saved in CMYK process color. (Cannot have any RGB in ad, even with images imported into ad).
- All artwork must be at least 300dpi in resolution.
- All Yellow & Black ads must use 30% Yellow & 100% Black. (All Gray colors must also contain 30% Yellow.)
- All used Font Files must be included – or -Text must be created to Paths/Outlines.
(It text cannot be created to Paths/Outlines or embedded, please include copies of the font files with the artwork file.)

Acceptable File Formats:

- (All Artwork must be at least 300dpi in resolution & in CMYK process color.)

Adobe Illustrator (.ai) or (.eps)

- Embed all images and include all used font files –or- convert all text to outlines.
- Must be in CMYK process color.

Adobe Photoshop (.psd)

- Must be at least 300dpi and CMYK process color.
- Include all used font files or rasterize fonts.

Adobe Acrobat (.pdf)

- Must be at least 300dpi and CMYK process color.
- Embed all fonts within PDF.
- Use "Press Quality" settings when creating print ready PDFs.

Other Acceptable File Formats (if the above mentioned formats are not an option)

EPS – (Encapsulated Postscript)

TIFF – (Tagged Information File Format)

JPEG – (Joint Photographs Experts Group)

SEND ART TO:

National Solutions

550 Mary Esther Cutoff, Suite 18-331

Ft. Walton Beach, FL 32548

OR EMAIL TO:

art@national-solutions.com

Please include the following on the email subject line:
Directory Name & Number, CMR-Client #, Client Name

AWT must be mailed, emailed or faxed to 850-226-7826 for verification of electronic files.

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

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
 Chugwater (083150) WY
 Fremont (017294) ID
 Great Falls Community (103381) MT
 Halltown (040693) MO (Grayscale)
 Holyoke-Haxtun (100612) CO
 Kalama (077350) WA
 Louisburg (028101) KS
 Madison Valley-Beaverhead (043633) MT
 Mud Lake (017610) ID
 North Tri-Central (043677) MT
 Range Telephone Directory (106319) MT
 Regional (100223) WY
 St John Pioneer (077657) WA
 Tatum (104308) TX
 Tenino (077798) WA
 Toledo (077810) WA
 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
 Macclenny ILEC (012538) FL
 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
 RTC Worland Thermopolis Directory (100225) WY

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
 SW Arkansas ILEC (004850) AR

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
1305 West Main Street
Greenwood, MO 64034

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. If you cannot email your AWT, please fax it to 816-537-7951 or mail it to the address above.

EXTRA LINES

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
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40

COUPON SPECIFICATIONS

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

	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 an 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.

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

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.

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.

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? |
|--|--|

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?

DIGITAL AD SPECIFICATIONS

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

1. Adobe Photoshop (EPS, PS, TIFF, JPEG)
2. Adobe Acrobat (PDF)

All artwork must be accompanied by a hard copy or handout.

All files must be at least 300 dpi.

All color must be CMYK.

If you have any questions regarding this publisher, please contact National Solutions, Inc. 850 226-6405.

TRADEMARK

(Lee County Telephone Directory) #105092

TM 11p6.8808 x 15p0+

*TM ads may include logo artwork and height is based on amount of content.

(Moore County Telephone Directory) #105093

TM 2.25 x 1

SPACE LISTINGS

(Lee County Telephone Directory) #105092

2HS 11p6.8808 x 7p6

4HS 11p6.8808 x 15p0

*4HS ads may include logo artwork.

(Moore County Telephone Directory) #105093

2HS 2.25 x 1

4HS 2.25 x 2

*4HS ads may include artwork.

COUPON

(Moore County Telephone Directory) #105093

3.25 x 1.8

MISCELLANEOUS

Electronic Specifications

- Please submit art in Illustrator EPS version CS2 or lower with Vector Artwork converted to Outlines or TIFF/JPEG file with resolution of at least 300 dpi.
- Colors must be set to CMYK.
- Always send an Artwork Transmittal.
- Submit a CD or email to peter@psanda.com
- We will not accept Floppy Disks.

If you have any questions, please contact Peter Salzberg of Peter Salzberg and Associates at 239 221-8093 or via email at peter@psanda.com

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

EXTRA LINES

Publisher charges for extra lines.

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
046340	Chichester-Contoocook	NH	September
080047	Elkhorn	WI	July
068221	Farragut-Concord	TN	February
080795	Lancaster	WI	April
081067	Medford-Rib Lake	WI	October
081125	Middleton	WI	January
081228	Monroe	WI	October
038478	Monticello	MN	February
068686	Mt Juliet	TN	January
038705	New London	MN	June
046787	New London	NH	September
038566	Pequot Lakes	MN	May
012773	Quincy-Attapulugus	FL	February
015280	St Mary's	GA	July
082662	Waterford	WI	August

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

Advertising information for www.localsolution.com found at:

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

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 (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

R	PUB. CO. NAME	Pinnacle Marketing Group	PUB CODE	0974
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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.

MISCELLANEOUS

Mail: Pinnacle Marketing Group, Attn: National Department, 4030 Technology Drive NW, Bemidji, MN 56601

Email: nationals@pinnaclepub.com for FTP site information.

Please see ad specs on website: www.pinnaclepub.com/ad-agency-cmr/artwork-specs

Call with questions: 800-343-8086

EXTRA LINES

PUBLISHER NAME	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
	1+	1+	WP-No Limit YP-No Limit

COUPONS

Publisher does not offer coupons.

SPACE PRECEDENCE

Size, Seniority, Alpha, Sequence

DISPLAY ADS

BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	1PT
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?	3PT
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?	12 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?	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?	NO
a) If Yes, What is the Minimum Pt. Size of Type?	10 PT.	b) What is Minimum Pt. Size of Type?	10 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?	10 PT.	8) What is the Maximum Angle Type May be on?	45 Degrees
c) Maximum Screen Percentage Accepted?	50%		

SCREENS

1) What Percentages are Used?	20%, 30%, 40%, 50%	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?	N/A
		4) What Percent of the Total Ad Area Can Be Screened?	50%
		5) Telephone Number?	

HALF-TONES

1) Tone Percentage for a Light Screen?	10%	3) How Many Lines Per Inch are Used?	85
2) Tone Percentage for a Dark Screen?	20, 30, 40, 50%	4) Allowable Percentage of Halftone in Ad Area?	50%

SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	1/4" x 1/2" OR 1/8 OF ONE SQUARE INCH	2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	SEE # 1
		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?	100%	a) If Yes, What is the Percentage?	50%
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	N/R
a) If Yes, What Screen Percentage?	20, 30, 40, 50%	7) What Distance is Required Between Red Items & Black Border?	N/R
b) What Percentage of Total Ad Space is Allowed Red Screen?	50%	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?	N/A	a) TM?	NO
		10) Are Other Colors Available?	YES
		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? TOLL FREE DIAL "1" & THEN

All Disks must be sent & labeled with the following:

- 1) Directory Name & Directory Code.
- 2) CMR & Client Number.
- 3) Close Date.
- 4) Issue Date.
- 5) Files Labeled EPS.

All Art must have a Hard Copy Proof of the Ad attached with the Artwork Transmittal.

ACCEPTABLE DISK FORMAT & EMAIL FORMAT

If sending disk it must be in PC format with ads saved as EPS (Curves & Lines). We accept artwork via email to graphics@pioneedirectories.com

If you have any questions, please contact Kendall Paris at 800-241-1244; or kendall.paris@tds.net

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.

Send Art To:

National Solutions
550 Mary Esther Cutoff, Suite 18-331
Fort Walton Beach, FL 32548

Or Email To:

art@national-solutions.com

Please include the following on the email subject line:
Directory Name & Number, CMR-Client #, Client Name

AWT must be mailed, emailed or faxed to (605) 892-9178

If you have any questions regarding this publisher, please contact (605) 892-9177

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"

PUB. CO. NAME

Press Enterprises

PUB CODE(S)

0949

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? | |

Revised: March 25, 2020

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.

WHERE TO SEND ARTWORK:

Mailing Address & Overnight:

National Solutions, Inc.

Attn: Art Director

550 Mary Esther Cutoff, Suite 18-331

Fort Walton Beach, FL 32548

Email: art@national-solutions.com

For additional information, call 703-455-5870.

If you have any questions regarding this Publisher, please contact National Solutions, Inc. at 850-729-1141.

Real Yellow Pages, The, a Thryv brand

TRADEMARKS

Pub Codes—0927, 0962

Trademarks

FINDING LINE: Set in Swiss721BT-Bold Condensed (NC); 8pt; width of 92%. Arizona: Swiss 721BT-Bold Condensed (NC) 9pt; width of 93%.

HAIRLINE RULES: Hairline rules are computer generated.

TEXT:

Text can be placed below or left of the logo. Text can be above the art as long as it is submitted as part of the logo. Caps, dashes, virgules (slashes) asterisks, and conventional punctuation are allowed. Vertical lines and underlining are not allowed. Text can be omitted if customer chooses. Text must be set horizontal.

WHERE TO BUY IT PHRASE:

Should not be the same as the caption text. Is Confined to one line. If it is not used, then one extra line of text is allowed in the text area. Can be omitted but text is not allowed in the "Where To Buy It" area. Must be in all caps and in italics. Does not have to have quote marks. Can be a web address. Is set in region specific fonts. Cannot be in color.

Common advertising text and Brand name information are not permitted, e.g., Termites, Discounts, Eagle Wind, etc. Text normally used for Captions may be used, e.g., Dealers, Claims, Agents, Sales, Authorized Service. Additionally, directional phrases such as "For Information Call," "Where To Buy," "For Service Call," "Questions & Answers," etc.

An advertiser who elects not to use the phrase may have one extra line of text.

LOGO OR INSIGNIA:

The Trademark cut or insignia must relate to the Finding Line. Photos of people, places and things may be the trademark logo. Photos will be sized proportionally to fit logo dimensions. Registered logos must be submitted as camera ready. AT&T will not alter any registered TM.

The logo or insignia may be line drawings, solid black reverse, screened with a maximum of 85 lines per inch. Small reverse type, less than 8 points, will not print clearly.

OVERALL DEPTH OF TRADEMARK:

The space 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 occupy is two inches

CAPTION HEADINGS REQUIREMENTS:

Captions, Sub-Captions, and Sub-Sub-Captions are a bought item of advertising and may appear without limit. They are intended to help the user distinguish types of outlets, products, services, area locations, or functions of a business or product.

CAPTIONS AVAILABLE:

Captions, Sub-Captions, and Sub-Sub-Captions are at the discretion of the advertiser, barring use of advertising text and/or Brand name information. Brand name information may appear as Trade Caption Text (TCT).

Real Yellow Pages, The, a Thryv brand TRADEMARKS

Pub Codes—0927, 0962

Custom Trademarks

FINDING LINE: Set in Swiss721BT-Bold Condensed (NC); 8pt; width of 92%, Arizona: Swiss721BT-BoldCondensed (NC); 9pt; width of 93%.

HAIRLINE RULES: Hairline rules are computer generated.

TEXT:

A brief message describing the brand name or firm name, or defining dealer and service arrangements, generally limited to 50 words in 12 lines of 6 pt. type if logo permits. May contain supplemental address information, but not listed addresses or telephone numbers.

Text immediately adjacent to the insignia, and intended to be part of the insignia is considered part of the logo and will be included in the logo measurements. It must be submitted as part of camera-ready art. The space 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 occupy will be 2 inches.

WHERE TO BUY IT PHRASES:

Same specifications as for Trademark.

TRADEMARK SYMBOL OR INSIGNIA:

May appear above or to either side of the text, but not below the text.

CAPTION HEADINGS:

Same specifications as for Trademark.

**For further information refer to the Typographical Chart at the back of this section.
New Procedures for CTM/TM Velox Requirements**

For those CMRs wishing to utilize the Art Number:

We will only assign an art number when we receive an AWT with a partial or full velox WITH MULTIPLE DIRECTORIES! (A partial velox is all that we require, but we will still accept a full velox. You will then be notified via a general memo of the art number for this logo. Any subsequent current directories using this logo, for same pubco will be referenced back to the original velox by this art number. Please indicate this art number at the bottom of the AWT as shown below:

ART # _____

For those CMRs not wishing to utilize the art number:

A partial velox is still required from you, though a full velox is accepted. An art number will not be assigned if the AWT is for a single directory. We will only assign an art number if the AWT lists multiple directories.

Real Yellow Pages, The, a Thryv brand

TRADEMARKS

Pub Code—0717

Trademarks & Custom Trademarks

FINDING LINE: BellCentennialBT-Bold Listing (42); 6pt; width of 92%.

TRADEMARK DISPLAY:

Available with ads 2QC (Double quarter column size) up to and including full page.

National "brand name" must be prominent and in a headline position.

Logos, insignias, emblems or typeset names are acceptable provided they clearly identify the product or service of the National advertiser.

All copy must relate to the national product or service with the exception of one line description relating to geographical location.

Maps will be accepted noting dealer locations and must be associated with the copy or illustrations related to the National "brand name" advertiser.

Locations of the local outlets may only be illustrated geographically with symbols such as the logo of the National advertiser, stars, dots, arrows, etc. on the map. (individual dealer names are not permitted in maps)

Identification of the independently owned outlets is limited to the listing of name, address, and telephone numbers. Listing for all outlets must be uniform in size and type style.

All ads must contain identification of the relationship of the independently owned outlets to the National advertiser.

Pub Code—0829

Trademarks

FINDING LINE:

BellGothicBT-Black (06) 7pt; width of 94%

TYPOGRAPHY:

5 Column Directories use 7 pts.

The emblem may be positioned in the top left, center or right of the ad, but must be at least 3 points below the bottom of the finding line. Registered or Copyright Marks must be inside the limits of the maximum logo size measurements:

COLUMN SIZE	MAX WIDTH	MAX DEPTH
5	111 pts	98 pts
4	130 pts	98 pts
3	175 pts	98 pts
2	163 pts	98 pts

Trademarks & Custom Trademarks

CAPTION HEADINGS:

Except for the caption: Manufacturer, captions will be set plural when identified as outlets.

CAPTIONS AVAILABLE:

No complex captions accepted, i.e. San Francisco is acceptable as a caption. San Francisco branches, on the other hand, has to be broken down to; 1) San Francisco, 2) Branches, or vice versa to be accepted.

Real Yellow Pages, The, a Thryv brand

Pub Code— 0829

Custom Trademarks

The emblem will always appear 3 points below the bottom of the finding line. The emblem must also be inside the limits of the maximum logo size measurements:

COLUMN SIZE	MAX WIDTH	MAX DEPTH
5	115 pts	82 pts
4	130 pts	82 pts
3	179 pts	82 pts
2	167 pts	82 pts

CAPTIONS:

Same as trademarks.

TRADEMARKS

Pub Codes— 0908, 0911, 0913

Laser Prints for trademarks or custom trademarks are unacceptable. A photo mechanical transfer (PMT) (Velox) for the processing of artwork is necessary.

Trademarks

FINDING LINE:

Set in 7 pt. Bell Gothic No. 12, Bold, CAPS. Confined to one line if possible. Brand or firm name line must be Bold U/C tied in with TradeMark logo and text. Punctuation marks are limited to ampersands, virgules, hyphens, apostrophes and quotation marks.

TRADEMARK CUT OR INSIGNIA:

- Must not exceed the maximum size of 1 inch horizontally and 3/4 inch vertically for all sizes and shapes.
- Alteration of a logo/emblem is not acceptable.
- Neither telephone numbers, Internet, or Email addresses are acceptable as part of the logo.
- Only one logo per ad may be used.

TEXT (OPTIONAL):

- May contain addresses including p.o. boxes, hours open or location.
- Text is set in 6 pt. Bell Gothic Bold type with maximum of 8 lines or 7 lines if the finding line is overrun.

Note: When possible, the text for accounts will be set as shown; however, if the character count is exceeded due to the logo size, then text will be balanced and spaced as close to the velox as practicable.

OVERALL WIDTH & DEPTH (TEXT & CUT):

- 2 & 3 Column Directories - 13 picas wide and 5 1/2 picas deep.
- 4 Column Directories - 11 picas wide and 5 1/2 picas deep.

WHERE TO BUY PHRASES:

Use of advertising slogans, etc., or directional information is not acceptable. WTB text is restricted to one line, all caps, and is set in 8 pt. Times Medium Italic caps only, centered below the text. It contains 28 characters, spaces and punctuation symbols in 2 and 3 column directories and 23 characters, spaces and punctuation symbols in 4 column directories. Acceptable punctuation is shown on the TM/CTM Typographical Chart at the end of this section. Use of upper and lower case characters is not acceptable. Duplicate verbiage must not be used for the "WTB" line and also for caption/sub-captions within the same TM/CTM, i.e., use of "Sales & Service," (or similar verbiage) as "WTB" line and also repeated as caption or sub-caption. Since the "WTB" phrase varies with each client, it is impossible to list all known variations of the phrase. However, examples may include: "Sales and Service," "Where to Call," "Where To Buy Them," "For Service Call," "Where to get Service," "For Information Call," "For Reservations," and "Call."

TRADEMARKS

Pub Codes— 0913

Additional phrases of similar content may also be used. In the case of associations, the phrase "members" is also acceptable.

CAPTION HEADINGS REQUIREMENTS:

Used when necessary to distinguish between types of outlets or functions of a customer's organization. Captions may also be used to designate locality. Sub-captions, which are set flush left with the column, may be used under captions. Captions and sub-captions are provided at no charge when requested. They are each limited to one line of type. There is no limit on the number of captions or sub-captions as long as there is at least one different listing under each. Captions are set in 6 point Times Medium Italic-all CAPS and centered. Sub captions are also set in 6 point Times Medium Italic-ALL CAPS. Captions and sub-captions are sequenced alphabetically unless otherwise specified. The maximum number of characters in either a caption or sub-caption is 32 in 2 and 3 column directories and 28 in 4 column directories.

CAPTIONS AVAILABLE:

As with the "WTB," captions/sub-captions also vary with each client. However, some examples may include: Sales and Service, Wholesale, Agents, Distributor, Dealers, Factory Branch, Factory Service, Fire Agents, Branch Office, etc. Additional phrases of similar content may also be used.

Custom Trademarks

FINDING LINE:

Same specifications as Trademarks.

CUSTOM TRADEMARK CUT OR INSIGNIA:

- The logo or insignia may appear above or on either side of the text, but not below the text.
- Must not exceed the maximum size of 1 13/16 inch horizontally and 16 inches vertically for all sizes and shapes.
- Alteration of a logo/emblem is not acceptable.
- Telephone numbers are not acceptable as part of the logo.
- Only one logo per ad may be used.

TEXT (OPTIONAL):

- Text may be placed below or to either side of the logo, but not above.
- The number of lines will vary depending on placement of logo and type size.
- May contain addresses, telephone numbers, hours open or location.
- Text is set in regular Bell Gothic Bold or Bell Gothic Bold Italics with only one point size to a line.
- Type may vary in size from 6 pts. to 14 pts.
- Bullets not associated with a line may not exceed 6 pts.
- Acceptable punctuation is shown on the TM/ CTM Typographical Chart at the end of this section.

When possible, the text for accounts will be set as shown; however, if the character count is exceeded due to the logo size, then text will be balanced and spaced as close to the velox as practicable.

OVERALL WIDTH & DEPTH:

- 2 & 3 Column directories - 13 picas wide and 10 1/2 picas deep.
- 4 Column directories - 11 picas wide and 10 1/2 picas deep.

WHERE TO BUY IT PHRASES:

Same specifications as Trademarks.

TRADEMARKS

Pub Codes— 0913

CAPTION HEADINGS:

Same specifications as Trademarks.

MAIN ELEMENTS:

	2 & 3 Column		4 Column	
FINDING LINE:	CAPS	U/LC	CAPS	U/LC
1) Type Point Size	7		7	--
2) Width of Finding Line in Picas	--	15	--	12
3) Maximum number of characters & spaces per line.	47	--	37	--
“WHERE TO BUY” LINE:				
1) Maximum number of characters & spaces per line.	--	32	--	25
CAPTIONS AND SUB-CAPTIONS:				
1) Maximum number of characters & spaces per line.	--	28	--	25
TRADEMARK				
1) Text & Cut-Overall width x depth in picas.	13 x 5		11 x 5	
2) Text-Max. number of characters per line in 6 pt type.	46	58	36	45

	2 & 3 Column		4 Column	
	CAPS	U/LC	CAPS	U/LC
CUSTOM TRADEMARK:				
1) Text & Cut-Overall width x depth in picas.	13 x 11		11 x 11	
2) Text-Maximum number of characters per line below cut (includes spaces)				
6 Point	46	58	36	45
7 Point	39	50	31	39
8 Point	35	44	27	35
9 Point	31	39	24	31
10 Point	28	35	22	28
11 Point	25	32	20	25
12 Point	23	29	18	23
13 Point	23	29	18	23
14 Point	20	25	15	20

Real Yellow Pages, The, a Thryv brand

EXTRA LINES

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

The text line is set in light black font at 6 or 7 points, positioned between the name and address line. The first letter of each word is capitalized, unless other instructions are provided by the advertiser. If the main listing has purchased a color premium: red, blue or green, then the same color will be applied to the EL text lines(s).

An advertiser can place up to 10 Extra Line products under each Finding Line. Counted into this total are the Extra Lines, Internet Lines and Extra Line Icon's. When an advertiser purchases multiple Extra Line products: EL, IL, EL ICON, the order in which they will print will be determined by the order in which they are entered into the contract system. The EL products will appear on one line unless there is too much text, in which case the line will break into two lines.

0962, 0927..... 5 5*

The basic measure of extra line text is a unit. For the purpose of counting extra line text, five words comprise a unit regardless of the number of lines used or length of words. In cases of non-traditional text such as a business listing its office hours, any combination of eight letters, numerals, symbols or spaces is considered a word. Also, any fractional part of a unit is counted as one unit. A maximum of five units (EL's) are allowed in any Listings. One Exception of this rule is the listing of individual names, which are acceptable without limit. Titles of address, lineal descent, earned degrees, licenses and certificates are considered part of an individual's name.

0829..... * 10

Maximum character counts are based on the width of the font and may vary depending upon the width of the letters and punctuation marks in the copy (i.e. the letter w is wider than the letter l). Wide letters (w,o,m, etc.) would reduce the number of characters allowed. Excessive use of wide letters could result in an overset condition causing type to flow over into the next line. Directory Size Approx Character Count:

UDAC: 5 Col/4 Col/2 Col:..... EL: 35/36/38
..... AL: 28/31/32

Maximum is 10 lines per UDAC or combination of UDACs (i.e. 2 EL Icon's, 3 EL's and 5 AL's)

0913

TYPE OF DIRECTORY	MAX. # OF CHARACTERS PER LINE (Including Punctuation)		
	WEL	EL	TEL/TNEL
2 & 3 Column	35	43	43
4 Column	35	35	35

Extra Lines appear between the firm name and the address line.

Extra Lines are set in 6 point Bell Gothic Medium Upper & Lower Case.

Real Yellow Pages, The, a Thryv brand

EXTRA LINES

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

0913

In a caption arrangement which contains directive text and an extra line, the EL is placed on a separate line prior to the directive text/address line (between the caption header and directive text/address).

Extra line text matter is limited to ten lines; however, businesses or firms may have up to a maximum of 99 EL's for: displaying names of individuals who are partners, principals or associates of a business.

Neither telephone numbers or fax numbers are acceptable as Extra Line matter.

White Pages Extra Lines (WEL, WTEL or WFEL) may contain:

- Location/Directional Information
- Mailing Information
- Business Hours/Days of Operation
- "See Our Ad At" Phrase
- Specific Calling Information**
- Courtesy Remarks
- Calling Service Phrases*
- Handicapped/Disabled Phrases
- Cover Advertising Phrase
- Business/Personal Names & Titles
- Coupon Section Phrase
- Other (such as Certificate of Competency Numbers)**

(WEL) Extra Line is set in 7pt. Bell Centennial Bold upper/lower case in all books.

(WFEL) Extra Line is set in 7pt. Bell Centennial Bold upper/lower case in 2 column and 9pt. in 3 Col., 8pt. in 4 column books.

(WTEL) Extra Line is set in 7pt. Bell Centennial Bold upper/lower in all books.

Promotional references are NOT ACCEPTABLE as WEL's, WTEL's or WFEL's.

SPACE PRECEDENCE

Size, Seniority

Real Yellow Pages, The, a Thryv brand

BRANDED SPECIFICATIONS

Pub Codes: 0717

Brand Sell Tabs are offered to advertisers who are interested in drawing attention to a particular brand. (i.e., Pizza products under heading of Restaurants, or Pharmaceuticals under heading of Physicians & Surgeons) Advertisers who purchase Brand Tabs may refer to other products. The Tab should complement the heading of appearance but should not directly compete with businesses at that listed heading.

Brand Tab Ad Sizes:

4-Column

Image	8.125 x 10.125
Trim	8.75 x 10.75
Bleed	9.375 x 11.375

3-Column

Image	6.375 x 10.125
Trim	7 x 10.75
Bleed	7.625 x 11.375

UDAC /Description:

BBTAB – Branded Foldout Tab – Front & Back with Process Color – non-glossy 8# paper stock

- Both front and back side of the Brand Tab must be purchased by the advertiser. Front side of Tab is not available by itself.
- Current level of spending must be maintained from prior issue.
- Advertiser cannot be listed within the heading that the tab is placed at.
- Tabs must be at least 64 pages from the front and back cover of the directory and at least 48 pages from any other tab.

Color

Brand Tabs will be printed on premium stock. This allows for greater ink coverage and smaller dot gain. All Ameritech classic and palette color may be used in Brand Tabs. All Colors may be screened 1-100%. In addition to the colors available for display ads, custom colors may be created. Custom colors should be created in CMYK and should not exceed a 300% Total Ink Limit.

Placement

Brand Tabs are forced placed at the front of the heading. Placement cannot be guaranteed at the heading.

(Pub Codes 0829)

Brand Sell Tabs are offered to advertisers who are interested in drawing attention to a particular brand. (i.e., Pizza products under heading of Restaurants, or Pharmaceuticals under heading of Physicians & Surgeons) Advertisers who purchase Brand Tabs may refer to other products. The Tab should complement the heading of appearance but should not directly compete with businesses at that listed heading.

Brand Tab Ad Sizes:

Northern Ca (BTB) 8.15625" x 9.90625"

5-Column Sizes: 8.46875" x 9.90625"

UDAC /Description:

BBTAB – Branded Foldout Tab – Front & Back with Process Color – non-glossy 8# paper stock

- Both front and back side of the Brand Tab must be purchased by the advertiser. Front side of Tab is not available by itself.
- Current level of spending must be maintained from prior issue.
- Advertiser cannot be listed within the heading that the tab is placed at.
- Tabs must be at least 64 pages from the front and back cover of the directory and at least 48 pages from any other tab.

Photo Specs

- All photos must be 300 DPI and must be CMYK.
 - All photos must not have a total ink limit over 300%
 - Always send unflattened photos if available.
 - Do not use pre-screened artwork and/or photos
 - All Spot colors must be converted to CMYK
-

Real Yellow Pages, The, a Thryv brand

- Turn off all Trapping
- All ads must have a 1 pt black border.

Placement

Brand Tabs are forced placed at the front of the heading. Placement cannot be guaranteed at the heading.

BRANDED SPECIFICATIONS

Pub Code: 0962

Brand Sell Tabs are offered to advertisers who are interested in drawing attention to a particular brand. (I.e., Pizza products under heading of Restaurants, or Pharmaceuticals under heading of Physicians & Surgeons) Advertisers who purchase Brand Tabs may refer to other products. The Tab should complement the heading of appearance but should not directly compete with businesses at that listed heading.

Brand Tab Ad Sizes:

3, 4, 5 Column 9" x 10 ¼"
3 Nar Column 6 3/8" x 10 ¼"

UDAC /Description:

BBTAB – Branded Foldout Tab – Front & Back with Process Color – non-glossy 8# paper stock

- Both front and back side of the Brand Tab must be purchased by the advertiser. Front side of Tab is not available by itself.
- Current level of spending must be maintained from prior issue.
- Advertiser cannot be listed within the heading that the tab is placed at.
- Tabs must be at least 64 pages from the front and back cover of the directory and at least 48 pages from any other tab.

Placement

Brand Tabs are forced placed at the front of the heading. Placement cannot be guaranteed at the heading.

Pub 0927

Brand Sell Tabs are offered to advertisers who are interested in drawing attention to a particular brand. (I.e., Pizza products under heading of Restaurants, or Pharmaceuticals under heading of Physicians & Surgeons) Advertisers who purchase Brand Tabs may refer to other products. The Tab should complement the heading of appearance but should not directly compete with businesses at that listed heading.

Brand Tab Ad Sizes:

4 Column 9" x 10 ¼"

UDAC /Description:

BBTAB – Branded Foldout Tab – Front & Back with Process Color – non-glossy 8# paper stock

- Both front and back side of the Brand Tab must be purchased by the advertiser. Front side of Tab is not available by itself.
- Current level of spending must be maintained from prior issue.
- Advertiser cannot be listed within the heading that the tab is placed at.
- Tabs must be at least 64 pages from the front and back cover of the directory and at least 48 pages from any other tab.

Placement

Brand Tabs are forced placed at the front of the heading. Placement cannot be guaranteed at the heading.

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/A	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?	10%-90%

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		ON 30-100% BACKGROUND
a) If Yes, What is the Min. Pt. Size?	8PT BLD.-20% Screen	a) Is Outline Type Required?	NO
b) Maximum Screen % Accepted?	10PT MED-30% Screen	b) What is Minimum Pt. Size of Type?	8 PT BOLD
3) Is Screened Type Allowed?	YES	5) Can Telephone Numbers Appear as Screened Type?	YES
a) Is Outlined Screen Type Required?	YES, BELOW 24 PT.	6) Can Telephone Numbers be on a Screened Background?	YES
b) What is the Minimum Pt. Size of Type?	24	7) Is Type Accepted Over a Half-Tone?	YES
c) Maximum Screen Percentage Accepted?	60%	8) What is the Maximum Angle Type May be on?	45°

SCREENS

1) What Percentages are Used?	10-90%	3) Do Items Being Screened Need to be Outlined?	YES
2) How Many Lines Per Inch are Used?	133 LPI*	a) What is Minimum Line Weight Allowed?	¾ PT. RULE
		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?	7-10% IS RECOM.	3) How Many Lines Per Inch are Used?	133
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?	100%
		a) Does This Include the Border?	YES

COLOR ADS

1) Are Color Ads Offered?	YES	5) Are Color Half-Tones Accepted?	YES, SPOT COLOR ONLY
2) How Many Color Items are Allowed Per Ad?	PBD COLORS	a) If Yes, What is the Percentage?	100%
3) Are Color Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	NO
a) If Yes, What Screen Percentage?	10-90%	7) What Distance is Required Between Red Items & Black Border?	NO
b) What Percentage of Total Ad Space is Allowed Color Screen?	100%	8) Are Trademarks Allowed in Color?	YES
4) Are Color Border Dimensions the Same as Black?	YES	9) Are Color Borders Accepted in Display?	YES
a) If No, What are the Dimensions?		a) TM?	NO

AD SUBMISSION - DIGITAL MEDIA

1) Are Veloxes allowed?

NO

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

NO

3) Are there digital specifications or restrictions for
submission of removable media?

YES*

*Please reference SBC's Graphics Guide for additional details and/or restrictions.

**Refer to Type Matrix for specific type requirements.

Touch Color Type Matrix

Background	Black Type	Red Type	Blue Type	Green Type	Reverse 20% Yellow Type	Reverse White Type
40-100% Black	10 pts. Bold with Halo	12 pts. Medium	12 pts. Medium	12 pts. with Halo	8 pt. bold/10 pts. Medium	8 pt. bold/10 pts. Medium
30% Black	10 pts. Medium	12 pts. Medium	12 pts. Medium	12 pts. Medium	8 pt. bold/10 pts. Medium	8 pt. bold/10 pts. Medium
20% Black	8 pts. Medium	12 pts. Medium	12 pts. Medium	12 pts. Medium	10 pt. with Outline	10 pt. with Outline
10% Black	6 pts. Medium	12 pts. Medium	12 pts. Medium	12 pts. Medium	10 pt. with Outline	10 pt. with Outline
40-100% Red	8 pt. Medium	10 pts. Bold with Halo	12 pts. Medium	12 pts. Medium	8 pt. bold/10 pts. Medium	8 pt. bold/10 pts. Medium
30% Red	8 pts. Medium	10 pts. Medium	12 pts. Medium	12 pts. Medium	8 pt. bold/10 pts. Medium	8 pt. bold/10 pts. Medium
20% Red	8 pts. Medium	8 pts. Medium	12 pts. Medium	12 pts. Medium	10 pt. with Outline	10 pt. with Outline
10% Red	8 pts. Medium	6 pts. Medium	12 pts. Medium	12 pts. Medium	10 pt. with Outline	10 pt. with Outline
40-100% Blue	8 pts. Medium	12 pts. Medium	10 pts. Bold with Halo	12 pts. with Halo	8 pt. bold/10 pts. Medium	8 pt. bold/10 pts. Medium
30% Blue	8 pts. Medium	12 pts. Medium	10 pts. Medium	12 pt. with Outline	8 pt. bold/10 pts. Medium	8 pt. bold/10 pts. Medium
20% Blue	8 pts. Medium	12 pts. Medium	8 pts. Medium	12 pt. with Outline	10 pt. with Outline	10 pt. with Outline
10% Blue	8 pts. Medium	12 pts. Medium	6 pts. Medium	12 pt. with Outline	10 pt. with Outline	10 pt. with Outline
40-100% Green	8 pts. Medium	12 pts. Medium	10 pts. Bold with Halo	12 pts. with Halo	8 pt. bold/10 pts. Medium	12 pt. Medium
30% Green	8 pts. Medium	12 pts. Medium	10 pt. with Outline	12 pts. Medium	8 pt. bold/10 pts. Medium	12 pt. Medium
20% Green	8 pts. Medium	12 pts. Medium	10 pt. with Outline	10 pts. Medium	10 pt. with Outline	10 pt. with Outline
10% Green	8 pts. Medium	12 pts. Medium	10 pt. with Outline	10 pts. Medium	10 pt. with Outline	10 pt. with Outline
20% Yellow	6 pts. Medium	6 pts. Medium, 8pt. recomed.	6 pts. Medium	6 pts. Medium	Not allowed	Not allowed
White	6 pts. Medium	6 pts. Medium, 8pt. Recomd.	6 pts. Medium	12 pts. Medium	Not allowed	Not allowed

PUB. CO. NAME

**Real Yellow Pages, The
a Thryv brand**

PUB CODE(S)

0829

MISCELLANEOUS

- | | | |
|--|----|--|
| 1) Must an Address Appear in the Ad?
(EXCEPT ON SPECIFIC HEADINGS.) | NO | 2) What is the Acceptable
(800)" Designation? "TOLL FREE" OR "NO CHARGE TO CALLING PARTY"
HOWEVER, USE OF DESIGNATION IS OPTIONAL
IN DISPLAY ADS. |
|--|----|--|

PUB. CO. NAME

**Real Yellow Pages, The
a Thryv brand**

PUB CODE(S)

0829

MISCELLANEOUS

Digital (Electronic) Submission

PROVIDING DIGITAL FILES TO AT&T NATIONAL SERVICE BUREAU

YP works in a PC environment, not a MAC based environment. We color check and correct all ads in Photoshop CS2 to ensure strict ink limits are adhered to for our press. All ads are converted and worked in Illustrator CS3 (13). Art is requested to be sent electronically either by Elite for Graphics or through our FTP site. To gain access to our FTP site contact us at 877-767-5516. Complete art files dropped on our FTP site must be named by the 14 digit art id.

SOFTWARE

The following are acceptable ad creation software packages. They are listed in order of preference.

Ad Creation File Types

Illustrator CS2 (version 12)

Editable EPS (indicate software and convert fonts to outlines)

Adobe Illustrator. (Special effects in Illustrator may not convert correctly, please avoid).

Acrobat 7.0 PDF (fonts must be converted to outlines)

QuarkXpress 6.5 (please take Quark EPS into Illustrator and convert fonts to outlines)

InDesign CS2.

CorelDraw X-3 (convert text to paths)

Files will be converted and finished in Illustrator CS3 for pagination.

Imported Support Files:

Adobe Photoshop CS2 (images should be submitted in CMYK color space)

Tiff, PSD or JPEG with min/max 200/300ppi (for layered images, please provide PSD file)

All support files (placed, linked or embedded) must be included on media.

Compressed Files:

Self Extracting files are accepted.

Please send only .sit, .sea or .zip files.

Fonts: If you are using specialty fonts, you must convert the text to outlines before sending the digital ad file.

Please ensure your fonts after conversion are laid out correctly before submitting ad.

Requirements: A full-Color Printout of the ad must be attached to the art transmittal and mailed to the appropriate service bureau.
Entire Ad must be supplied.

Send 0913 Art Transmittal to: East Service Bureau, 2245 Northlake Parkway Room 340S, Tucker, GA 30084 Attn: Service Bureau

Send 0717 Art Transmittal to: Midwest Service Bureau, 1775 Crooks Road, Troy, MI 48084, Attn: Service Bureau

Send 0962, 0927/0760 Art Transmittal to: Southwest Service Bureau, 1440 Empire Central, #400, Dallas, TX 75247, Attn: Service Bureau

Send 0829 Art Transmittal to: Digital Graphics Advantage, 5460 E. La Palma Ave., Anaheim, CA 92807, Attn: National Mail Sort

WE DO NOT ALTER NATIONAL ADS (EXCEPT FOR PRESS OPTIMIZATION)

Additional Specs: All Colors used in digital files must be submitted CMYK for printing.

PUB. CO. NAME **Real Yellow Pages, The
a Thryv brand**

PUB CODE(S) **0829**

MISCELLANEOUS

IF YOU DO NOT HAVE INTERNET ACCESS FILES CAN BE SENT ON MEDIA FOLLOWING THE ADDITIONAL GUIDELINES BELOW:

MEDIA: PC OR MAC FORMATTED

All file names must end with an extension that identifies the file type:

FreeHand 5.0-10.0	.fh5 – .fh10	Adobe Pagemaker 6.0 - 7.0	.pm6 -.pm7 - .pm
Editable EPS	.eps	CorelDraw 5.0-X3	.cdr
Adobe Illustrator CS2	.ai	Photoshop TIFF file	.tif
Acrobat PDF	.pdf	Photoshop JPEG file	.jpeg
QuarkXPress 6.5	.qxd	Layered Photoshop file	.psd
InDesign	.indd		

Mac users avoid using symbols when naming files: ? ! / ' "etc.

MEDIA: PC OR MAC FORMATTED

100-750mb "Zip" Disk

CD, CDR, CDRW, DVD (Be sure CD's and DVD's are finalized)

3.5" double sided, double density diskette

Label media with the following ad information:

1. Directory Code/PDR.
2. Client Name or Names
3. CMR-Account #
4. Heading
5. Art Date
6. Ad or EPS Creation Software Version/Platform

E-mail is not accepted at this time for original source input.

Ads and/or images cannot be downloaded or used from websites.

Zip disks, CD's and Diskettes will not be returned.

PHOTOSHOP IMAGE FILE SPECS

Line Art Images: Bitmap Format/Minimum 1000 ppi resolution.

Process Color Images: CMYK Format/Min/Max 200/300 ppi resolution.

B/W Photo or Screened Images: Greyscale Format/Minimum 200 ppi resolution.

Email is not accepted at this time for original source input.

Ads and/or images cannot be downloaded or used from web-sites.

TONALITY of all images will be optimized for press output.

All art images must be submitted in CMYK color space. Claims and adjustments that arise due to non-adherence of color space specs will not be accepted when non-CMYK objects are included in CMR supplied art.

Questions? Call the National Service Bureau Hotline at: 1-877-767-5516 or 1-800-565-1122

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?	N/R
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?	30%-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?	NO
a) If Yes, What is the Minimum Pt. Size of Type?	10	b) What is Minimum Pt. Size of Type?	10
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?	10	8) What is the Maximum Angle Type May be on?	10PT MIN
c) Maximum Screen Percentage Accepted?	50%	a) Body Text	45°
		b) Name/Headline	90°

SCREENS

1) What Percentages are Used?	30%-50%	3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	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?	30%	3) How Many Lines Per Inch are Used?	120
2) Tone Percentage for a Dark Screen?	50%	4) Allowable Percentage of Halftone in Ad Area?	100%

SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	100% OF AD	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?	N/R	a) If Yes, What is the Percentage?	100%
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	2PTS
a) If Yes, What Screen Percentage?	30% - 50%	7) What Distance is Required Between Red Items & Black Border?	2PTS
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

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

**Real Yellow Pages, The
a Thryv brand**

PUB CODE(S)

0717

MISCELLANEOUS

1) Must an Address Appear in the Ad? NO

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

TOLL FREE- 1-800

Digital (Electronic) Submission

PROVIDING DIGITAL FILES TO AT&T NATIONAL SERVICE BUREAU

YP works in a PC environment, not a MAC based environment. We color check and correct all ads in Photoshop CS2 to ensure strict ink limits are adhered to for our press. All ads are converted and worked in Illustrator CS3 (13). Art is requested to be sent electronically either by Elite for Graphics or through our FTP site. To gain access to our FTP site contact us at 877-767-5516. Complete art files dropped on our FTP site must be named by the 14 digit art id.

SOFTWARE

The following are acceptable ad creation software packages. They are listed in order of preference.

Ad Creation File Types

Illustrator CS2 (version 12)

Editable EPS (indicate software and convert fonts to outlines)

Adobe Illustrator. (Special effects in Illustrator may not convert correctly, please avoid).

Acrobat 7.0 PDF (fonts must be converted to outlines)

QuarkXpress 6.5 (please take Quark EPS into Illustrator and convert fonts to outlines)

InDesign CS2.

CorelDraw X-3 (convert text to paths)

Files will be converted and finished in Illustrator CS3 for pagination.

Imported Support Files:

Adobe Photoshop CS2 (images should be submitted in CMYK color space)

Tiff, PSD or JPEG with min/max 200/300ppi (for layered images, please provide PSD file)

All support files (placed, linked or embedded) must be included on media.

Compressed Files:

Self Extracting files are accepted.

Please send only .sit, .sea or .zip files.

Fonts: If you are using specialty fonts, you must convert the text to outlines before sending the digital ad file.

Please ensure your fonts after conversion are laid out correctly before submitting ad.

Requirements: A full-Color Printout of the ad must be attached to the art transmittal and mailed to the appropriate service bureau.

Entire Ad must be supplied.

Send 0913 Art Transmittal to: East Service Bureau, 2245 Northlake Parkway Room 340S, Tucker, GA 30084 Attn: Service Bureau

Send 0717 Art Transmittal to: Midwest Service Bureau, 1775 Crooks Road, Troy, MI 48084, Attn: Service Bureau

Send 0962, 0927/0760 Art Transmittal to: Southwest Service Bureau, 1440 Empire Central, #400, Dallas, TX 75247, Attn: Service Bureau

Send 0829 Art Transmittal to: Digital Graphics Advantage, 5460 E. La Palma Ave., Anaheim, CA 92807, Attn: National Mail Sort

PUB. CO. NAME

**Real Yellow Pages, The
a Thryv brand**

PUB CODE(S)

0717

Digital (Electronic) Submission

WE DO NOT ALTER NATIONAL ADS (EXCEPT FOR PRESS OPTIMIZATION)

Additional Specs: All Colors used in digital files must be submitted CMYK for printing.

IF YOU DO NOT HAVE INTERNET ACCESS FILES CAN BE SENT ON MEDIA FOLLOWING THE ADDITIONAL GUIDELINES BELOW:

MEDIA: PC OR MAC FORMATTED

All file names must end with an extension that identifies the file type:

FreeHand 5.0-10.0	.fh5 – .fh10	Adobe Pagemaker 6.0 - 7.0	.pm6 -.pm7 - .pm
Editable EPS	.eps	CorelDraw 5.0-X3	.cdr
Adobe Illustrator CS2	.ai	Photoshop TIFF file	.tif
Acrobat PDF	.pdf	Photoshop JPEG file	.jpeg
QuarkXPress 6.5	.qxd	Layered Photoshop file	.psd
InDesign	.indd		

Mac users avoid using symbols when naming files: ? ! / ' "etc.

MEDIA: PC OR MAC FORMATTED

100-750mb "Zip" Disk

CD, CDR, CDRW, DVD (Be sure CD's and DVD's are finalized)

3.5" double sided, double density diskette

Label media with the following ad information:

1. Directory Code/PDR.
2. Client Name or Names
3. CMR-Account #
4. Heading
5. Art Date
6. Ad or EPS Creation Software Version/Platform

E-mail is not accepted at this time for original source input.

Ads and/or images cannot be downloaded or used from websites.

Zip disks, CD's and Diskettes will not be returned.

PHOTOSHOP IMAGE FILE SPECS

Line Art Images: Bitmap Format/Minimum 1000 ppi resolution.

Process Color Images: CMYK Format/Min/Max 200/300 ppi resolution.

B/W Photo or Screened Images: Greyscale Format/Minimum 200 ppi resolution.

Email is not accepted at this time for original source input.

Ads and/or images cannot be downloaded or used from web-sites.

TONALITY of all images will be optimized for press output.

All art images must be submitted in CMYK color space. Claims and adjustments that arise due to non-adherence of color space specs will not be accepted when non-CMYK objects are included in CMR supplied art.

Questions? Call the National Service Bureau Hotline at: 1-877-767-5516 or 1-800-565-1122

DISPLAY ADS

BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	3
a) Are Free Form Borders Accepted?	YES	8) Can Type/Screens Touch Borders?	NO/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?	- - -	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?	—	e) If Yes, What Percentage of Screen is Accepted?	DEPENDS

ON COLOR. CH 5 P 11.

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?	14	b) What is Minimum Pt. Size of Type?	10
b) Maximum Screen Percentage Accepted?	30%	6) 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?	10-16	8) What is the Maximum Angle Type May be on?	90°
c) Maximum Screen Percentage Accepted?	70%		ONE THIRD MAXIMUM

SCREENS

1) What Percentages are Used?	20-60% BLACK COLOR	3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	85 ACCEPTED	a) What is Minimum Line Weight Allowed?	.5
		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 ACCEPTED
2) Tone Percentage for a Dark Screen?	80%	4) Allowable Percentage of Halftone in Ad Area?	50%

SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	1 1/2 SQUARE	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 Color Ads Offered?	YES	5) Are Color Half-Tones Accepted?	YES
2) How Many Color Items are Allowed Per Ad?	NO LIMIT	a) If Yes, What is the Percentage?	50%
3) Are Color Screens Allowed?	*YES	6) What is the Distance Between Color & Black Items?	- - -
a) If Yes, What Screen Percentage?	*30%, *50%, *60%	7) What Distance is Required Between Color Items & Black Border?	- - -
b) What Percentage of Total Ad Space is Allowed Color Screen?	100%	8) Are Trademarks Allowed in Color?	***YES
4) Are Color Border Dimensions the Same as Black?	YES	9) Are Color 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?	1 1/2 SQUARE

VELOX REQUIREMENTS

1) Is a Small Amount of Touch-Up Paint Accepted?	YES#	2) Is One Layer (One-Ups) Paste-Up Accepted?	YES#
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It may show a smudge/distortion—Finished velox always preferred.

NOTE: Prescreened ads - preferred to allow Publisher to screen ads with the % given by the CMR. * See Back page for *, ** & *** information.

PUB. CO. NAME

**Real Yellow Pages, The
a Thryv brand**

PUB CODE(S)

0962, 0927

MISCELLANEOUS

- 1) Must an Address Appear in the Ad? NO* 2) What is the Acceptable "Toll Free (800)" Designation? TOLL FREE DIAL "1" & THEN

Digital (Electronic) Submission

PROVIDING DIGITAL FILES TO AT&T NATIONAL SERVICE BUREAU

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SOFTWARE

The following are acceptable ad creation software packages. They are listed in order of preference.

Ad Creation File Types

Illustrator CS2 (version 12)
Editable EPS (indicate software and convert fonts to outlines)
Adobe Illustrator. (Special effects in Illustrator may not convert correctly, please avoid).
Acrobat 7.0 PDF (fonts must be converted to outlines)
QuarkXpress 6.5 (please take Quark EPS into Illustrator and convert fonts to outlines)
InDesign CS2.
CorelDraw X-3 (convert text to paths)
Files will be converted and finished in Illustrator CS3 for pagination.

Imported Support Files:

Adobe Photoshop CS2 (images should be submitted in CMYK color space)
Tiff, PSD or JPEG with min/max 200/300ppi (for layered images, please provide PSD file)
All support files (placed, linked or embedded) must be included on media.

Compressed Files:

Self Extracting files are accepted.
Please send only .sit, .sea or .zip files.

Fonts: If you are using specialty fonts, you must convert the text to outlines before sending the digital ad file.
Please ensure your fonts after conversion are laid out correctly before submitting ad.

Requirements: A full-Color Printout of the ad must be attached to the art transmittal and mailed to the appropriate service bureau.

Entire Ad must be supplied.

Send 0913 Art Transmittal to: East Service Bureau, 2245 Northlake Parkway Room 340S, Tucker, GA 30084 Attn: Service Bureau
Send 0717 Art Transmittal to: Midwest Service Bureau, 1775 Crooks Road, Troy, MI 48084, Attn: Service Bureau
Send 0962, 0927/0760 Art Transmittal to: Southwest Service Bureau, 1440 Empire Central, #400, Dallas, TX 75247, Attn: Service Bureau
Send 0829 Art Transmittal to: Digital Graphics Advantage, 5460 E. La Palma Ave., Anaheim, CA 92807, Attn: National Mail Sort

PUB. CO. NAME

**Real Yellow Pages, The
a Thryv brand**

PUB CODE(S)

0962, 0927

Digital (Electronic) Submission

WE DO NOT ALTER NATIONAL ADS (EXCEPT FOR PRESS OPTIMIZATION)

Additional Specs: All Colors used in digital files must be submitted CMYK for printing.

IF YOU DO NOT HAVE INTERNET ACCESS FILES CAN BE SENT ON MEDIA FOLLOWING THE ADDITIONAL GUIDELINES BELOW:

MEDIA: PC OR MAC FORMATTED

All file names must end with an extension that identifies the file type:

FreeHand 5.0-10.0	.fh5 – .fh10	Adobe Pagemaker 6.0 - 7.0	.pm6 -.pm7 - .pm
Editable EPS	.eps	CorelDraw 5.0-X3	.cdr
Adobe Illustrator CS2	.ai	Photoshop TIFF file	.tif
Acrobat PDF	.pdf	Photoshop JPEG file	.jpeg
QuarkXPress 6.5	.qxd	Layered Photoshop file	.psd
InDesign	.indd		

Mac users avoid using symbols when naming files: ? ! / ' "etc.

MEDIA: PC OR MAC FORMATTED

100-750mb "Zip" Disk

CD, CDR, CDRW, DVD (Be sure CD's and DVD's are finalized)

3.5" double sided, double density diskette

Label media with the following ad information:

1. Directory Code/PDR.
2. Client Name or Names
3. CMR-Account #
4. Heading
5. Art Date
6. Ad or EPS Creation Software Version/Platform

E-mail is not accepted at this time for original source input.

Ads and/or images cannot be downloaded or used from websites.

Zip disks, CD's and Diskettes will not be returned.

PHOTOSHOP IMAGE FILE SPECS

Line Art Images: Bitmap Format/Minimum 1000 ppi resolution.

Process Color Images: CMYK Format/Min/Max 200/300 ppi resolution.

B/W Photo or Screened Images: Greyscale Format/Minimum 200 ppi resolution.

Email is not accepted at this time for original source input.

Ads and/or images cannot be downloaded or used from web-sites.

TONALITY of all images will be optimized for press output.

All art images must be submitted in CMYK color space. Claims and adjustments that arise due to non-adherence of color space specs will not be accepted when non-CMYK objects are included in CMR supplied art.

Questions? Call the National Service Bureau Hotline at: 1-877-767-5516 or 1-800-565-1122

DISPLAY ADS

BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the 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?	10*, 18**	a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	N/R
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*; YES**	e) If Yes, What Percentage of Screen is Accepted?	30% & 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?	10	b) What is Minimum Pt. Size of Type?	12
b) Maximum Screen Percentage Accepted?	30%	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-30%
a) Is Outlined Screen Type Required?	YES**	7) Is Type Accepted Over a Half-Tone?	NO
b) What is the Minimum Pt. Size of Type?	15**	8) What is the Maximum Angle Type May be on?	90°
c) Maximum Screen Percentage Accepted?	30%		

SCREENS

1) What Percentages are Used?	30% & 50%	3) Do Items Being Screened Need to be Outlined?	YES
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?	***

HALF-TONES

1) Tone Percentage for a Light Screen?	30%	3) How Many Lines Per Inch are Used?	85
2) Tone Percentage for a Dark Screen?	50%	4) Allowable Percentage of Halftone in Ad Area?	N/R*; up to 50%**

SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	ANY BLACK AREA MUST FIT INTO ONE OF THE CTM OUTLINED SHAPES	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?	NO
2) How Many Red Items are Allowed Per Ad?	N/R***	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?	30% & 50%	7) What Distance is Required Between Red Items & Black Border?	1/16"
b) What Percentage of Total Ad Space is Allowed Red Screen	N/R***	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

VELOX REQUIREMENTS

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

**Real Yellow Pages, The
a Thryv brand**

PUB CODE(S)

0913

MISCELLANEOUS

- | | | | | | |
|----|-----------------------------------|----|----|---|---------------------------|
| 1) | Must an Address Appear in the Ad? | NO | 2) | What is the Acceptable "Toll Free (800)" Designation? | TOLL FREE DIAL "1" & THEN |
|----|-----------------------------------|----|----|---|---------------------------|

Digital (Electronic) Submission

PROVIDING DIGITAL FILES TO AT&T NATIONAL SERVICE BUREAU

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WE DO NOT ALTER NATIONAL ADS (EXCEPT FOR PRESS OPTIMIZATION)

Additional Specs: All Colors used in digital files must be submitted CMYK for printing.

MISCELLANEOUS

IF YOU DO NOT HAVE INTERNET ACCESS FILES CAN BE SENT ON MEDIA FOLLOWING THE ADDITIONAL GUIDELINE BELOW:**MEDIA: PC OR MAC FORMATTED**

All file names must end with an extension that identifies the file type:

FreeHand 5.0-10.0	.fh5 – .fh10	Adobe Pagemaker 6.0 - 7.0	.pm6 -.pm7 - .pm
Editable EPS	.eps	CorelDraw 5.0-X3	.cdr
Adobe Illustrator CS2	.ai	Photoshop TIFF file	.tif
Acrobat PDF	.pdf	Photoshop JPEG file	.jpeg
QuarkXPress 6.5	.qxd	Layered Photoshop file	.psd
InDesign	.indd		

Mac users avoid using symbols when naming files: ? ! / ' "etc.

MEDIA: PC OR MAC FORMATTED

100-750mb "Zip" Disk

CD, CDR, CDRW, DVD (Be sure CD's and DVD's are finalized)

3.5" double sided, double density diskette

Label media with the following ad information:

1. Directory Code/PDR.
2. Client Name or Names
3. CMR-Account #
4. Heading
5. Art Date
6. Ad or EPS Creation Software Version/Platform

E-mail is not accepted at this time for original source input.

Ads and/or images cannot be downloaded or used from websites.

Zip disks, CD's and Diskettes will not be returned.

PHOTOSHOP IMAGE FILE SPECS

Line Art Images: Bitmap Format/Minimum 1000 ppi resolution.

Process Color Images: CMYK Format/Min/Max 200/300 ppi resolution.

B/W Photo or Screened Images: Greyscale Format/Minimum 200 ppi resolution.

Email is not accepted at this time for original source input.

Ads and/or images cannot be downloaded or used from web-sites.

TONALITY of all images will be optimized for press output.

All art images must be submitted in CMYK color space. Claims and adjustments that arise due to non-adherence of color space specs will not be accepted when non-CMYK objects are included in CMR supplied art.

Questions? Call the National Service Bureau Hotline at: 1-877-767-5516 or 1-800-565-1122

Real Yellow Pages, The, a Thryv brand

OTHER SPECIFICATIONS

AT&T - Unacceptable Advertising Standards

The following is a revision to AT&T's 12-State Standards Policy, which appears on AT&T's National CMR website at www.nationalyp.com. The revision is to the Unacceptable Advertising policy, which can be found in Chapter 5 of the General Advertising Standards chapter. The revision to this chapter will be updated on AT&T's National CMR website within the coming weeks. Questions regarding this change may be directed to Theresa Manning at 314-242-7598.

Overview:

AT&T will reject advertising that does not meet specific standards for honesty of content, fairness to individuals or groups, and good taste. This section describes a number of policies designed to ensure quality advertisements in our directories.

Policies Restricting Unacceptable Advertising:

AT&T Unacceptable Advertising policies are described below.

- Fraudulent ads
- Defacing ads
- Anti-competitor ads
- Excessive alcohol consumption.
- Discriminating ads
- Attorneys use
- Offensive ads of defendant names
- Health, medicine, drug paraphernalia
- Tobacco
- Gambling
- Questionable financial ads

Fraudulent Ads:

AT&T will not accept advertisements that contain inaccurate information, regardless of the reason. This includes advertisements that are:

- Fraudulent
- Misleading
- Exaggerated
- Unfair
- Untrue
- Inappropriate
- un-provable, or
- otherwise deemed not in the best interest of the product, advertiser(s), or directory user(s).

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OTHER SPECIFICATIONS

Anti-Competitor Ads:

AT&T will not accept advertisements that discredit or disparage providers of competing products, services, industries or professionals.

Example: An Attorney's ad disparaging the Medical profession.

Consumer Warning Ads:

These ads generally have a common appearance. They start out with large bold headlines stating "Consumer Warning", and then the text tells the reader not to call any other carpet cleaner, or auto body repair, etc., until you hear this "free recorded message".

These ads have extensive text with phrases like "Avoid costly misperceptions" and "Seven questions to ask before you invite them into your home". Often the copy draws comparisons with competitors of their products and services, and can contain claims of superiority over competition. The name of the advertiser is usually small and somewhere in the body text or at the bottom of the ad.

THIS TYPE OF AD CANNOT BE ACCEPTED IN THIS FORMAT.

To make them acceptable, the warning headline must be removed and the advertiser's name made very prominent in the ad -preferably at the top of the ad. There should be no doubt in the consumer's mind that they are reading advertising, and not consumer information fill copy. Pay particular attention to any text that disparages other advertisers under the heading or implies that they:

- 1) Will not answer their phones*
- 2) Waste your time*
- 3) Overcharge, or*
- 4) Offer poor quality or no guarantees*

The intent of the ad should be to showcase what the advertiser's business can provide to the buying public, not what the competition cannot supply. The text should be positive in nature - not negative.

Discriminating Ads:

Copy and illustrations must not discriminate against any individual or group. Consequently, advertising copy or illustrations should not refer to race, creed, color, sex, or national origin in a way that could be considered prejudicial.

Acceptable copy includes:

- Minority owned and operated
- Black owned and operated
- Hispanic owned and operated.

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OTHER SPECIFICATIONS

Offensive Ads:

AT&T will not accept advertising that may be perceived as vulgar, offensive, or suggests illegal activity, either directly or indirectly.

Health, Medicine, Drug Paraphernalia:

AT&T will not accept advertising related to health and medicine that:

- Promises to cure a major illness
- Offers medicines that may not be purchased without a prescription, (except for BrandSell ads) or
- Advertises items commonly known as drug paraphernalia
- Advertises any drug or narcotic whose use is prohibited by law

Financial Ads:

AT&T will not accept financial advertising that contains questionable features, such as:

- the prospect of a large dividend
- excessive profits, or
- similar questionable inducements.

Defacing Ads:

AT&T will not accept advertising that could result in the defacing or tearing of the directory.

Example: Coupon-style advertisements will not be placed in the yellow and white page sections of the directory, because readers would be enticed to deface the directory by ripping the pages in order to use the coupon.

Excessive Alcohol Consumption Ads:

AT&T will accept advertisements for alcoholic products. Coupon incentive offerings pertaining to the sale or consumption of intoxicating beverages are acceptable if:

- they are presented in good taste, and
- in AT&T opinion, the advertisements will not be perceived by the coupon user as an invitation to excessive drinking.

Tobacco:

AT&T will accept advertising for cigars, but will not accept any advertising for cigarettes, snuff and chewing tobacco products.

Gambling:

AT&T will accept advertising for gambling as long as it is consistent with federal, state and local laws.

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OTHER SPECIFICATIONS

NOTE: It is the advertiser's responsibility to be familiar with the state and local regulations governing the advertising of alcohol and tobacco products within their area. Sales representatives should never give legal advice to customers.

Attorneys Use of Defendants/Plaintiffs Names in Advertising:

AT&T will not accept advertising from attorneys who wish to list the names of defendants/plaintiffs they have won judgments against/for, (i.e., \$1,000,000 verdict against Jones and Smith Medical Clinic, Inc.

They may choose to list the court/docket number of the case, in place of the actual name of the defendant/plaintiff. **Approved method:** \$3,000,000 judgment, sexual harassment in workplace, Harris County Circuit Court Case # 3971-98.

Non-specific information about the situation can also be listed, as long as there are no names involved. **Approved method:** \$4,000,000 verdict for improper injection of medication resulting in death.

Emergency Numbers/Frequently Called Numbers:

AT&T will not accept advertising that lists emergency numbers or frequently called numbers within their ad. Frequently called (non-emergency) numbers are defined as those a consumer may need on a regular basis for services provided by other companies. (For example phone companies, gas companies, or electric companies.) Advertisers will not be allowed to advertise other businesses, emergency or non-emergency, numbers that do not belong to the advertiser.

Examples:

Phone Problems - 1-800-555-5555

Dig Rite- 1-800-555-5555

Poison Control - 1-800-555-5555

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OTHER SPECIFICATIONS

White Page Half & Full Page Display Ads

WPHP - WP Half Page Ad

WPFP - WP Full Page Ad

WARL - WP Anchor Regular Listing

Availability: In all 3, 4, and 5 column directories



Description:

Half and Full Page Display Ads (WPHP & WPFP)

The WPHP and WPFP are full sized half and full page display ads that appear in the WP. They are placed as close as possible to the page in which the customers listing falls. A light-type anchor phrase appears below the listing to denote the page on which the ad falls. The anchor listing, WARL must be keyed on the order. The anchor phrase text will be *"Please see our ad on page x."* Only 1 half page ad will be placed on a page, and it will fall at the top of the page. In directories that have a single column running head the listing that would normally appear above the space where the Billboard is placed will be moved below the Billboard. No listings will appear above the Billboard. If a recurring Billboard and/or a recurring corner Billboard is set to appear on that page, the WPHP or WPFP will take precedence over the recurring items. The WPHP and WPFP are not placed based on loyalty or size. If 2 customers with listings falling on the same page purchase a WPHP or WPFP, the display associated with the alphabetically preferred listing will place first. The ad for the other listing will place on the next page. Color will be available in these products and will depend on the color available in their market. The specifications pertaining to yellow pages display ad content will govern the content of the WP display ads.

Color: Color for new the White Pages Display Ads depends upon the color that is available for that directory.

Restrictions:

Half Page and Full Page display ads will not appear on the first page as this is where the masthead appears.

Artwork & Standards:

Advertisers can feature photographs, graphics and additional business information. Half and Full Page display ads will be subject to the same policies as Yellow Pages display ads regarding content and sensitive headings. However, priority placement rules do not apply as White Page ads will be paginated alphabetically. A display ad will be placed as close as possible to its listing, appearing either before or after. Half Page Ads will automatically be placed at the top of the page. Decorative borders will be allowed. Display Ads are ideal for advertisers with complicated captions. Ads must include the name, address and main phone number of the advertiser. Only one Half page or Full Page Display ad is allowed per listing.

Ad Processing:

- The anchor WARL and display item need to be placed on the order at the heading of White Pages.
- An AWT needs to be submitted for each ad.

Ad Size Dimensions:

Half Page

3 COL 594 X 366 pts

4 COL 594 X 366 pts

5 COL 650 X 403 pts

Full Page

3 COL 594 X 738 pts

4 COL 594 X 738 pts

5 COL 650 X 812 pts

White Page Display Ads – National Order Format

LINE	ACT	ITEM	BAS	DAT	SPINS	ADVERTISING DATA
00100	I			H		White Pages
00200	I	WPHP		N		ABC Industries
00300	I				CE	12376598761234
00400	I			A	L	
00500	I			T		800-123-4567
00600	I	WARL		N		ABC Industries
00700	I			A	L	
00800	I			T		800-123-4567

White Page In-Column Display Ads

W4DA - WP 2" In-column Display Ad Sequenced Before the Listing
W6DA - WP 3" In-column Display Ad Sequenced Before the Listing

Availability: In all 3, 4, and 5 column directories



Description:

In-column Display Ads (W4DA & W6DA)

There are two in-column display ads, the W4DA and the W6DA. These are 2" and 3" in-column display ads that place in-column directly above the customer's listing. Content can be placed in these display ads as it would be in a yellow pages display ad. White Pages Display Ads will adhere to all Display Ad specs and restrictions for borders, artwork, type fonts, and content. The W4DA and W6DA differ from WP Logo listing in that these are display ads whereas the WP Logo listings are not. In the WP Logo listings only a single cut of artwork is allowed and it has very specific rules around content. The WP display ads are also placed alphabetically. The borders are a 2pt line border minimum unless Sales places a different border on the ad. Color availability will depend on the color available in that particular market/WP directory. Ad content will be governed by the same content rules of the yellow pages display ads.

Color: Color for new the White Pages In-Column Display Ads depends upon the color that is available for that directory.

Artwork & Standards:

These ads allow the advertiser space to promote additional information at his/her listing such as product or service information, a map, a picture or illustration, hours of operation, etc. Only one In Column Display Ad is allowed per listing.

Ad Size Dimensions

W4DA – 2"

3 COL 194 X 144 pts

4 COL 144 X 144 pts

5 COL 126 X 144 pts

W6DA – 3"

3 COL 194 X 216 pts

4 COL 144 X 216 pts

5 COL 126 X 216 pts

Ad Processing:

- No anchor UDAC used
- An AWT needs to be submitted for each ad.

White Page In-Column Display Ads - National Order Format

LINE	ACT	ITEM	BAS	DAT	SPINS	ADVERTISING DATA
00100	I			H		White Pages
00200	I	W6DA		N		ABC Industries
00300	I				CE	12376598761234
00400	I			A	L	
00500	I			T		800-123-4567

WP National UDACs with Description

National UDAC	UDAC Description
WPHP	WP Half Page Display Ad
WHPR	WP Half Page Display Ad - RED
WHPG	WP Half Page Display Ad - GRAY SPLASH
WHPJ	WP Half Page Display Ad - BLUE
WHRS	WP Half Page Display Ad - RED SPLASH
WHPY	WP Half Page Display Ad - YELLOW SPLASH
WHPZ	WP Half Page Display Ad - BLUE SPLASH
WPFP	WP Full Page Display Ad
WFPR	WP Full Page Display Ad - RED
WFPG	WP Full Page Display Ad - GRAY SPLASH
WFPJ	WP Full Page Display Ad - BLUE
WFPRS	WP Full Page Display Ad - RED SPLASH
WFPY	WP Full Page Display Ad - YELLOW SPLASH
WFPZ	WP Full Page Display Ad - BLUE SPLASH
W4DA	WP 2" In-column Display Ad Sequenced Before the Listing
W4DC	WP 2" In-column Display Ad Sequenced Before the Listing - RED
W4DG	WP 2" In-column Display Ad Sequenced Before the Listing - GRAY SPLASH
W4DAJ	WP 2" In-column Display Ad Sequenced Before the Listing - BLUE
W4DR	WP 2" In-column Display Ad Sequenced Before the Listing - RED SPLASH
W4DY	WP 2" In-column Display Ad Sequenced Before the Listing - YELLOW SPLASH
W4DAZ	WP 2" In-column Display Ad Sequenced Before the Listing - BLUE SPLASH
W6DA	WP 3" In-column Display Ad Sequenced Before the Listing
W6DC	WP 3" In-column Display Ad Sequenced Before the Listing - RED
W6DG	WP 3" In-column Display Ad Sequenced Before the Listing
W6DAJ	WP 3" In-column Display Ad Sequenced Before the Listing - BLUE
W6DR	WP 3" In-column Display Ad Sequenced Before the Listing
W6DY	WP 3" In-column Display Ad Sequenced Before the Listing
W6DAZ	WP 3" In-column Display Ad Sequenced Before the Listing - BLUE SPLASH

Real Yellow Pages, The, a Thryv brand

COUPON SPECIFICATIONS

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
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..... 0962, 0927

MISCELLANEOUS

Coupons are arranged to fill pages of the Coupon Section in directories. These arrangements include eight coupons from various advertisers per page in two-column directories and ten coupons from various advertisers per page in three, four and five-column directories.

In addition, half pages of one to five coupons (depending on region) from one advertiser are offered in three, four and five-column directories. Also, a full page of one of ten coupons (depending on region) from one advertiser can appear on one page.

There is no limit to the number of coupons that may be purchased by an advertiser.

Publishing reserves the right to determine coupon positioning. Coupon positioning is not guaranteed.

Coupon Specifications:

The phrases "Subject to cancellation without notice" or "prices/offers may vary" are not acceptable.

Artwork can be line drawings (with or without screening) and/or photos (color or B & W) and may be in any color AT&T offers.

Line drawings, artwork, photos, and screens may appear on the front or the back of the coupon.

Normal specifications such as text size must be followed. See the Display Ad chapter for more details.

The coupon border and header box must be visible.

Lines used to separate text content or business locations are permitted.

The coupon logo will appear in green. The location and size are set and cannot be altered by the advertiser or Publishing.

Coupons cannot be rotated.

Brand Names may be used in a coupon.

50% of the coupon content (both sides) must pertain to the listed heading (carpet cleaning cannot advertise carpet sales).

Sensitive Headings:

Coupons may not be sold to any advertiser on the "sensitive heading" list below:

- Abortion Alternatives
- Abortion Information & Referral Services
- Abortion Providers
- Abortion Services
- Adult Entertainment (including Entertainers-Adult and Entertainment-Adult)
- Bath Houses
- Body Piercing
- Entertainers – Family and Business (West Region Only)
- Escort Service (including Escort Services–Personal)
- Gentlemen's Clubs
- Lingerie
- Massage
- Singing and Entertaining Telegrams (including Telegrams-Novelty)

Real Yellow Pages, The, a Thryv brand

COUPON SPECIFICATIONS

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
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Mandatory Content – Front of Coupon

- One or more specific and complete incentive offers (s) clearly demonstrating a price incentive or item of value.
- Any exceptions to offers.
- Major disclaimers and/or phrase "See Details on Back" when any type of disclaimer appears on the back of the coupon and is not repeated on the front.
- A specific coupon expiration date (month, day and year). More than one expiration date in a coupon advertisement requires the advertiser to specifically and conspicuously tie the expiration date to the incentive offering it applies to.
- The phrases "No Expiration Date" or through MO/YR" are also acceptable.

Optional Content - Front of Coupon

- The customer's listed name(s); has to be somewhere within the coupon
- The customer's listed address(es)
- The customer's listed telephone numbers(s)
- Brand Names(s)
- Artwork
- Color and screens
- In the West, in an IBCC, when 10 traditional coupon fronts are requested only 4 of the 10 on the front of the ad require coupon content/offerings. The rest must contain at least the business name.

Mandatory Content – Back of Coupon

- The coupon logo. The location (right 1/3 of the copy space) and size are set and cannot be altered by the advertising or Publishing. The coupon logo will retain its white area directly surrounding it.

Optional Content – Back of Coupon

Here is a list of optional information that can appear on the back of a coupon but is not limited to:

- Creative content on the back of any full or half page coupon is available at no additional cost.
- The former name of a business, preceded by a brief descriptive phrase (e.g. "Formerly known as...."). The descriptive phrase and former name must be in smaller type and appear immediately below the present firm name.
- Other associated business names on the back of the coupon.
- The customer's listed name(s) is optional only on the full or half page creative back.
- Additional addresses and telephone numbers for the same firm that is located beyond the delivery scope of the directory. These numbers are not required to be listed in the White Pages.
- Addresses and telephone numbers of locations within locations (e.g., general office, pick-up counter, etc.).
- Short statement of coupon cash value (e.g., "Coupon Value 1/100 of one cent").
- A reference to the advertiser's classified advertisements by heading only. No page numbers are permitted.
- License, permit numbers, and/or legal/notices.
- "Instructions to the retailer" in paragraph form, for grocery-style coupons.
- Space for redemption information.

Real Yellow Pages, The, a Thryv brand

COUPON SPECIFICATIONS

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
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Limit of Liability

The advertiser is required to include a statement limiting their liability for a coupon. "Limited one coupon per customer" and "Limit one coupon per visit" are examples of acceptable statements to be used when creating a coupon. In the West, this specification also applies to offers that appear outside of the coupon layout such as in the creative content portion of the ad.

Creative Coupon Page

Front:

- At least one offer must appear in the front.
- No more than 5 offers may appear on the front.
- All coupons must be the same size. You may change the dimensions of the coupon border, but they all must match.
- The layout promotes the customer's product or service.

All coupons must contain:

- A price incentive.
- Advertiser's name.
- Expiration date.
- The standard coupon border.

Back:

- The back may be creative.
- There should be no coupons on the back. If there are coupons on the back (Grand fathered ads) the same restrictions apply as to the front. Care must be taken to position the coupons on the back so they align with the front side, or don't overlap at all.
- Standard coupon border must be same size and dimension as coupon border on front.

All standards regarding AT&T coupons apply to CCP's.

Real Yellow Pages, The, a Thryv brand

COUPON SPECIFICATIONS

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
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.....0962, 0927

Column Size	Pica Size	Code
2 Column	24p0 x 10p6	CPN
2 Column	45p0 x 24p0	CPNF (Full)
2 Column	N/A	CPNH (Half)
3 Column	24p0 x 10p6	CPN
3 Col	49p0 x 56p6	CPNF (Full)
3 Col	24p0 x 56p6	CPNH (Half)
3 Col Narrow	17p7 x 10p6	CPN
3 Col Narrow	49p0 x 56p6	CPNF (Full)
3 Col Narrow	17p7 x 56p6	CPNH (Half)
4 Col	24p0 x 10p6	CPN
4 Col	36p2 x 56p6	CPNF (Full)
4 Col	24p0 x 56p5	CPNH (Half)
5 Col	24p0 x 10p6	CPN
5 Col	49p0 x 56p6	CPNF (Full)
5 Col	24p0 x 56p5	CPNH (Half)

..... 0717

Column Size	Pica Size	Code
2 Column	N/A	CPN
2 Column	N/A	CPNF (Full)
2 Column	N/A	CPNH (Half)
3 Column	17p11 x 11p5	CPN
3 Column	37p7 x 59p10	CPNF (Full)
3 Column	17p11 x 59p10	CPNH (Half)
3 Column Narrow	N/A	CPN
3 Column Narrow	N/A	CPNF (Full)
3 Column Narrow	N/A	CPNH (Half)
4 Column	23p5 x 11p5	CPN
4 Column	47p6 x 59p10	CPNF (Full)
4 Column	23p5 x 59p10	CPNH (Half)
5 Column	N/A	CPN
5 Column	N/A	CPNF (Full)
5 Column	N/A	CPHF (Half)

Real Yellow Pages, The, a Thryv brand

COUPON SPECIFICATIONS

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
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.....0829

Column Size	Pica Size	Code
2 Column	N/A	CPN
2 Column	N/A	CPNF (Full)
2 Column	N/A	CPNH (Half)
3 Column	N/A	CPN
3 Column	N/A	CPNF (Full)
3 Column	N/A	CPNH (Half)
3 Col Narrow	N/A	CPN
3 Col Narrow	N/A	CPNF (Full)
3 Col Narrow	N/A	CPNH (Half)
4 Column	25p4 x 11p2	CPN
4 Column	48p6 x 59p8	CPNF (Full)
4 Column	25p4 x 59p8	CPNH (Half)
5 Column	24p1 x 11p2	CPN
5 Column	51p0 x 59p8	CPNF (Full)
5 Column	24p x 59p8	CPNH (Half)

..... 0913 19 x 9

MISCELLANEOUS

CUPN - Coupon	CUPNC - Coupon/Color
CUPNM - Coupon/Multi-Color	ECUPN - Coupon without telephone number
ECUPNC - Coupon without telephone number/Color	ECUPNM - Coupon without telephone number/Multi-Color
CEL-Coupon Extra Line	CELF-Coupon Extra Line Free

BORDER:

Standard 3 point black broken line border with rounded corners. Borders should not be submitted as artwork on the printing order since the standard coupon border is included on the master page velox.

COUPON MUST CONTAIN:

- Maximum of one business name.
- Business address (except when omission requested by customer)
- Business telephone number**. (Note: Telephone number not mandatory - Use code ECUPN - if omitted.) **Customer may request that telephone number not appear in coupon.
- Expiration date (coupon may be valid for life of directory). The verbiage "No Expiration Date" is not acceptable.

COUPON MUST CONTAIN:

- A clear description of the offer(s) - maximum of two offers per coupon.
- Any conditions with which the user must comply to redeem the coupon.

Real Yellow Pages, The, a Thryv brand

COUPON SPECIFICATIONS

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
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0913 19 x 9

COUPON TEXT:

- Artwork is acceptable, but not as part of border.
- Logos and Trademarks are acceptable, subject to existing TM/CTM specifications.
- Line Drawings or halftones are permitted, halftones are not recommended because the size and quality may not be aesthetically pleasing. Sales should discourage customers from using halftones in their coupon(s).
- A color coupon may contain only one color (blue, green or red). This excludes the border which must always be black.
A full screen/full reverse coupon may appear in one color (blue, green, or red).
- Beer, Wine, Liquor offers allowed where their advertising is lawful.
- Dating Service, Escort Service-Personal, Massage offers not permitted.
- Product Sell Coupons are not available.

In certain Florida counties, it is mandatory by law that a contractor's Certificate of Competency Number, State License Number, etc. appear in each coupon(s). COPY LAYOUT: A separate copy layout is required for each Coupon. The heading is "Coupon Section." Heading relating to Coupon offer (for inclusion in Coupon Index). Coupon Index: List of all Coupon advertisers arranged alphabetically by the product/service. Refers to the Coupon Section page number for locating coupons. "Bleed Bar" to help locate Coupon Index preceding the Coupon Section.

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SPACE LISTINGS SPECIFICATIONS

PUB CODE: 0927

TYPOGRAPHY SPECIFICATIONS

STYLE OF DIRECTORY	4 - COLUMN					
Space Listing Size	1HS	2HS	3HS	4HS	5HS	6HS
Maximum Lines of Text in 6 Pt. Type Including Address and Tel. Number Line	4	10	16	22	28	34
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size	2	4	6	3	5	7
Maximum Depth of Copy (In Points)	26	62	98	134	170	206
6 Pt. - All Caps	31	31	31	31	31	31
6 Pt. - Caps and Lower Case	39	39	39	39	39	39
8 Pt. - All Caps	23	23	23	23	23	23
8 Pt. - Caps and Lower Case	29	29	29	29	29	29
10 Pt. - All Caps		19	19	19	19	19
10 Pt. - Caps and Lower Case		25	25	25	25	25
12 Pt. - All Caps		16	16	16	16	16
12 Pt. - Caps and Lower Case		20	20	20	20	20
14 Pt. - All Caps		13	13	13	13	13
14 Pt. - Caps and Lower Case		17	17	17	17	17
18 Pt. - All Caps				10	10	10
18 Pt. - Caps and Lower Case				13	13	13
Are Cuts Acceptable	NO	NO	NO	NO	NO	NO
Placement of Cuts (L-Left, R-Right, Center)—						
Must All Type Be in The Same Family	YES	YES	YES	YES	YES	YES
Pt. Size of Finding Line	7	7	7	7	7	7

Logos or Artwork not allowed.

Red accents of color are allowed in all ads from the 3HS up. For each line of red, allow a 6 pt. line above and below for clearance.

A5HCO - Enough space should be allowed for page information (2 lines of 9 pt. minimum)

All text on same line must be same type style and same type size.

SPACE LISTINGS SPECIFICATIONS

PUB CODE: 0927

Feature Box Information

Space Listing Units	4DHS	5DHS	6DHS
Maximum Char Per Line	9	9	9
Maximum Number of Lines	3	3	
Maximum Number of Lines	5	5	
Depth of Zone 3 (Points)	42	42	42
Depth of Zone 4 (In Points)	81	117	153
Includes Address			
(less 5pts under Address & 1 Pt Rule)			
Depth of Zone 4 (Points)	84	120	156
Includes Address			
(less 2pts under Address & 1 Pt. Rule)			

Color Specifications

Maximum Number of Lines in Color	3
Minimum Type Sizes: CAPS	6 Pts.
Upper & Lower	10 Pts.
Maximum White Space Around Color Copy Block	6 Pts.

Color is not allowed in 1HS or 2HS Units.
Feature Box and Text inside of 4DHS, 5DHS, or 6DHS is all Color or all Black.

Real Yellow Pages, The, a Thryv brand

SPACE LISTINGS SPECIFICATIONS

PUB CODES: 0829

TYPOGRAPHY SPECIFICATIONS—Label Space Listings

STYLE OF DIRECTORY	4 COLUMN						5 COLUMN					
Label Space Listing Size	3LS	4LS	5LS	6LS	7LS	8LS	3LS	4LS	5LS	6LS	7LS	8LS
Maximum Lines of Text in 6 Pt. Type Including Address and Tel. Number Line	5	11	16	21	27	33	5	11	16	21	27	33
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size	3	5	8	11	14	17	3	5	8	11	14	17
Maximum Depth of Copy (In Points) [Maximum Number of Characters and Spaces Per Line]	30	70	98	134	174	210	30	66	102	138	174	210
6 Pt. - All Caps	30	30	30	30	30	30	28	28	28	28	28	28
6 Pt. - Caps and Lower Case	41	41	41	41	41	41	32	32	32	32	32	32
9 Pt. - All Caps	19	19	19	19	19	19	17	17	17	17	17	17
9 Pt. - Caps and Lower Case	22	22	22	22	22	22	23	23	23	23	23	23
10 Pt. - All Caps	16	16	16	16	16	16	13	13	13	13	13	13
10 Pt. - Caps and Lower Case	20	20	20	20	20	20	18	18	18	18	18	18
12 Pt. - All Caps		14	14	14	14	14		11	11	11	11	11
12 Pt. - Caps and Lower Case		18	18	18	18	18		14	14	14	14	14

Real Yellow Pages, The, a Thryv brand

SPACE LISTINGS SPECIFICATIONS

MISCELLANEOUS

PUB CODES: 0829

General Specifications are the same as those for Space Listing with the following exceptions:

- Name Line Cannot Exceed Two Lines.
- Label Box is in a Fixed Position. Copy is Set in Futura Condensed Type.
- Recommended copy in Label Box can consist of, but not limited to:
 - Hours of Service
 - Days Open
 - Emergency Service
 - Geographic Area Covered
 - Years in Business
 - Telephone Number
 - Maximum Depth Allowance for Text in the Label Box is 36 points: Text Can Be Set in 8 to 14 Pt. Type Sizes.
 - Text on Right Side of Label Box Cannot Exceed 48 Pts.
 - For Name/Address Overruns, Reduce the Appropriate Copy Area Depth Allowance Accordingly.

Label Space Listings are not offered in Upper Mojave Desert, Catalina and Northern CA (B.)

COLOR SPACE & COLOR LABEL SPACE LISTINGS

Same as those listed for Space and Label Space Listings.

The following fields must Always be Black in both Color Space and Color Label Space Listings:

- Name, Address, and Telephone Number
- All Additional Telephone Numbers
- The Border Rule Line

Copy Text may be a Combination of Black & Color Lines, or all Lines may be Color.

Black & Red Cannot be Used on the Same Line.

The Label Box and Text Within the Box in a Label Space Listing may be either all spot color (red, green, blue or all black.)

SPACE LISTINGS SPECIFICATIONS

TYPOGRAPHY SPECIFICATIONS

[illegible]

Real Yellow Pages, The, a Thryv brand

SPACE LISTINGS SPECIFICATIONS

PUB CODES: 0829

STYLE OF DIRECTORY	4 COLUMN								5 COLUMN							
Space Listing Size	1HS	2HS	3HS	4HS	5HS	6HS	7HS	8HS	1HS	2HS	3HS	4HS	5HS	6HS	7HS	8HS
Maximum Lines of Text in 6 Pt. Type Including Address and Tel. Number Line	4	9	15	21	27	33	39	45	4	9	15	21	27	33	39	45
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size	2	5	8	10	13	16	19	22	2	5	8	10	13	16	19	22
Maximum Depth of Copy (In Points)	21	50	86	120	158	196	232	268	23	52	86	122	160	196	232	268
6 Pt. - All Caps	30	30	30	30	30	30	30	30	28	28	28	28	28	28	28	28
6 Pt. - Caps and Lower Case	41	41	41	41	41	41	41	41	37	37	37	37	37	37	37	37
7 Pt. - All Caps	24	24	24	24	24	24	24	24	21	21	21	21	21	21	21	21
7 Pt. - Caps and Lower Case	33	33	33	33	33	33	33	33	26	26	26	26	26	26	26	26
9 Pt. - All Caps	19	19	19	19	19	19	19	19	17	17	17	17	17	17	17	17
9 Pt. - Caps and Lower Case	22	22	22	22	22	22	22	22	23	23	23	23	23	23	23	23
10 Pt. - All Caps	16	16	16	16	16	16	16	16	13	13	13	13	13	13	13	13
10 Pt. - Caps and Lower Case	20	20	20	20	20	20	20	20	18	18	18	18	18	18	18	18
12 Pt. - All Caps				14	14	14	14	14				11	11	11	11	11
12 Pt. - Caps and Lower Case				18	18	18	18	18				14	14	14	14	14
Are Cuts Acceptable	NO	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	NO
Pt. Size of Finding Line	8	8	8	8	8	8	7	7	7	7	7	7	7	7	7	7

MISCELLANEOUS

- Minimum Space Listing available is 1HS.
- Minimum of one line of copy, excluding Tel #'s. must be included in text area.
- When Listed Name Overruns. Type size of the Second Name line is deducted from allowable copy depth.
- When Address/Tel # line Overruns, or the Copy Space is used for alternate telephone numbers, directionals or secondary locations, type size of the Address/Telephone Line is deducted from Depth Allowance.
- Number of Lines available is determined by Type Size used in copy and Copy Depth allowed.
- Only one type size is permitted per line.
- Illustrations & Emblems are not acceptable.
- 3 Column Directory (Northern CA (B): Minimum Type Size for Copy-7 pts.

SPACE LISTINGS SPECIFICATIONS

Pub 0717

Standard Address Line/Phone Number Line

Our In-Column composition system sets a standard address/phone number line across the bottom of ALL 1HS & 2HS in-column ads. This line does NOT need to appear in ads 3HS and above, but the information must appear somewhere in the ad. A standard address/phone number line MAY appear in 3HS ads and above. If the phone number and address do appear in the standard format in ads sizes 3HS and above, the following specifications apply.

- If the address and phone number take up more than 1 line, this should be counted when determining how much text can be included in the ad.
- Type is 6 pt. Helvetica and the phone number is bold.
- The address appears on the bottom left of the ad.
- The only information that may appear below the standard address/phone line is alternate call information, other addresses, or directional information (in any size ad).
- The address line is always black.
- The Zip Code will not appear in the standard address line.
- The telephone number is set in bold type on the right of the bottom line, across from the address and must appear in black when it is on the standard address line.
- Like addresses, additional phone numbers can appear above or below the standard address line.
- The area code will NOT appear in the standard address line of an in-column ad if it is the primary area code of the directory, even if specified on the Art Transmittal Form. It MAY appear as part of the body copy if the customer desires.
- Area Codes for ads that are NOT local to the directory will appear as part of the standard address/phone number line.
- The toll free phrase cannot appear in the standard address/phone line of an in-column ad. It may appear as part of the body copy of the customer desires.
- Address information MUST appear in all in-column ads, unless it is "omit address". However, in ad sizes 3HS and above, this information can be included in the copy text and can thus be in a different format or different lines, than the standard address line.
- Room numbers, suite numbers, directional information, etc., cannot appear in the standard address/phone line.

Copy Text Specifications

- Copy text will be centered unless otherwise specified.
- Helvetica is the only font available.
- Bold or italics can be used but must be specified on the Art Transmittal Form.
- All handwritten text will be assumed to be upper and lower case unless the Art Transmittal form specifically states ("CAPS" or "lowercase") differently for certain text blocks.
- Underlining is not available.
- When color is used 1/16" separation is required between colors. Multiple color is available on the same line with the 1/16" separation.
- Green text must be at least 12 pts.

Real Yellow Pages, The, a Thryv brand

SPACE LISTINGS SPECIFICATIONS

Pub 0717

Copy Text Specifications

- 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 and characters it is recommended that type size not be specified on the Art Transmittal Form.
- Cross referencing to Display ads, In-Column ads, Covers, Tabs, or Coupons is allowed.
- All address and phone number information that appears in our local database must appear in the ad (unless "omit address"). In size 3HS ad size and above, this information does not have to be in the standard address line and can become part of the copy text anywhere in the ad. In 1HS and 2HS ads, this information must be included in the standard address line, but may also be part of the copy text.
- Vertical type or type on any angle other than horizontal, is not allowed.
- Any characters on a standard English keyboard are allowed, EXCEPT: Greater than and Less than symbols, curly brackets, square brackets, carat and, accent mark.
- No foreign language characters are available. Example: German accents or French accents.

Directional In-Column Ads

- Standard Address line/Phone number line specifications (above) apply.
- Copy text within the directional box must be between 6 and 18 pts. In size.
- A maximum of 4 lines of text is permitted.
- A maximum of 10 characters per line.
- Text may be in color, but the box itself will be black outlined. There must be a 1/6" separation between all colors.
- Any word or phrase in the directional box must be contained within the box; it may not contain a portion of a word or phrase that is contained outside the box.
- Text should be specific and factual such as hours of operation or location.
- One directional box per ad in upper left corner of ad.
- Artwork, brand names ("Xerox", "Mitsubishi", etc.), company names, product names ("mufflers & brakes"), telephone numbers and proper names are NOT permitted.
- No reverse text allowed. Examples of directional information; Since 1990, Open 24 Hours, North Side

Custom In-Column Ads

- Custom In-Column Ads are designed to meet the needs of local manufacturers or businesses by giving greater impact to their in-column ads. The Custom In-Column ad contains artwork in the form of a mark, cut, emblem or insignia that is recognized ONLY locally as the mark of the firm or represents the products and/or services connected with the firm (i.e National Trade marks NOT permitted).
- The cut, mark or insignia will appear either centered or in the upper left hand corner and will be 1 pica below the firm name (1 Inch = 6 pica).
- Text may appear to the right and below the cut. It may never appear above the cut.
- Seals of approval or similar endorsements of the business are not acceptable, as they do not aid in the identification of the firm. For example, the symbol that indicates affiliation with the National Association of the Remodeling Industry (NARI), would not be allowed.

Real Yellow Pages, The, a Thryv brand

SPACE LISTINGS SPECIFICATIONS

Pub 0717

The enclosed spreadsheets are standardized specifications for all directories. If you have any questions regarding In-column specifications, please contact the appropriate Graphics specialist listed in the Publishers Contact List or the National Hotline.

Enclosed Spreadsheets

1. Standardized Number of Ad Copy Lines for HSs and HSs with Art (Chs) Custom Informationals)
2. Maximum Number Characters per Line for HSs, Directional HSs and HSs with Art (Custom Informational)
3. Maximum Number of Ad Copy Lines for Directional Hss
4. Number of Characters to Right or Directional (Impact) Box
5. Number of Characters per Line Lost When Using Color in a Line of In-Column Text

White Knockout Specifications

1. Available in black, red, two color, three color and four color ads.
2. When using green type, the minimum acceptable type size is 12 pt. Illustrations must be 3 pt. line width. To create spot green in an ad, the printer will use yellow and blue ink overlays, therefore smaller type will create difficulties in aligning the blue and yellow overlays. It is recommended that lines are to be produced in green be avoided due to the alignment limitations.

In-column Ad Specifications

1. The line measure of all in-column ads will be increased to 131 points from 128 points.
2. All HS and CHS in-column ads will now have a standard 2 point space between the address line and the rule.
3. The maximum point size available for in-column ads will be 18 pt.
4. Point size of the finding line is always 8 pt.
5. CHS in-column ads will have one standard art unit size. The present shape size for "6CHS and larger, CTM in-column are unit" will be the standard size for all CHS and CTM in-column ads.
6. Address line indents will be the same as the indent for text.
7. Variations in address and phone number placement will be allowed in 3HS or larger in-column ads.
8. Vertical text is not allowed in in-column ads.
9. Lines of text can change color as many times as ad permits.
10. Bold, italic, all caps, and larger point size words can appear on the same line of text.
11. Different colored words are allowed on one line. Colors can change on the line as many times as color clearance allows.
12. Blue or green are allowed in ad sizes 2HS and above. NOTE: green must be 12 pt. BOLD or above in size to be used in the ads.
13. CHS ads are permitted to have reverse box art.
14. Directional box ad sizes start at 3DHS to 8DHS.
15. The directional box font will be NEWS GOTHIC BOLD CONDENSED.
16. No reverse directional boxes will be permitted. (These become CHS with artwork)
17. Type sizes 6-18 pt. will be allowed in the directional box.

Real Yellow Pages, The, a Thryv brand

SPACE LISTINGS SPECIFICATIONS

Pub 0717

(Standardized Number of Ad Copy Lines For HSs and HSs With Art (CHs) Custom Informationals)

Space Listing Size	1HS	2HS	3HS	4HS	4CH	5HS	5CH	6HS	6CH	7HS	7CH	8HS	8CH
Max Lines of Text in 6 Pt. Type Including Address and Tel. Number Line	3	9	15	21	20	27	26	33	32	39	38	45	44
Maximum Lines of Text Permitted													
In All Capital Letters Using Maximum Type Size	2	4	6	9	8	9	8	11	10	13	12	15	14
Maximum Depth of Copy (In Points)													
6 Pt. Helvetica Regular	3	9	15	21	20	27	26	33	32	39	38	45	44
6 Pt. Helvetica Regular Italics	3	9	15	21	20	27	26	33	32	39	38	45	44
6 Pt. Helvetica Bold	0	0	0	0	0	0	0	0	0	0	0	0	0
6 Pt. Helvetica Bold Italics	0	0	0	0	0	0	0	0	0	0	0	0	0
7 Pt. Helvetica Regular	3	8	13	18	17	23	22	29	28	32	32	38	37
7 Pt. Helvetica Regular Italics	3	8	13	18	17	23	22	29	28	32	32	38	37
7 Pt. Helvetica Bold	3	8	13	18	17	23	22	29	28	32	32	38	37
7 Pt. Helvetica Bold Italics	3	8	13	18	17	23	22	29	28	32	32	38	37
8 Pt. Helvetica Regular	2	7	11	15	14	20	19	25	24	29	28	33	32
8 Pt. Helvetica Regular Italics	2	7	11	15	14	20	19	25	24	29	28	33	32
8 Pt. Helvetica Bold	2	7	11	15	14	20	19	25	24	29	28	33	32
8 Pt. Helvetica Bold Italics	2	7	11	15	14	20	19	25	24	29	28	33	32
9 Pt. Helvetica Regular	2	6	10	14	13	18	17	22	21	26	25	30	29
9 Pt. Helvetica Regular Italics	2	6	10	14	13	18	17	22	21	26	25	30	29
9 Pt. Helvetica Bold	2	6	10	14	13	18	17	22	21	26	25	30	29
9 Pt. Helvetica Bold Italics	2	6	10	14	13	18	17	22	21	26	25	30	29
10 Pt. Helvetica Regular	2	5	9	12	11	16	15	19	18	23	22	27	26
10 Pt. Helvetica Regular Italics	2	5	9	12	11	16	15	19	18	23	22	27	26
10 Pt. Helvetica Bold	2	5	9	12	11	16	15	19	18	23	22	27	26
10 Pt. Helvetica Bold Italics	0	4	7	10	9	13	12	16	15	19	18	22	21
12 Pt. Helvetica Regular	0	4	7	10	9	13	12	16	15	19	18	22	21
12 Pt. Helvetica Regular Italics	0	4	7	10	9	13	12	16	15	19	18	22	21
12 Pt. Helvetica Bold	0	4	7	10	9	13	12	16	15	19	18	22	21
12 Pt. Helvetica Bold Italics	0	4	7	10	9	13	12	16	15	19	18	22	21
14 Pt. Helvetica Regular	0	0	6	11	10	11	10	14	13	16	15	19	18
14 Pt. Helvetica Regular Italics	0	0	6	11	10	11	10	14	13	16	15	19	18
14 Pt. Helvetica Bold	0	0	6	11	10	11	10	14	13	16	15	19	18
14 Pt. Helvetica Bold Italics	0	0	6	11	10	11	10	14	13	16	15	19	18

Real Yellow Pages, The, a Thryv brand

SPACE LISTINGS SPECIFICATIONS

Pub 0717

Standardized Number of Ad Copy Line For HSs and HSs With Art (CHs) Custom Informationals)

Space Listing Size	1HS	2HS	3HS	4HS	4CH	5HS	5CH	6HS	6CH	7HS	7CH	8HS	8CH
16 Pt. Helvetica Regular	0	0	0	9	8	11	10	14	13	16	15	19	18
16 Pt. Helvetica Regular Italics	0	0	0	9	8	11	10	14	13	16	15	19	18
16 Pt. Helvetica Bold	0	0	0	9	8	11	10	14	13	16	15	19	18
16 Pt. Helvetica Bold Italics	0	0	0	9	8	11	10	14	13	16	15	19	18
18 Pt. Helvetica Regular	0	0	0	0	0	9	8	11	10	13	12	15	14
18 Pt. Helvetica Regular Italics	0	0	0	0	0	9	8	11	10	13	12	15	14
18 Pt. Helvetica Bold	0	0	0	0	0	9	8	11	10	13	12	15	14
18 Pt. Helvetica Bold Italics	0	0	0	0	0	9	8	11	10	13	12	15	14

Note: Regular and Regular Italics = Caps and Lower Case
Bold and Bold Italics = All Caps

Maximum Number Characters Per Line for HSs, Directional HSs and HSs with Art (Custom Informational)

	6 PT	7PT	8 PT	9 PT	10 PT	12 PT	14 PT	16PT	18 PT
Regular Caps	34	29	25	23	21	17	15	13	11
Regular Italics Caps	34	29	25	23	21	17	15	13	11
Bold Caps	N/A	28	24	22	20	16	14	12	11
Bold Italics Caps	N/A	28	24	22	20	16	14	12	11
Regular Caps & Lower Case	45	38	33	30	27	23	19	17	15
Regular Italics Caps and Lower Case	45	38	33	30	27	23	19	17	15
Bold Caps & Lower Case	N/A	36	31	28	25	21	18	16	14
Bold Italics Caps & Lower Case	N/A	36	31	28	25	21	18	16	14

Number Of Characters Per Line Lost When Using Color In A Line of In-Column Text

	6 PT	7PT	8 PT	9 PT	10 PT	12 PT	14 PT	16PT	18 PT
Middle of Line									
Caps	-2	-2	-2	-1	-1	-1	-1	-1	-0
Lower Case	-3	-3	-3	-2	-2	-2	-2	-1	-1
Begin or End Line									
Caps	-1	-1	-1	-1	-1	-1	-1	-1	-1
Lower Case	-2	-2	-1	-1	-1	-1	-1	-1	-1

Note:

- 1) When every other word changes color, subtract appropriate number of characters.
- 2) One of two breaks is advised per line to avoid an overflow.
- 3) Limit 2 color, red/black, blue/black, green/black if in a white knockout book, green must be 12 pt. Minimum.

Real Yellow Pages, The, a Thryv brand

SPACE LISTINGS SPECIFICATIONS

Pub 0717

Maximum Number of Ad Copy* Lines for Directional HSs

	6PT	7PT	8PT	9PT	10PT	12PT	14PT	16PT	18PT
3HS Directional (3DH)									
Short Lines	7	6	5	5	4	3	3	N/A	N/A
Long Lines	7	6	5	4	4	3	3	N/A	N/A
Total Lines	14	12	10	9	8	6	6	N/A	N/A
4HS Directional (4DH)									
Short Lines	7	6	5	5	4	3	3	3	N/A
Long Lines	13	11	9	8	8	6	5	5	N/A
Total Lines	20	17	14	13	12	9	8	8	N/A
5HS Directional (5DH)									
Short Lines	7	6	5	5	4	3	3	3	2
Long Lines	19	16	14	12	11	9	8	8	6
Total Lines	26	22	19	17	15	12	11	11	8
6HS Directional (6DH)									
Short Lines	7	6	5	5	4	3	3	3	2
Long Lines	25	21	18	16	15	12	10	10	8
Total Lines	32	27	23	21	19	15	13	13	10
7HS Directional (7DH)									
Short Lines	7	6	5	5	4	3	3	3	2
Long Lines	31	26	23	20	18	15	13	13	10
Total Lines	38	32	28	25	22	18	16	16	12
8HS Directional (8DH)									
Short Lines	7	6	5	5	4	3	3	3	2
Long Lines	37	31	27	24	22	18	15	15	12
Total Lines	44	37	32	29	26	21	18	18	14

Note:

* Helvetica Regular, Helvetica Regular Italics, Helvetica Bold and Helvetica Bold Italics
Short Lines for Copy to Right of Directional Box. Long Lines for Copy Below Directional Box.

Real Yellow Pages, The, a Thryv brand

SPACE LISTINGS SPECIFICATIONS

Pub 0717

Number of Characters* to Right of Directional (Impact) Box
Based on 85 pt. Column Width

	6PT	7PT	8PT	9PT	10PT	12PT	14PT	16PT	18PT
Regular Caps	22	19	16	15	13	11	9	8	7
Regular Italic Caps	22	20	17	15	13	11	10	9	8
Bold Caps	N/A	18	16	14	13	11	9	8	7
Bold Italic Caps	N/A	19	16	14	13	11	9	8	7
Regular Caps & Lower Case	29	25	22	19	17	13	12	11	10
Regular Italics Caps & Lower Case	29	25	17	20	18	14	12	11	10
Bold Caps & Lower Case	N/A	24	20	18	16	13	12	11	9
Bold Italics Caps Lower Case	N/A	24	21	18	16	13	12	11	9

Note: *Helvetica Regular, Helvetica Regular Italics, Helvetica Bold and Helvetica Bold Italics.

Recommended Directional (DH) Informational Box Typography Standards
New Gothic Bold Condensed 0377 (Bitstream)*

	Maximum Number of Lines	All Caps
8PT	4	10
9PT	3	9
10PT	3	8
12PT	3	7
14PT	2	6
16PT	2	6
18PT	2	5

Real Yellow Pages, The, a Thryv brand

SPACE LISTINGS SPECIFICATIONS

PUBLISHER NAME: **Real Yellow Pages, The, a Thryv brand**

0962

TYPOGRAPHY SPECIFICATIONS

[illegible]

SPACE LISTINGS SPECIFICATIONS

0962

[illegible]

SPACE LISTINGS SPECIFICATIONS

0962

[illegible]

SPACE LISTINGS SPECIFICATIONS

0962

[illegible]

SPACE LISTINGS SPECIFICATIONS

0962

[illegible]

SPACE LISTINGS SPECIFICATIONS

0962

[illegible]

SPACE LISTINGS SPECIFICATIONS

0962

[illegible]

[illegible]

SPACE LISTINGS SPECIFICATIONS

0962

[illegible]

SPACE LISTINGS SPECIFICATIONS

0962

[illegible]

SPACE LISTINGS SPECIFICATIONS

0962

[illegible]

Real Yellow Pages, The, a Thryv brand

SPACE LISTINGS SPECIFICATIONS

0962

TYPOGRAPHY SPECIFICATIONS

[illegible]

Real Yellow Pages, The, a Thryv brand

SPACE LISTINGS SPECIFICATIONS

PUBLISHER NAME:

Real Yellow Pages, The, a Thryv brand

0962

TYPOGRAPHY SPECIFICATIONS

[illegible]

SPACE LISTINGS SPECIFICATIONS

0962

[illegible]

SPACE LISTINGS SPECIFICATIONS

0962

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SPACE LISTINGS SPECIFICATIONS

0962

[illegible]

SPACE LISTINGS SPECIFICATIONS

0962

[illegible]

Real Yellow Pages, The, a Thryv brand

SPACE LISTINGS SPECIFICATIONS

PUBLISHER NAME:

Real Yellow Pages, The, a Thryv brand

0962

TYPOGRAPHY SPECIFICATIONS

STYLE OF DIRECTORY	5-COLUMN DIRECTORY (CONT'D)												
Space Listing Size	7LHSX	A7HS	A7HSX	8DHS	8DHSX	8HS	8HSA	8HSAX	8HSX	8LHS	8LHSX	A8HS	A8HSX
Maximum Lines of Text Permitted (Plus One LN line and One LA line)	34	37	36	40	40	43	17	30	43	40	40	31	31
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size	12	14	13	15	15	16	11	12	16	15	15	12	12
Maximum Depth of Copy (In Points)	206	225	221	253	249	271	194	190	267	246	242	264	260
[Maximum Number of Characters and Spaces Per Line]													
Name Line	19	30	19	30	19	30	30	19	19	30	19	30	19
Address -Plus 7 Digit Tel No. Lines	26	26	26	26	26	26	26	26	26	26	26	26	26
6 Pt. - All Caps	28	28	28	28	28	28	28	28	28	28	28	28	28
6 Pt. - Caps and Lower Case	35	35	35	35	35	35	35	35	35	35	35	35	35
8 Pt. - All Caps	21	21	21	21	21	21	21	21	21	21	21	21	21
8 Pt. - Caps and Lower Case	26	26	26	26	26	26	26	26	26	26	26	26	26
10 Pt. - All Caps	17	17	17	17	17	17	17	17	17	17	17	17	17
10 Pt. - Caps and Lower Case	20	20	20	20	20	20	20	20	20	20	20	20	20
12 Pt. - All Caps	13	13	13	13	13	13	13	13	13	13	13	13	13
12 Pt. - Caps and Lower Case	17	17	17	17	17	17	17	17	17	17	17	17	17
14 Pt. - All Caps	12	12	12	12	12	12	12	12	12	12	12	12	12
14 Pt. - Caps and Lower Case	14	14	14	14	14	14	14	14	14	14	14	14	14
16 Pt. All Caps	11	11	11	11	11	11	11	11	11	11	11	11	11
16 Pt. Caps & Lower Case	12	12	12	12	12	12	12	12	12	12	12	12	12

- The 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 ink only and the basic in-column font, CROWN. If other color ink or font is used, maximum number of line and characters will be different.
- The actual number of text lines in an artwork HS (Ex: 3HSA) will vary depending on the size of the artwork. Maximum size for artwork is 9 picas x 6 picas (6 picas x 6 picas for 5 column directories).

SPACE LISTINGS SPECIFICATIONS

Pub Code: 0913[illegible]

Real Yellow Pages, The, a Thryv brand

PROMOTIONAL SPECIFICATIONS

Pub Code: 0913

Cover Spine Specifications and Standards

The Cover Spine is available in 4-color process only on 4 column directories and is sold on a "first come, first serve" basis.

The Spine ad will be placed on the directory cover on the bottom portion of the Spine. The Spine ads are available to all Local, Foreign, and NYPS Customers.

The following policy will be strictly enforced:

Under no circumstances will any CLEC or direct competitor of BellSouth be allowed to advertise on our spine. This includes cellular and long distance providers.

Any multiple spine purchases by a single customer will require approval by both the Vice President – Sales and the Vice President – Marketing and may require a significant up-front payment. Additionally, the results of the credit application must be provided along with the approval request.

In order to purchase a spine, the revenue on the order must be greater than or equal to the revenue on the current order plus 75% of the cost of the spine. For example, if the current revenue on the order is \$50,000 and the spine cost is \$100,000 the revenue on the next issue order must be \$125,000. All spine purchases must be approved by the BellSouth National Sales Manager prior to transmitting the order.

BAPCO retains the right to reject advertisements which are, in their judgment, fraudulent, misleading, or offensive or which may be detrimental to the credibility and integrity of its directories.

The following rules and exceptions apply to Spine Ads:

Cover Spine advertisements should show the Advertiser's name, address, and telephone number; however, since it is unique a certain amount of discretion is allowed, such as:

Border must be a 1-point pin line only. Advertisers may omit the address and/or telephone number if they so desire.

Ambulance companies or any emergency-related entity may not purchase the Cover Spine ad.

Ads may not contain any emergency related information including, but not restricted to, the words "911" and

"Emergency". Trade Mark logos are permitted pursuant to our standard company procedures. Photos and

other artwork are allowed. All yellow page guidelines applicable to ad copy, e.g., sensitive headings, alcoholic beverages, etc.

Design Suggestions

Space recommended for Brand Sell advertising.

White or yellow backgrounds are recommended.

Type smaller than 8-point should be avoided.

Ad should be clean and uncluttered.

Real Yellow Pages, The, a Thryv brand

PROMOTIONAL SPECIFICATIONS

Pub Code: 0913

Anchor Listing

An Anchor listing reference from the advertiser's heading to the appropriate Cover Spine is free. The anchor phrase must be tailored to the specific directory involved. The UDAC is ARL. For example:

Applicable Anchor Phrase

NOTE: A bonus EL (WAEL, WTAEL, or WFAEL depending on listing type) for the Cover Spine and may be provided in the White Pages in lieu of an anchor phrase.

UDACs/Description

NYPS UDAC

DESCRIPTION

CSP	Cover Spine 4-Color Process Yellow Pages
WCSP	Cover Spine 4-Color Process White Pages
SCS4	Cover Spine 4-Color Process Yellow Pages
WSCS	Cover Spine 4-Color Process White Pages
TCS4	Cover Spine 4-Color Process Yellow Pages
WTS4	Cover Spine 4-Color Process White Pages

White Page Banner Ads

White Page Banners are similar to display ads. The borders must be a simple line. Thickness should be no more than 4 points in width.

They can have round corners and should not have a radius more than 10 points. Banner Ads will be either Black, Red, Black and Red or Black with a Yellow "Splash". The "Splash" is 100% yellow and is used as a highlight. Banner Ads can have grayscale images. Screens are permitted. Use the same specs according to regular display ads. Yellow is not permitted in a screen. It must be 100% and is only in Yellow "Splash" ads. BAPCO requires all Covers and Tabs to be in digital format. You may use floppy disks, zip 100 disks and CD Roms. The format will need to be the same as mentioned in the previous section of this manual. Illustrator 10 or earlier, .ai or .eps. All fonts need to be outlined/turned into paths. The only difference from regular advertising is that the embedded images need to be of higher resolution. Please embed all images with a minimum of 300 DPI. This will ensure that the finished product will have the highlighted quality possible.

OBC4: (Outside Back Cover 4/Color Process)

IBC4: (Inside Back Cover 4/Color Process)

IFC4: (Inside Front Cover 4/Color Process)

Tab4: (Tabbed Inserts 4/Color Process)

Storage:

3 ½" PC formatted disk, 100MB Zip Disk, CD Rom

Software:

Adobe Photoshop 5.0, Adobe Illustrator 8.0, QuarkXpress 4.0

Real Yellow Pages, The, a Thryv brand

PROMOTIONAL SPECIFICATIONS

Pub Code: 0913

Size: 3 & 4 Column

OBC/IBC

Critical Image Area – 8 5/16" x 10 ¼" (8.312 x 10.25)
Type of critical image (live matter) including border must be contained in this area.
Final Trim – 8 15/16" x 10 7/8" (8.937 x 10.875)
(5/16" (.312) all four sides, which includes 1/8" spine wrap around)
Full Bleed – 9 1/8" x 11 ¼" (9.125 x 11.25)
(3/16" (.187) top, face & bottom, bleed stops at trim on spine.
The Tab will be folded 7" from the inside of the directory.
Tab type should always read "BellSouth The Real Yellow Pages"

IFC Critical Image Area – 8 ¼" x 10 ¼" (8.25 x 10.25) / (Trim & Bleed same as above)

TABS Critical Image Area – 8 5/16" x 10 5/16" (8.312 x 10.312) / (Trim & Bleed same as above)

OBC Mail or Detached

Dimensions are same as above except we insert a Mail Indicia at the bottom.
Subtract 1 9/16" (1.562) from the final trim
Critical Image Area – 8.312 x 8.937

2 Column Hand

Critical Image Area – 5 3/8" x 8 3/8" (5.375 x 8.375)
Final Trim – 6" x 9" (5/16" all four sides)
Full Bleed – 6 3/16" x 9 3/8" (6.187 x 9.375)
(3/16" head, face & foot, bleed stops at trim on spine)

2 Column Mail or Detached

Dimensions are same as above except we insert a Mail Indicia at the bottom.
Subtract 1 9/16" (1.562) from the final trim.
Critical Image Area – 5 3/8" x 7 1/8" (5.375 x 7.125)

Real Yellow Pages, The, a Thryv brand

PROMOTIONAL SPECIFICATIONS

Pub Code: 0913

Junior/Community Hand

Critical Image Area – 6" x 8 5/16" (6 x 8.312)

Final Trim – 6 5/8" x 8 15/16" (6.625 x 8.937)

(5/16" (.312) all four sides, which includes 1/8" spine wrap around)

Full Bleed – 6 13/16" x 9 5/16" (6.812 x 9.312)

3/16" *.187) top, face & bottom, bleed stops at trim on spine)

Junior/Community Mail/Detached (YP to GO)

Dimensions are same as above except we insert a Mail Indicia at the bottom.

Subtract 1 9/16" (1.562) from the final trim.

Critical Image Area – 6" x 7 1/16" (6 x 7.062)

TRADEMARKS

Pub Code—0626

Trademarks

The maximum size for artwork in this unit is calculated by the fact that it must fit (right side up), in a 1" x .75" horizontal box. It can be smaller if desired. Screens and halftones are permitted to allow an original likeness. The size of the artwork will affect the amount of text, so judge accordingly. This copy is set in 6 pt. Bell Gothic Bold to the left of the insignia. A maximum of 8 lines of text can appear; 7 or less if the finding line goes beyond one or more lines. In 2 & 3 column formats it is 9/8 respectively.

Custom Trademarks

The maximum size for the artwork in this unit is calculated by the fact that it must fit (right side up), in a 1.5" x 1" horizontal box. It can be smaller if desired. Screens and halftones are permitted to allow an original likeness. This insignia can appear above, between or on either side of the copy, which ranges from 7 to 14 pts. Techno Medium/Techno Medium Italic.

NOTE:

Some directories may have different type styles due to varying compositors. However, each unit will be consistent throughout the book.

Custom Trademarks

Any TM or CTM listings that must be continued in the next column will follow a half size reproduction of the logo.

Display National Trademark: Display units listing dealers/agents with a brand name. Artwork/logos are allowed with no size restrictions. All dealer/agent names must be of the same size. Only dealer name, address & telephone numbers are allowed. No local copy allowed. Anchor options are (1) No anchor or (2) Anchor to the National Client name.

Pub Code—0569

Trademarks

2 Column- TM 15 x 6 picas
4 Column- TM 12 x 6 picas

CTM 15 x 10 picas
CTM 12 x 10 picas

General Information:

- A Trademark is one of the smallest items in which an illustration or cut can be used. Trademarks are designed to advertise a particular national brand product rather than the total business operation. Their purpose is to identify local outlets of nationally advertised products or services.
- A TM has a hairline border on the left side and after the brand name across the top to the right of its column. There is no line down the right side. The brand name, product name, or firm name is at the top right in bold capital letters. This is called the "Finding Line" or "Brand Name Line."
- On the left side, under the Finding Line, is a brief message concerning the product or service. This is limited to 25 words or less, a maximum of 8 lines and cannot contain an address or telephone number.
- The Trademark logo or emblem is always on the right side.
- The "Where To Buy It Phrase" is optional, and generally used and is set in capital italic type, usually in quotation marks. Acceptable phrases are "Where to call", "For service call", "For information call", etc.
- Trademarks are alphabetized in the column by product name or finding line for easy reference.
- Trademark Caption-Used to identify dealer outlets for widely advertised, brand name products and services. It also furnishes "tie-in" with other forms of advertising.

- Art Specifications - The logo, emblem or insignia appearing in the Trademark may appear solid black or screened with a maximum of 85 lines and 60% tone.
- Legibility and screen quality cannot be guaranteed for any Trademark furnished as black and white print or artwork that contains a screen other than 85 lines and 60% tone.

Rules & Descriptions:

Only one trade item for the same product, service or firm name may appear at the same yellow pages heading.

Trade Name Rules:

- Trade items are placed in the listing column alphabetically by Finding Line. Listings within a trade item are placed alphabetically with or without a caption. (National captions do not have to appear in alphabetical sequence if noted on the order.)

Finding Line:

- Must be brief and not contain extraneous words-confined to one line if possible.
- Must have a definite association with the cut and text.
- In bold type all caps.
- The maximum number of characters permitted in a brand name line is 65.
- A maximum of two products or services may be listed.
- The product or service must be generally known to the public by the brand combination used.

Logo:

- Maximum 8 lines, 7 if the finding line overruns, approximately 25 words if set in 6 point type. Text set in type large than 6 points will result in less text.
- Text may be set flush right, flush left or centered.
- Text may not contain personal names, addresses, or telephone numbers. Directional or location features are acceptable.
- Endorsed Trademarks may include names or personalities.
- Bullets may be used for tabulation, emphasis, or spacing.
- Vertical lines, underlining, decorations or other emphasis marks are not permitted.
- When the copy text requires more depth than the insignia, the first line should be leveled with the top of the insignia. Copy extending below the bottom of the insignia should underrun the full width.
- When the insignia requires more depth than the copy, the copy should be centered top to bottom of the insignia.
- No text may be placed above the cut.
- Text may be set in Bell Gothic, News Gothic or Century Schoolbook.
- Photographs will not be accepted as trademark logo.
- The logo or emblem should be a line drawing. It may appear solid black or screened.
- Only one logo permitted.
- Custom Trademark- The logo appears in the top portion of the ad. It may appear in the upper left, center, or right corners, but NOT BELOW the text.
- Standard Trademark-The logo will always appear on the right with text appearing on the left.
- The custom and standard trademark logo must not exceed the maximum size for the various shapes allowed in the dimension scale for each item. Examples available upon request.
- Colors-May appear in red, black, or blue.
- Must identify the product or service advertised.
- Must be a symbol which has a unique identity with the finding line and could not effectively be used by any other firm, product or service as an identifying symbol.

Where To Buy Line:

- This phrase is offered as an optional item to clients purchasing Trademarks.
- Must apply to listings appearing beneath it and may not include the Brand Name.
- Must be confined to one line or approximately 23 characters including the quotation marks.
- Quotation marks enclosing these phrases is optional.
- Set in italic type, all caps.
- Should the customer elect to omit the phrase entirely, the space it normally occupies is to be left blank.
- Acceptable phrases are shown below. (Quotation marks are optional.)
"Where To Call", "For Service Call", "Where To Buy It", "For Information Call", "Where To Buy", "Where To Buy Them", "Where To Get Service", "For Reservations Call".

Caption Headings:

- Should be only one line in length and not to exceed 32 characters and spaces.
- Should contain no extraneous words, for instance "Airport" or "Phoenix" are preferable to "Airport Rental Location". If the caption included other services, e.g., "Leasing", then a distinction may be included other services, e.g., "Leasing" than a distinction may be necessary; for example, "Phoenix Leasing Location" and "Phoenix Rental Location" is acceptable. Telephone numbers, office hours, suite or room numbers, superlatives, extra line or "Where To Buy" information is not acceptable.
- Should not contain double headers such as "Aurora Area" followed by "Quincy Place Shopping Center". This is ad copy or could be included in the address information.
- Must be consistent, such as all cities or all geographic breakdowns of a city; "Salt Lake City", "West Salt Lake City" and "ZCMI Center" is not acceptable.
- Should have appropriate verbiage which can vary depending on the header. "Jewelry" and "Books" are acceptable under Shopping Centers; "Members" and "Type of Practice" are acceptable under Physicians.
- Cannot add qualifying words where it appears the intent is to gain alphabetical preference or pinpoint exact geographic locations.
- The overall depth is two inches from the Finding Line to the Where To Buy Line (whether used or not.)
- The insignia may appear above or on either side of text, but not below text.
- The insignia may not exceed the maximum size for the various shapes in the dimension scale. (Examples available upon request.)
- The number of words in a CTM will vary depending on the size of type, the shape or placement of the insignia.
- The same type style is used in all body text with only one size type to a line.
- Type size may be 6 point to 18 point.
- The maximum depth is 120 points in all directories.
- Custom Trademarks that continue to more than one column in a directory will receive logos for as many as that particular item occupies.
- Each continued column will be comprised of the finding line followed by (cont'd). Following the finding line and preceding the sub-caption or listing there will be one inch of space for a logo. The one inch allowance will accommodate all sizes of logos for Custom trademarks.
- All continued columns must have the same logo that appears at the beginning of the custom trademark item.

Trade Cross Reference Listing:

- Consists of an alternate Trade Name of a product or service, with reference text referring to the Finding Line that appears in a Trademark or Trade Name under the same classification.
- The Trade Name portion is set in bold type, all caps followed by a hyphen.
- The reference text is set in semi-bold type.
- The listing is followed by a floated centered rule line.

Custom Trademarks

Trade Name Listings:

- A Trade Name Finding Line is set in bold type, all caps followed by a hyphen or short rule line.
- The business name is set in semi-bold type, all caps.
- The address is set in semi-bold type upper and lower case.
- The telephone number is set in semi-bold type.
- A Trade Name has a left and bottom rule.
- A Trade Name may include Extra Lines, Caption Headings, Trade Captions and indented Trade Name Semi-Bold Listings.
- The specifications for Trade Name listings are identical to the specifications for comparable Yellow Page listings, i.e., the same size type and guidelines are used for a Trade Name Extra Line as a Yellow Pages Extra Line, etc.

Pub Code—0651

Trademarks & Custom Trademarks

2 Column- TM 14 x 6	CTM 14 x 12
3 Column- TM 14 x 6	CTM 14 x 12
4 Column –TM 12 x 6	CTM 12 x 12

Pub Code—0668

4 Column –TM 12 x 6	CTM 12 x 12
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Pub Code —0687

2 & 3 Column – TM 14 x 6	CTM 14 x 12
4 Column – TM 12 x 6	CTM 12 x 12
5 Column – TM 10 x 6	CTM 10 x 12

Pub Code—0883

TM—2 Column Directories - 15 x 6 picas	CTM—2 Column Directories—15 x 10 picas
4 Column Directories - 12 x 6 picas	4 Column Directories—12 x 10 picas

General Information:

- A Trademark is one of the smallest items in which an illustration or cut can be used. Trademarks are designed to advertise a particular national brand product rather than the total business operation. Their purpose is to identify local outlets of nationally advertised products or services.
- A TM has a hairline border on the left side and after the brand name across the top to the right of its column. There is no line down the right side. The brand name, product name, or firm name is at the top right in bold capital letters. This is called the "Finding Line" or "Brand Name Line."
- On the left side, under the Finding Line, is a brief message concerning the product or service. This is limited to 25 words or less, a maximum of 8 lines and cannot contain an address or telephone number.
- The Trademark logo or emblem is always on the right side.
- The "Where To Buy It Phrase" is optional, and generally used and is set in capital italic type, usually in quotation marks. Acceptable phrases are "Where to call", "For service call", "For information call", etc.
- Trademarks are alphabetized in the column by product name or finding line for easy reference.

- Trademark Caption-Used to identify dealer outlets for widely advertised, brand name products and services. It also furnishes "tie-in" with other forms of advertising.
- Art Specifications- The logo, emblem or insignia appearing in the Trademark may appear solid black or screened with a maximum of 85 lines and 60% tone.
- Legibility and screen quality cannot be guaranteed for any Trademark furnished as black and white print or artwork that contains a screen other than 85 lines and 60% tone.

Pub Code—0883

Trademarks

Rules & Descriptions:

- Only one trade item for the same product, service or firm name may appear at the same yellow pages heading.

Trade Name Rules:

- Trade items are placed in the listing column alphabetically by Finding Line. Listings within a trade item are placed alphabetically with or without a caption. (National captions do not have to appear in alphabetical sequence if noted on the order.)

Finding Line:

- Must be brief and not contain extraneous words-confined to one line if possible.
- Must have a definite association with the cut and text.
- In bold type all caps.
- The maximum number of characters permitted in a brand name line is 65.
- A maximum of two products or services may be listed.
- The product or service must be generally known to the public by the brand combination used.

Logo:

- Maximum 8 lines, 7 if the finding line overruns, approximately 25 words if set in 6 point type. Text set in type large than 6 points will result in less text.
- Text may be set flush right, flush left or centered.
- Text may not contain personal names, addresses, or telephone numbers. Directional or location features are acceptable.
- Endorsed Trademarks may include names or personalities.
- Bullets may be used for tabulation, emphasis, or spacing.
- Vertical lines, underlining, decorations or other emphasis marks are not permitted.
- When the copy text requires more depth than the insignia, the first line should be leveled with the top of the insignia. Copy extending below the bottom of the insignia should under-run the full width.
- When the insignia requires more depth than the copy, the copy should be centered top to bottom of the insignia.
- No text may be placed above the cut.
- Text may be set in Bell Gothic, News Gothic or Century Schoolbook.
- Photographs will not be accepted as trademark logo.
- The logo or emblem should be a line drawing. It may appear solid black or screened.
- Only one logo is permitted in a TM or CTM.
- Logo can be any size that will fit in the ad.
- Custom Trademark- The logo appears in the top portion of the ad. It may appear in the upper left, center, or right corners, but NOT BELOW the text.
- Standard Trademark-The logo will always appear on the right with text appearing on the left.
- The custom and standard trademark logo must not exceed the maximum size for the various shapes allowed in the dimension scale for each item. Examples available upon request.
- Colors-May appear in red or black but not both.
- Must identify the product or service advertised.
- Must be a symbol which has a unique identity with the finding line and could not effectively be used by any other firm, product or service as an identifying symbol.

Where To Buy Line:

- This phrase is offered as an optional item to clients purchasing Trademarks.
- Must apply to listings appearing beneath it and may not include the Brand Name.
- Must be confined to one line or approximately 23 characters including the quotation marks.
- Quotation marks enclosing these phrases is optional.
- Set in italic type, all caps.
- Should the customer elect to omit the phrase entirely, the space it normally occupies is to be left blank.
- Acceptable phrases are shown below. (Quotation marks are optional.)

"Where To Call", "For Service Call", "Where To Buy It", "For Information Call", "Where To Buy", "Where To Buy Them", "Where To Get Service", "For Reservations Call".

Caption Headings:

- Should be only one line in length and not to exceed 32 characters and spaces for 2 column directories and 28 characters and spaces for 4 column directories.
- Should contain no extraneous words, for instance "Airport" or "Phoenix" are preferable to "Airport Rental Location". If the caption included other services, e.g., "Leasing", then a distinction may be included other services, e.g., "Leasing" than a distinction may be necessary; for example, "Phoenix Leasing Location" and "Phoenix Rental Location" is acceptable. Telephone numbers, office hours, suite or room numbers, superlatives, extra line or "Where To Buy" information is not acceptable.
- Should not contain double headers such as "Aurora Area" followed by "Quincy Place Shopping Center". This is ad copy or could be included in the address information.
- Must be consistent, such as all cities or all geographic breakdowns of a city; "Salt Lake City", "West Salt Lake City" and "ZCMI Center" is not acceptable.
- Should have appropriate verbiage which can vary depending on the header. "Jewelry" and "Books" are acceptable under Shopping Centers; "Members" and "Type of Practice" are acceptable under Physicians.
- Cannot add qualifying words where it appears the intent is to gain alphabetical preference or pinpoint exact geographic locations.
- The overall depth is two inches from the Finding Line to the Where To Buy Line (whether used or not.)
- The insignia may appear above or on either side of text, but not below text.
- The insignia may not exceed the maximum size for the various shapes in the dimension scale. (Examples available upon request.)
- The number of words in a CTM will vary depending on the size of type, the shape or placement of the insignia.
- The same type style is used in all body text with only one size type to a line.
- Type size may be 6 point to 18 point.
- The maximum depth is 120 points in all directories.
- Custom Trademarks that continue to more than one column in a directory will receive logos for as many as that particular item occupies.
- Each continued column will be comprised of the finding line followed by (cont'd). Following the finding line and preceding the sub-caption or listing there will be one inch of space for a logo. The one inch allowance will accommodate all sizes of logos for Custom trademarks.
- All continued columns must have the same logo that appears at the beginning of the custom trademark item.

Trade Cross Reference Listing:

- Consists of an alternate Trade Name of a product or service, with reference text referring to the Finding Line that appears in a Trademark or Trade Name under the same classification.
- The Trade Name portion is set in bold type, all caps followed by a hyphen.
- The reference text is set in semi-bold type.
- The listing is followed by a floated centered rule line.

Trade Name Listings:

- A Trade Name Finding Line is set in bold type, all caps followed by a hyphen or short rule line.
- The business name is set in semi-bold type, all caps.
- The address is set in semi-bold type upper and lower case.
- The telephone number is set in semi-bold type.
- A Trade Name has a left and bottom rule.
- A Trade Name may include Extra Lines, Caption Headings, Trade Captions and indented Trade Name Semi-Bold Listings.
- The specifications for Trade Name listings are identical to the specifications for comparable Yellow Page listings, i.e., the same size type and guidelines are used for a Trade Name Extra Line as a Yellow Pages Extra Line, etc.

Pub Codes—0794, 0822

FINDING LINE

- Name of a specific brand, service or firm which the Trademark features.
- Must be brief and not contain extraneous words - confined to one line if possible.
- Must have a definite association with the art and text.
- In bold type all caps.

TM-TRADE LOGO

- Brief message describing the product or service or defining the authorized dealer or service arrangements.
- Maximum 8 lines, 7 if the finding line overruns, approximately 25 words if set in 6 point. Text set in Type larger than 6 points will result in less text.
- Text may be set flush right, flush left or centered but must always be placed to the left of the TM insignia.
- Text may not contain personal names, addresses or telephone numbers. Directional or location Features are acceptable.

Pub Codes —0794, 0822

TM-TRADE LOGO

- Endorsed Trademarks may include names of personalities.
- Bullets may be used for tabulation, emphasis, or spacing.
- Vertical lines, underlining, decorations or other emphasis marks are not permitted.
- When the copy text requires more room than depth than the logo, the first line should be aligned with the top of the logo. Copy extending below the bottom of the insignia should under run the full width.
- When the insignia/logo requires more depth than the copy, the copy should be centered top to bottom of the insignia.
- No text may be placed above the art.
- Text may be set in Bell Gothic, News Gothic or Century Schoolbook.

INSIGNIA

- Must identify the product or service advertised.
- Must be a symbol which has a unique identity with the finding line and could not effectively be used by any other firm, product or service as an identifying symbol.
- Must always appear to the right of the text.
- May be line drawings, solid black reverse or screen or halftone.
- May NOT exceed maximum sizes for various shapes as shown in the dimension scale for Trademark logo sizes.

WHERE TO BUY IT PHRASES

- This phrase is offered as an optional item to clients purchasing Trademarks.
- Must apply to listings appearing beneath it and may not include the Brand Names.
- Must be confined to one line or approximately 23 characters including the quotation marks.
- Set in italic type, all caps.

CAPTION HEADINGS

The purpose of Caption Headings is to distinguish between types of functions or outlets of a customer's organization or geographical location of other firms. Caption Headings are provided without charge.

- Should be only one line in length (approx 35 characters)
- Should contain no extraneous words, for instance "Airport" or "Phoenix" are preferable to "Airport Rental Location." If the caption includes other services, e.g., "Leasing", then a distinction may be necessary; for example, "Phoenix Leasing Location" and "Phoenix Rental Location" is acceptable. Telephone numbers, office hours, suite or room numbers, superlatives, extra line or "Where To Buy" information is not acceptable.
- Should not contain double headers such as "Aurora Area" followed by Quincy Place Shopping Center." Note that "Area" is extraneous and "Shopping Center" is ad copy or could be included in the address information.
- Must be consistent, such as all cities or all geographical breakdowns of a city; "Salt Lake City," "West Salt Lake City" and "ZCMI Center" is not acceptable.
- Should have appropriate verbiage which can vary depending on the header. "Jewelry" and "Books" are acceptable under Shopping Centers; "Members" and "Type of Practice" are acceptable under Physicians.
- Cannot add qualifying words where it appears the intent is to gain alphabetical preference or pin point exact geographic locations.

CONTINUED TRADEMARK

- Trademarks that continue to more than one column in a directory will receive logos for as many columns as that particular item occupies.
- Each continued column will be comprised of the finding line followed by (cont'd). Following the finding line and preceding the sub-caption or listing there will be one inch of space for a logo. The one inch allowance will accommodate all sizes of logos for Trademarks.
- All continued columns must have the same logo that appears at the beginning of the trademark.

Pub Codes—0794, 0822

TMC - TRADEMARK/LOGO/COLOR

- Only text and the logo may appear in color. The finding line, "where to buy" line, caption headings, trade caption text, trademark listings must appear in black.
- The text and logo may be all color or a combination of color and black. Color used for emphasis is more effective than an all color trademark.
- Color and black may appear on the same line of text and color/black logo combinations are permissible only when the color clearance is maintained. Logos that have intricate line work, small words, screens or halftones may reproduce poorly in color.
- Text may appear in color as small as 6 points as long as it isn't reversed or highlighted with screen. However, always remember that certain typestyles do not reproduce well in color when very small.
 - Attention should always be given to the problem of limited space when converting a black ad to color.
- A trademark that is black will always lose some text when it is converted to color.
- Selected typestyles do not reproduce well in color.

CTM-CUSTOM TRADEMARK EXCEPTIONS

- The overall depth is two inches from the Finding Line to the Where To Buy Line (whether used or not).
 - The logo may appear above or on either side of text, but not below text.
 - The logo may not exceed the maximum size for various shapes as shown in the custom Trademark maximum dimensions on the opposite page.
-
- The number of words in a CTM will vary depending on the size of type, the shape or placement of the logo.
 - The same typestyle is used in all body text with only one size type to a line.
 - Type size may be 6 point to 18 point.

TCT TRADE CAPTION TEXT

- TT1 may appear:
- With a Trademark, Custom Trademark or Trade Name.
- Directly under a caption heading with or without listings following.
- Following all listings under a caption heading.
- TT1 is available as a unit consisting of one to twenty words, set consecutively.
- One appearance or insertion consists of one to a maximum of four units (80 words).
- Any number of appearances are permitted under any one caption heading, providing the appearances are interspersed with listings.
- The number of units (one to four) for any one appearance is determined by counting the words in all appearances. Any word set in all caps is counted as two words.

CUSTOM TRADEMARK LOGO/COLOR

- General specifications for TMC apply.

CONTINUED CUSTOM TRADEMARK LOGO AND COLOR

- General specifications for Continued Trademark apply.

EXTRA LINES

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
0794, 0822		2 Col - 58 3 Col - (9 x 11) 3 Col - (7 x 11) 4 Col - 51	58 51
0569		2 Col - 40 4 Col - 32	25 25
0883		2 Col - 40 4 Col - 32	25 25

Extra Line

- May Cross Reference to another Yellow Pages heading or directory.
- Text - light type, upper/lower case.
- No limit to the number of Extra Lines allowed per listing.
- The number of words/characters will vary based on the amount of capital letters and punctuation marks used.
- Extra lines may not contain Internet or E-Mail addresses.

PUBLISHER: **Real Yellow Pages, The, a Thryv brand**

Bold Extra Line

- Same as Extra Line (EL1), but the Extra Line is set in bold, large and small caps.

Enhanced Extra Line

- Restricted to Billboard (SBD, SBN, SBNC, SBNB, SBNG) listings only.
- The Extra Line is set in larger (11 point) type, upper/lower case.
- General specifications for EL1s apply.

Bold Enhanced Extra Line

- Restricted to Billboard (SBD, SBN, SBNC, SBNB, SBNG) listings only.
- Same as Enhanced Extra Line (EE1), but the Extra Line is set in bold type, upper/lower case.
- General specifications for EL1s apply.

COUPON SPECIFICATIONS

PUBLISHER NAME	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
	0822	20 x 6.6	No	No	Yes

Coupons are currently offered in only the Fargo-Moorhead, ND directory. Telephone Numbers are not required on coupons. All Yellow Pages display advertising specifications, ethics and standards apply to coupons. The coupon may offer a defined free product or service. The actual product or service that is "free" must be stated. Advertisers cannot simply say "free gift inside". In coupons offering a discount, a "dollars off" or "percentage off" approach may be utilized. All terms and conditions for receiving free or discounted products or services must be stated on the face of the coupon. Expiration information, or the copy "No Expiration Date", is required. Advertiser should indicate their restrictions on the coupon (e.g. Limit one coupon per purchase, no reproduction accepted, etc.) Red and Black are the only colors to be used. A standard coupon logo, publisher disclaimer and Dex logo will appear on the back of each coupon.

0626

Coupons are available in single (CPNSP), half page (CPPH), full page (CPPF), and are available in process color. All coupons will print with a white knockout and will allow for any color in addition to black, gradients of all colors and may include a process color photo. The AT&T Coupon logo is required on the back of the single coupon. It is an option for the AT&T Coupon logo to appear on the front of the coupon.

CMRs must include the UDAC "COUX" on their order to ensure the advertiser will appear correctly in the Coupon Index. One Index will publish listing businesses in alphabetical order and show page numbers. If there are less than two pages of coupons, the index will not publish. The coupon placement is randomly sorted in the coupon section. All efforts will be made to not place two like business coupons next to each other on the same page. Coupon placement is not guaranteed.

UDAC Specifications – 3, 4 & 5 Column Directories

CPNSP – Single Coupon

3-column – (Chicago Neighborhood directories only) 17.20 x 12.6

4-column..... 20p10 x 10p10

5-column.....23p5 x 10p8

CPPH (Coupon Front) & CHBPI (Coupon Back) – Half Page Coupon

3-column – (Chicago Neighborhood directories only) TBD

4-column.....20p10 x 56

5-column.....23p5 x 55p8

CPPF (Coupon Front) & CFBPI (Coupon Back) – Full Page Coupon

3-column – (Chicago Neighborhood directories only) TBD

4-column.....46 x 61p6

5-column.....51p8 x 60p8

CPPH / CHBPI – Half Page Coupon

The dimensions for a Half Page Coupon will allow up to 5 single coupons to print in a stacked, vertical format.

The front space is required to contain at least one traditional coupon enclosed in a standard directory green border – the AT&T coupon logo is optional (but not required) on the front of the half page coupon. The remaining space is available for content that adheres to normal display ad specifications. Up to 5 single stacked coupons can be requested by the Advertiser. The coupons must read horizontally and have a 2-point visual halo around the standard green border when placed within the remaining display ad content.

CPPF/CFBPI – Full Page Coupon

The dimensions for a Full Page Coupon will allow up to two (2) columns of five (5) single coupons to print in a stacked, vertical format. The front space is required to contain at least one traditional coupon enclosed in a standard directory green border – the AT&T coupon logo is optional (but not required) on the front of the full-page coupon. The remaining space is available for content that adheres to normal display ad specifications. Up to 10 single stacked coupons can be requested by the Advertiser. The coupons must read horizontally and have a 2-point visual halo around the standard green border when placed within the remaining display ad content.

PRODUCT SPECIFICATIONS

- Both the front and back use a directory green solid 1.75pt border with the AT&T- Yellow Pages verbiage in white text within a directory green box at the top for all coupons. The directory green bar is 13 points deep and extends the full length of the UDAC with the text centered in the bar.
- The AT&T Coupon logo is featured at the right hand side of the coupon in black and yellow ink. It appears on the backside of the coupon.
- Copy and artwork can touch the directory green bar at the top or the directory green border.
- Copy and artwork can print on both the front and backside of the coupon.
- At least 50% of the ad content on both sides of the coupon UDAC must apply to the headings under which the coupon is being sold.
- Coupon fronts and backs are distinguished by UDAC.
- The AT&T Coupon logo must print in black and yellow somewhere on the front side of the CPPH and CPPF coupons.
- ***All normal display ad graphic specifications and content standards apply to the new AT&T Coupons.***

STANDARD COUPON RULES

- Must include advertiser's business/firm name. Telephone number and address are recommended, but not required (unless advertiser heading is under an "address required" heading.)
- If the copy in the AT&T Coupon refers the consumer to other advertising in the Yellow Pages, the firm names must be identical
- If listing multiple locations, all locations must be under the same ownership
- Must include terms and conditions of the coupon(s) special offer e.g., "One Coupon Per Customer", "Not Valid with Other Offers", "\$5.00 Off on Your First Visit", etc.
- If the phrase "Redeemable at all participating dealers" appears in the copy, it must be accompanied by a reference to the yellow page heading in the Yellow Pages that list the "Participating Dealers", e.g., "See our ad under Restaurants for a list of participating locations."
- Must qualify for the free or discounted item and/or service
- **Must include an expiration date.** It is recommended that the coupon be valid for the full life of the directory to allow for the maximum amount of redemptions. Multiple expiration dates should be stated in the copy if it is applicable. There is no standard format for expiration dates or related phrases; they just must be clearly legible. If the customer insists on no expiration date, the phrase "No Expiration Date" must appear in the coupon.
- Only one front single coupon is required to have coupon content/offers. The remaining space may be used for content that adheres to normal display ad specifications.
- All normal display ad graphic specifications and content standards apply to the new AT&T Coupons.
- If coupons appear in a foreign language directory: At least 50% of all copy must be in that foreign language and the terms and conditions must also be in that foreign language.
- Ad content on the back of coupons is not required to include offers, terms or conditions.
- For all CHBPI (Half Page Coupon Back) and CFBPI (Full Page Coupon Back) UDACs, the back of the entire space is available for ad content. The AT&T Coupon logo must appear somewhere on the front side, in the content in black and yellow with a visible halo surrounding it.

FILLER

AT&T filler will be printed on the back of single coupons that do not indicate a back layout. The filler will have the phrase "Shoppers Save Using AT&T Coupons" and the AT&T Coupon logo will appear to the right of the phrase.

In the event that a coupon page is not entirely filled with sold coupons, single filler coupons will be used to complete the page. The back filler will have the phrase "Shoppers Save Using AT&T Coupons" and the AT&T Coupon logo will appear to the right of the phrase. The front of the filler will show one of the following phrases:

- "Cut Costs With AT&T Coupons."
- "AT&T Coupons – The Smart Way To Save!"
- "AT&T Coupons Mean Savings. Clip and Save Today."
- "AT&T Coupons S-T-R-E-T-C-H Your Dollar."
- "Celebrate! Let AT&T Coupons Save You Money On Your Next Party."
- "Who Says A Good Deal Is Hard To Find? Shop With AT&T Coupons And Save."
- "Clip And Save Today!"

HEADING RESTRICTIONS

AT&T Coupons are not permitted for businesses that relate to the following headings:

- Abortion Alternatives
- Abortion Services
- Entertainers – Adult
- Escort – Personal
- Massage

REFERENCE PHRASES / AT&T COUPON LOGO USAGE



- Incolumn advertisers who either purchase or receive a coupon associated with the same yellow page heading may elect to add a phrase within their ad that refers the consumer to the coupon section, e.g., "See our coupon in the Coupon Section."
- The phrase must adhere to standard coupon specifications and only refer to the coupon or coupon section
- Display advertisers may use the AT&T Coupon logo, a phrase referring the consumer to see the coupon in the coupon section, or both.
- The AT&T Coupon logo will print in black and yellow for Color, Knockout or Process Color ads.
- The AT&T Coupon logo cannot be screened.

The AT&T Coupon logo may vary in size and may be placed anywhere in the display ad UDAC.
The logo cannot be smaller than .5 inches (36 pts) or exceed 1 inch (72 pts) in height.

PUBLISHER: **Real Yellow Pages, The, a Thryv brand**

COUPON SPECIFICATIONS

PUBLISHER NAME	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
0569.....		2 Col 14p2 x 9	—	—	*
		3 Col 21p7 x 9	—	—	*

MISCELLANEOUS

*Multi-location coupons must reflect an address if coupon is not redeemable at all locations.

Coupon must show an expiration date—must include month-day-year.

0883.....	2 Col 14p2 x 9	No	No
	4 Col 21p7 x 9	No	No

Coupon must show an expiration date.

SPACE PRECEDENCE

Dex Media Inc. (0794, 0822)..... Size, Seniority, Alphabetical, Tel Number

Dex Media Inc. (Donnelley, R.H.)..... Size, Seniority

TYPOGRAPHY SPECIFICATIONS

Pub Codes: 0569 and 0883

	2 - COLUMN							4 - COLUMN						
Space Listing Size	2HS	3HS	4HS	5HSF	6HS	7HS	8HS	2HS	3HS	4HS	5HS	6HS	7HS	8HS
Maximum Lines of Text in 6 Pt. Type Including Address and Tel. Number Line	9	14	20	27	33	39	45	9	14	20	27	33	39	45
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size	4	6	9	12	15	18	20	4	6	9	12	15	18	20
Maximum Depth of Copy (In Points)	48	84	120	162	198	234	264	48	84	120	162	198	234	264
6 Pt. - All Caps	39							35						
6 Pt. - Caps and Lower Case	51							35						
7 Pt. - All Caps	33							30						
7 Pt. - Caps and Lower Case	43							39						
8 Pt. - All Caps	29							26						
8 Pt. - Caps and Lower Case	39							34						
10 Pt. - All Caps	23							21						
10 Pt. - Caps and Lower Case	29							26						
12 Pt. - All Caps	20							17						
12 Pt. - Caps and Lower Case	24							22						
14 Pt. - All Caps	16							14						
14 Pt. - Caps and Lower Case	21							19						
18 Pt. - All Caps	13							12						
18 Pt. - Caps and Lower Case	16							14						
Are Cuts Acceptable	N	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y
Placement of Cuts (L-Left, R-Right, C-Center)	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C
Must All Type Be in The Same Family	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Pt. Size of Finding Line	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5

Guidelines for Client Supplied 2D Barcodes

AT&T and CenturyLink pg 1

2D Barcodes

2D Barcodes are scannable icons which can be placed in print products so that a consumer with a smart phone and code reader can scan the image and be directed to a video, web site, coupon, etc. 2D Barcode is the global term for specific types of scannable codes like QR Codes, Microsoft Tags and EZ Codes.

General Standards

- ▶ available for local & national advertising, white pages, yellow pages and awareness products
- ▶ all codes have a minimum size requirement
- ▶ all codes require clear space to prevent adjacent ad elements from interfering with a smart phone's ability to read the code
- ▶ backgrounds, other than the page color (white, yellow) are not permitted

Ad Size Limitations

Due to the minimum size requirement, 2D barcodes are limited to the following ad sizes in white and yellow pages advertising:

- ▶ **In-Column (Space) Ads** - 5HS and up
- ▶ **Display Ads** - Double (2) Quarter Column & up (DQC / DQCV)
- ▶ **Coupon Items** - When there is sufficient space, the 2D barcodes may be placed in coupons within the coupon section. However due to limited space in In-Heading coupons, this product cannot accommodate the codes.

File Format The following are the preferred file formats: TIFF, EPS, JPEG, PDF Other acceptable formats: GIF (for black & white codes only), PNG, SVG, BMP

Minimum Size Requirement - Yellow Page, White Page & Coupon Items

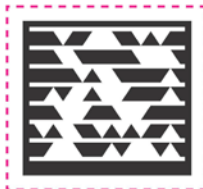
EZ CODE

Code: 48.6 pts / .68 in
with clear space **66.4 pts**



Microsoft Black & White Tag

Code: 71.4 pts / .99 in
with clear space **85 pts**



Microsoft Color Tag

Code: 58.7 pts / .82 in
with clear space **73 pts**



QR CODE

Code: 97.2 pts / 1.35 in
with clear space **112.8 pts**



Datamatrix CODE

Code: 77.8 pts / 1.08 in
with clear space **92.3 pts**



Minimum Size Requirement - Awareness Items

EZ CODE

Code: 36 pts / .50 in
with clear space **49.8 pts**



Microsoft Black & White Tag

Code: 53.7 pts / .75 in
with clear space **63 pts**



Microsoft Color Tag

Code: 43.8 pts / .61 in
with clear space **54 pts**



QR CODE

Code: 72 pts / 1.0 in
with clear space **84.6 pts**



Datamatrix CODE

Code: 57.6 pts / .80 in
with clear space **69.2 pts**



For additional questions please contact your Dex One Marketing Consultant.

Dex reserves the right, at any time and without notice, (1) to change these advertising specifications and other advertising policies; and (2) to reject or modify any advertising or its content. Please consult your Dex Marketing Consultant if you have any questions.

AT&T and CenturyLink • sam 2/03/2011

Guidelines for Client Supplied 2D Barcodes

AT&T and CenturyLink pg 2

Color Limitations

Color tags, such as the Microsoft Color Tag, are only permitted in process color advertising - ads with a WP UDAC suffix

2D Barcode Creator Logos and Instructions

Different companies create the 2D barcodes. Sometimes they include their own logo or instructions as part of the image.



Get the free mobile app at
<http://gettag.mobi>



Due to size limitations in the ad space, including these instructions may not always be possible. When the creator offers the option to create the code without the additional logo or instructions, it might make sense to do so to avoid the need to remove those elements when placing the code in an ad with limited space. If the code was created with this information, it will not be included along with the code when the ad space limits its use.

Instructional Text

When ad size limits the use of the instructional text seen here, or when the code was created without additional information, it is highly recommended that a simple instruction be included with the code when size limitations are not a factor. If desired, request that instructional text be included with the code: "Scan this code for more information"

Restricted Headings

2D Barcodes MAY NOT appear in the following headings:

AT&T Bath Houses • Body Piercing • Clubs • Entertainers - Adult (including Entertainment - Adult) • Escort Service • Gentleman's Clubs • Lingerie • Massage - Personal Night Clubs • Singing Telegrams

Marketing Consultants: *Special consideration should be given when accepting 2D barcodes for the following headings:* Dating Services • Massage - Therapeutic Massage Therapists - Registered • Modeling Agencies • Photographers • Tanning Salons • Tattoo • Video Tapes & Disc Rental • Video Tapes & Disc Sales

CenturyLink - Except Nevada Entertainers - Other • Entertainment Bureaus • Escort Services

Marketing Consultants: *Special consideration should be given when accepting 2D barcodes for the following headings:* Abortion • Baths & Ranches • Dating Services • Massage • Modeling Agencies • Night Clubs • Plastic Surgery • Tanning Salons • Tattooing

CenturyLink - Nevada Markets Only Entertainers - Adult • Massage Licensed Therapist • Massage Therapy(ists)

Businesses under other headings which may be viewed by Dex One as offering adult-oriented services may be subject to the same guidelines. These headings include, but are not limited to: Baths & Ranches • Dating Services • Escorts • Massage • Modeling Agencies • Night Clubs • Singing Telegrams

Additional Notes

Please consider that these codes are being read on a mobile phone. The destination of the 2D code should be optimized for mobile use. For example, if scanning the code will bring the user to a web site, that web site should be mobile-optimized for a better consumer experience.



For additional questions please contact your Dex One Marketing Consultant.

Dex reserves the right, at any time and without notice, (1) to change these advertising specifications and other advertising policies; and (2) to reject or modify any advertising or its content. Please consult your Dex Marketing Consultant if you have any questions.

AT&T and CenturyLink • sam 2/03/2011

TYPOGRAPHY SPECIFICATIONS

Pub Codes: 0626

STYLE OF DIRECTORY	2 & 3 - COLUMN								4 & 5 - COLUMN								
Space Listing Size	1HS	1MS	2HS	3HS	4HS	5HS	6HS	8HS	1HS	1MS	2HS	3HS	4HS	5HS	6HS	8HS	10HS
Maximum Lines of Text in 6 Pt. Type Including Address and Tel. Number Line	4	5	9	15	21	28	32	44	5	7	10	16	22	28	35	44	59
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size	1	3	3	5	7	10	10	14	1	2	5	6	9	11	11	11	14
Maximum Depth of Copy (In Points)	35	53	69	105	141	177	213	285	35	58	73	109	145	181	216	287	357
6 Pt. - All Caps	30	30	30	30	30	30	30	30	26	26	26	26	26	26	26	26	26
6 Pt. - Caps and Lower Case	43	43	43	43	43	43	43	43	35	35	35	35	35	35	35	35	35
7 Pt. - All Caps	26	26	26	26	26	26	26	26	22	22	22	22	22	22	22	22	22
7 Pt. - Caps and Lower Case	37	37	37	37	37	37	37	37	30	30	30	30	30	30	30	30	30
8 Pt. - All Caps	24	24	24	24	24	24	24	24	19	19	19	19	19	19	19	19	19
8 Pt. - Caps and Lower Case	35	35	35	35	35	35	35	35	26	26	26	26	26	26	26	26	26
9 Pt. - All Caps	20	20	20	20	20	20	20	20	18	18	18	18	18	18	18	18	18
9 Pt. - Caps and Lower Case	27	27	27	27	27	27	27	27	25	25	25	25	25	25	25	25	25
10 Pt. - All Caps	18	18	18	18	18	18	18	18	16	16	16	16	16	16	16	16	16
10 Pt. - Caps and Lower Case	26	26	26	26	26	26	26	26	23	23	23	23	23	23	23	23	23
12 Pt. - All Caps			17	17	17	17	17	17			14	14	14	14	14	14	14
12 Pt. - Caps and Lower Case			23	23	23	23	23	23			23	23	23	23	23	23	23
14 Pt. - All Caps			15	15	15	15	15	15				12	12	12	12	12	12
14 Pt. - Caps and Lower Case			20	20	20	20	20	20				16	16	16	16	16	16
16 Pt. - All Caps				13	13	13	13	13							10	10	10
16 Pt. - Caps and Lower Case				17.5	17.5	17.5	17.5	17.5							14	14	14
18 Pt. - All Caps							11.5	11.5							9	9	9
18 Pt. - Caps and Lower							15.5	15.5							12	12	12

MISCELLANEOUS

Red is offered on 2HS, 3HS, 4HS, 5HS, 6HS, 8HS and 10HS.

An illustration can be used in place of the feature box, but the line weight is limited to 2 pts.

Space Listings with artwork is a feature box or illustration (with the line weight limited to 2 pts) that can be used In Space Listing units 3HS to 8HS at no additional charge. HS advertisers will also have the option of using RED in their name and surrounding box. Red cannot be used separately-if the option is chosen, both the name and surrounding box will appear in red.

MISCELLANEOUS

Pub Codes: 0626

3, 4 & 5HS units can have one feature box (or illustration) of up to 9/16" square area containing no more than 4 lines of type. The rest of the ad is set in 6 to 16 pt. Techno Medium, Regular or Italic.

6HS units can have one feature box (or illustration) of up to 1" square area, horizontal or vertical, containing no more than 5 lines of type. Also an additional 9/16" feature box or illustration is allowed which can contain any amount of solid or reverse except for use on or as a trademark. At least 1/4" must separate these two items. The rest of the ad is set in 6 to 18 pt. Techno Medium, Regular or Italic, and up to 3 lines of Univers Bold Roman (max. 24 pt.). Screens are allowed on feature box/illustration.

A feature box or illustration can appear anywhere in the ad except the upper right-hand corner.

8HS units can have one feature box (or illustration) up to 1.25" area, horizontal or vertical, containing no more than 9 lines to 12 lines respectively or 2 feature boxes (or illustrations) of up to 1" square area. Up to 9/16" area on any one of these can contain solid or reverse except for use on or as a trademark. Two feature boxes may touch, but illustrations must have at least 1/4" separation between them. The rest of the ad is set in either 6 to 24 pt. Geneva Regular/Italic or Avant Garde Bold.

Screens are allowed on feature box/illustration.

10HS units have the same requirements as the 8HS except they can have two of the larger size feature boxes or illustrations (1" x 1.25").

The use of red is allowed on any portion of the text material, feature box or illustration. However, 1/16" separation is required between black and red items.

When spot color is used, allowance must be made for the 1/16" space required between colors, above and below and the left and right of the items.

Guide units, which are 1 pica narrower, will have a reduced character count.

Guidelines for Client Supplied 2D Barcodes

AT&T and CenturyLink pg 1

2D Barcodes

2D Barcodes are scannable icons which can be placed in print products so that a consumer with a smart phone and code reader can scan the image and be directed to a video, web site, coupon, etc. 2D Barcode is the global term for specific types of scannable codes like QR Codes, Microsoft Tags and EZ Codes.

General Standards

- ▶ available for local & national advertising, white pages, yellow pages and awareness products
- ▶ all codes have a minimum size requirement
- ▶ all codes require clear space to prevent adjacent ad elements from interfering with a smart phone's ability to read the code
- ▶ backgrounds, other than the page color (white, yellow) are not permitted

Ad Size Limitations

Due to the minimum size requirement, 2D barcodes are limited to the following ad sizes in white and yellow pages advertising:

- ▶ **In-Column (Space) Ads** - 5HS and up
- ▶ **Display Ads** - Double (2) Quarter Column & up (DQC / DQCV)
- ▶ **Coupon Items** - When there is sufficient space, the 2D barcodes may be placed in coupons within the coupon section. However due to limited space in In-Heading coupons, this product cannot accommodate the codes.

File Format The following are the preferred file formats: TIFF, EPS, JPEG, PDF Other acceptable formats: GIF (for black & white codes only), PNG, SVG, BMP

Minimum Size Requirement - Yellow Page, White Page & Coupon Items

EZ CODE

Code: 48.6 pts / .68 in
with clear space **66.4 pts**



Microsoft Black & White Tag

Code: 71.4 pts / .99 in
with clear space **85 pts**



Microsoft Color Tag

Code: 58.7 pts / .82 in
with clear space **73 pts**



QR CODE

Code: 97.2 pts / 1.35 in
with clear space **112.8 pts**



Datamatrix CODE

Code: 77.8 pts / 1.08 in
with clear space **92.3 pts**



Minimum Size Requirement - Awareness Items

EZ CODE

Code: 36 pts / .50 in
with clear space **49.8 pts**



Microsoft Black & White Tag

Code: 53.7 pts / .75 in
with clear space **63 pts**



Microsoft Color Tag

Code: 43.8 pts / .61 in
with clear space **54 pts**



QR CODE

Code: 72 pts / 1.0 in
with clear space **84.6 pts**



Datamatrix CODE

Code: 57.6 pts / .80 in
with clear space **69.2 pts**



For additional questions please contact your Dex One Marketing Consultant.

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AT&T and CenturyLink • sam 2/03/2011

Guidelines for Client Supplied 2D Barcodes

AT&T and CenturyLink pg 2

Color Limitations

Color tags, such as the Microsoft Color Tag, are only permitted in process color advertising - ads with a WP UDAC suffix

Clear Space

All 2D barcodes require clear space around the code to prevent adjacent ad elements from interfering with a smart phone's ability to read the code.

2D Barcode Creator Logos and Instructions

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Get the free mobile app at
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Instructional Text

When ad size limits the use of the instructional text seen here, or when the code was created without additional information, it is highly recommended that a simple instruction be included with the code when size limitations are not a factor. If desired, request that instructional text be included with the code: "Scan this code for more information"

Restricted Headings 2D Barcodes MAY NOT appear in the following headings:

AT&T Bath Houses • Body Piercing • Clubs • Entertainers - Adult (including Entertainment - Adult) • Escort Service • Gentleman's Clubs • Lingerie • Massage - Personal Night Clubs • Singing Telegrams

Marketing Consultants: *Special consideration should be given when accepting 2D barcodes for the following headings:* Dating Services • Massage - Therapeutic Massage Therapists - Registered • Modeling Agencies • Photographers • Tanning Salons • Tattoo • Video Tapes & Disc Rental • Video Tapes & Disc Sales

CenturyLink - Except Nevada Entertainers - Other • Entertainment Bureaus • Escort Services

Marketing Consultants: *Special consideration should be given when accepting 2D barcodes for the following headings:* Abortion • Baths & Ranches • Dating Services • Massage • Modeling Agencies • Night Clubs • Plastic Surgery • Tanning Salons • Tattooing

CenturyLink - Nevada Markets Only Entertainers - Adult • Massage Licensed Therapist • Massage Therapy(ists)

Businesses under other headings which may be viewed by Dex One as offering adult-oriented services may be subject to the same guidelines. These headings include, but are not limited to: Baths & Ranches • Dating Services • Escorts • Massage • Modeling Agencies • Night Clubs • Singing Telegrams

Additional Notes

Please consider that these codes are being read on a mobile phone. The destination of the 2D code should be optimized for mobile use. For example, if scanning the code will bring the user to a web site, that web site should be mobile-optimized for a better consumer experience.



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AT&T and CenturyLink • sam 2/03/2011

TYPOGRAPHY SPECIFICATIONS

Pub Codes: 0651

STYLE OF DIRECTORY	2- COLUMN					3 - COLUMN						
Space Listing Size	2HS	3HS	4HS	5HS	6HS	1HS	2HS	3HS	4HS	5HS	6HS	8HS
Maximum Lines of Text in 6 Pt. Type Including Address and Telephone Number Line	11	17	22	28	35	8	11	17	22	28	35	47
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size	3	5	6	8	10	2	3	5	6	8	10	14
Maximum Depth of Copy (In Points)	60	96	132	162	204	42	60	96	132	162	204	276
6 Pt. - All Caps	42					42						
6 Pt. - Caps and Lower Case	56					56						
7 Pt. - All Caps	36					36						
7 Pt. - Caps and Lower Case	48					48						
8 Pt. - All Caps	31					31						
8 Pt. - Caps and Lower Case	42					42						
10 Pt. - All Caps	25					25						
10 Pt. - Caps and Lower Case	33					33						
12 Pt. - All Caps	21					21						
12 Pt. - Caps and Lower Case	27					27						
14 Pt. - All Caps	18					18						
14 Pt. - Caps and Lower Case	23					23						
18 Pt. - All Caps	13					13						
18 Pt. - Caps and Lower Case	18					18						
Are Cuts Acceptable	N	Y	Y	Y	Y	N	N	Y	Y	Y	Y	Y
Placement of Cuts (L-Left, R-Right, C-Center)	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C
Must All Type Be in The Same Family	N	N	N	N	N	N	N	N	N	N	N	N
Pt. Size of Finding Line	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5

TYPOGRAPHY SPECIFICATIONS

Pub Codes: 0668

STYLE OF DIRECTORY	4- COLUMN				
Space Listing Size	2HS	3HS	4HS	6HS	8HS
Maximum Lines of Text in 6 Pt. Type Including Address and Telephone Number Line	10	16	21	34	46
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size	4	6	9	10	14
Maximum Depth of Copy (In Points)	54	90	126	198	270
6 Pt. - All Caps	36				
6 Pt. - Caps and Lower Case	48				
7 Pt. - All Caps	30				
7 Pt. - Caps and Lower Case	41				
8 Pt. - All Caps	27				
8 Pt. - Caps and Lower Case	36				
10 Pt. - All Caps	22				
10 Pt. - Caps and Lower Case	28				
12 Pt. - All Caps	18				
12 Pt. - Caps and Lower Case	23				
14 Pt. - All Caps	15				
14 Pt. - Caps and Lower Case	21				
18 Pt. - All Caps	12				
18 Pt. - Caps and Lower Case	16				
Are Cuts Acceptable	N	Y	Y	Y	Y
Placement of Cuts (L-Left, R-Right, C-Center)	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C
Must All Type Be in The Same Family	N	N	N	N	N
Pt. Size of Finding Line	8	8	8	8	8

Guidelines for Client Supplied 2D Barcodes

AT&T and CenturyLink pg 1

2D Barcodes

2D Barcodes are scannable icons which can be placed in print products so that a consumer with a smart phone and code reader can scan the image and be directed to a video, web site, coupon, etc. 2D Barcode is the global term for specific types of scannable codes like QR Codes, Microsoft Tags and EZ Codes.

General Standards

- ▶ available for local & national advertising, white pages, yellow pages and awareness products
- ▶ all codes have a minimum size requirement
- ▶ all codes require clear space to prevent adjacent ad elements from interfering with a smart phone's ability to read the code
- ▶ backgrounds, other than the page color (white, yellow) are not permitted

Ad Size Limitations

Due to the minimum size requirement, 2D barcodes are limited to the following ad sizes in white and yellow pages advertising:

- ▶ **In-Column (Space) Ads** - 5HS and up
- ▶ **Display Ads** - Double (2) Quarter Column & up (DQC / DQCV)
- ▶ **Coupon Items** - When there is sufficient space, the 2D barcodes may be placed in coupons within the coupon section. However due to limited space in In-Heading coupons, this product cannot accommodate the codes.

File Format The following are the preferred file formats: TIFF, EPS, JPEG, PDF Other acceptable formats: GIF (for black & white codes only), PNG, SVG, BMP

Minimum Size Requirement - Yellow Page, White Page & Coupon Items

EZ CODE

Code: 48.6 pts / .68 in
with clear space **66.4 pts**



Microsoft Black & White Tag

Code: 71.4 pts / .99 in
with clear space **85 pts**



Microsoft Color Tag

Code: 58.7 pts / .82 in
with clear space **73 pts**



QR CODE

Code: 97.2 pts / 1.35 in
with clear space **112.8 pts**



Datamatrix CODE

Code: 77.8 pts / 1.08 in
with clear space **92.3 pts**



Minimum Size Requirement - Awareness Items

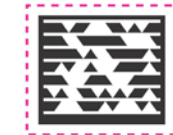
EZ CODE

Code: 36 pts / .50 in
with clear space **49.8 pts**



Microsoft Black & White Tag

Code: 53.7 pts / .75 in
with clear space **63 pts**



Microsoft Color Tag

Code: 43.8 pts / .61 in
with clear space **54 pts**



QR CODE

Code: 72 pts / 1.0 in
with clear space **84.6 pts**



Datamatrix CODE

Code: 57.6 pts / .80 in
with clear space **69.2 pts**



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AT&T and CenturyLink • sam 2/03/2011

Guidelines for Client Supplied 2D Barcodes

AT&T and CenturyLink pg 2

Color Limitations

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Clear Space

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2D Barcode Creator Logos and Instructions

Different companies create the 2D barcodes. Sometimes they include their own logo or instructions as part of the image.



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When ad size limits the use of the instructional text seen here, or when the code was created without additional information, it is highly recommended that a simple instruction be included with the code when size limitations are not a factor. If desired, request that instructional text be included with the code: "Scan this code for more information"

Restricted Headings

2D Barcodes MAY NOT appear in the following headings:

AT&T Bath Houses • Body Piercing • Clubs • Entertainers - Adult (including Entertainment - Adult) • Escort Service • Gentleman's Clubs • Lingerie • Massage - Personal Night Clubs • Singing Telegrams

Marketing Consultants: *Special consideration should be given when accepting 2D barcodes for the following headings:* Dating Services • Massage - Therapeutic Massage Therapists - Registered • Modeling Agencies • Photographers • Tanning Salons • Tattoo • Video Tapes & Disc Rental • Video Tapes & Disc Sales

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Businesses under other headings which may be viewed by Dex One as offering adult-oriented services may be subject to the same guidelines. These headings include, but are not limited to: Baths & Ranches • Dating Services • Escorts • Massage • Modeling Agencies • Night Clubs • Singing Telegrams

Additional Notes

Please consider that these codes are being read on a mobile phone. The destination of the 2D code should be optimized for mobile use. For example, if scanning the code will bring the user to a web site, that web site should be mobile-optimized for a better consumer experience.



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AT&T and CenturyLink • sam 2/03/2011

TYPOGRAPHY SPECIFICATIONS

Pub Codes: 0687 and 0651

STYLE OF DIRECTORY	2- COLUMN					3 - COLUMN					4 - COLUMN				
Space Listing Size	2HS	3HS	4HS	6HS	8HS	2HS	3HS	4HS	6HS	8HS	2HS	3HS	4HS	6HS	8HS
Maximum Lines of Text in 6 Pt. Type Including Address and Tel. Number Line	10	16	22	34	46	10	16	22	34	46	10	16	22	34	46
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Line	4	6	9	10	14	4	6	9	10	14	4	6	9	10	14
Maximum Depth of Copy (In Points)	54	90	126	198	270	54	90	126	198	270	54	90	126	198	270
6 Pt. - All Caps			42					42					36		
6 Pt. - Caps and Lower Case			56					56					48		
7 Pt. - All Caps			36					36					30		
7 Pt. - Caps and Lower Case			48					48					41		
8 Pt. - All Caps			31					31					27		
8 Pt. - Caps and Lower Case			42					42					35		
10 Pt. - All Caps			25					25					22		
10 Pt. - Caps and Lower Case			33					33					27		
12 Pt. - All Caps			21					21					17		
12 Pt. - Caps and Lower Case			27					27					23		
14 Pt. - All Caps			18					18					15		
14 Pt. - Caps and Lower Case			23					23					21		
18 Pt. - All Caps			13					13					12		
18 Pt. - Caps and Lower Case			18					18					16		
Are Cuts Acceptable	N	Y	Y	Y	Y	N	Y	Y	Y	Y	N	Y	Y	Y	Y
Placement of Cuts (L-Left, R-Right, C-Center)	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C
Must All Type Be in The Same Family	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Pt. Size of Finding Line	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8

Guidelines for Client Supplied 2D Barcodes

AT&T and CenturyLink pg 1

2D Barcodes

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General Standards

- ▶ available for local & national advertising, white pages, yellow pages and awareness products
- ▶ all codes have a minimum size requirement
- ▶ all codes require clear space to prevent adjacent ad elements from interfering with a smart phone's ability to read the code
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Ad Size Limitations

Due to the minimum size requirement, 2D barcodes are limited to the following ad sizes in white and yellow pages advertising:

- ▶ **In-Column (Space) Ads** - 5HS and up
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- ▶ **Coupon Items** - When there is sufficient space, the 2D barcodes may be placed in coupons within the coupon section. However due to limited space in In-Heading coupons, this product cannot accommodate the codes.

File Format The following are the preferred file formats: TIFF, EPS, JPEG, PDF Other acceptable formats: GIF (for black & white codes only), PNG, SVG, BMP

Minimum Size Requirement - Yellow Page, White Page & Coupon Items

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Code: 48.6 pts / .68 in
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Microsoft Black & White Tag

Code: 71.4 pts / .99 in
with clear space **85 pts**



Microsoft Color Tag

Code: 58.7 pts / .82 in
with clear space **73 pts**



QR CODE

Code: 97.2 pts / 1.35 in
with clear space **112.8 pts**



Datamatrix CODE

Code: 77.8 pts / 1.08 in
with clear space **92.3 pts**



Minimum Size Requirement - Awareness Items

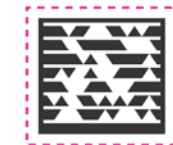
EZ CODE

Code: 36 pts / .50 in
with clear space **49.8 pts**



Microsoft Black & White Tag

Code: 53.7 pts / .75 in
with clear space **63 pts**



Microsoft Color Tag

Code: 43.8 pts / .61 in
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AT&T and CenturyLink • sam 2/03/2011

Guidelines for Client Supplied 2D Barcodes

AT&T and CenturyLink pg 2

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Restricted Headings

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CenturyLink - Except Nevada Entertainers - Other • Entertainment Bureaus • Escort Services

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CenturyLink - Nevada Markets Only Entertainers - Adult • Massage Licensed Therapist • Massage Therapy(ists)

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Additional Notes

Please consider that these codes are being read on a mobile phone. The destination of the 2D code should be optimized for mobile use. For example, if scanning the code will bring the user to a web site, that web site should be mobile-optimized for a better consumer experience.



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AT&T and CenturyLink • sam 2/03/2011

TYPOGRAPHY SPECIFICATIONS

Pub Codes: 0687

STYLE OF DIRECTORY	5 - COLUMN				
Space Listing Size	2HS	3HS	4HS	6HS	8HS
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	4	7	10	10	14
Maximum Depth of Copy (In Points)	60	96	132	204	276
6 Pt. - All Caps	29				
6 Pt. - Caps and Lower Case	39				
7 Pt. - All Caps	25				
7 Pt. - Caps and Lower Case	33				
8 Pt. - All Caps	22				
8 Pt. - Caps and Lower Case	28				
10 Pt. - All Caps	17				
10 Pt. - Caps and Lower Case	23				
12 Pt. - All Caps	14				
12 Pt. - Caps and Lower Case	19				
14 Pt. - All Caps	12				
14 Pt. - Caps and Lower Case	16				
18 Pt. - All Caps	10				
18 Pt. - Caps and Lower Case	13				
Are Cuts Acceptable	N	Y	Y	Y	Y
Placement of Cuts (L-Left, R-Right, C-Center)	L,R,C	L,R,C	L,R,C	L,R,C	L,R,C
Must All Type Be in The Same Family	N	N	N	N	N
Pt. Size of Finding Line	8	8	8	8	8

Pub Codes: 0794 and 0822

Alphabetical Box (Space Ad) Specifications

Type Specifications

Space Advertising Characters Counts

The chart below illustrates the approximate number of characters that will fit in a line of text based on directory size and type style. This chart is only meant as a job aid that enables quick type spacing of an ad. Figures noted will vary due to the number of capital letters, such as W, M, I, L and punctuation that appear in any one line of text.

STYLE OF DIRECTORY	2 & 3 – COLUMN (9 x 11)			3 COLUMN (7 x 11) & 4 - COLUMN		
Space Listing Size	*Bell Gothic	Century Schoolbk	News Gothic	Bell Gothic	Century Schoolbk	News Gothic
Maximum Depth of Copy (In Points)						
6 Pt. - All Caps	38		45	31		36
6 Pt. - Caps and Lower Case	43		53	37		41
8 Pt. - All Caps	29		33	23		27
8 Pt. - Caps and Lower Case	33		40	27		31
10 Pt. - All Caps	23	20	27	18	18	20
10 Pt. - Caps and Lower Case	27	26	31	21	24	24
12 Pt. - All Caps	19	19	22	15	15	16
12 Pt. - Caps and Lower Case	22	26	26	18	21	20
14 Pt. - All Caps	16	17	19	13	12	14
14 Pt. - Caps and Lower Case	19	23	22	15	16	17

MISCELLANEOUS

Type styles available for use in body copy are as follows:

Bell Gothic & News Gothic:

Minimum Point Size Available: 6 Point

Maximum Point Size Available: 18 Point

Century Schoolbook:

Minimum Point Size Available: 10 Point

Maximum Point Size Available: 18 Point

*Character Count for Bell Gothic under 2 & 3 Column only applies to two column books. For 3 column directories refer to the 4 column sizes when using Bell Gothic.

General Alphabetical Box Specifications

2LS/HS- Alphabetical Box

2LS/HSL- Alphabetical Box - "by location" heading

- Sizes available: 2LS, 2, 3, 4, 5, 6, 7, 8HS.

- Name in bold type, all caps.
- Phone Number in bold type.
- Address in light type, upper and lower case.
- Alternate locations and phone numbers are considered copy text and may be set above or below the Telephone Number that ad is sold on.
- Body copy may be set from 6 point (minimum) to 18 point (maximum).
- Reversed or screened text must be a minimum of 10 points.
- Serif type must not be set less than 10 points.
- Lines, bullets and dashes may be used to separate or emphasize copy.
- The Finding Line, Border, Address and Telephone Number lines(s) and box must be set in black.

Floating

- In lieu of the standard Address/Telephone Number line placed at the bottom of the ad, the phone number and address may be enlarged and/or centered in the ad. This is known as Floating. When the phone number and address are Floated, they are considered body copy and should be included in the maximum line count.
- When using the Float option the address and telephone number must match the original customer records on the system.
- The Float option can also be used to add color to the address line, leaders and telephone number when these items are used in the standard telephone number location and configuration.

Foreign Characters

- Foreign language characters, such as Spanish, Asian, and French can ONLY be used in Logos and Feature Boxes. If the foreign language characters cannot be recreated, camera ready art must be provided by the customer. The customer provided artwork must be of high quality for scanning into our graphics systems for ad creation.
- It is required that an English translation accompany any foreign language ad and be submitted with the copy sheet.
- Foreign language characters CANNOT be used as text within Alphabetical Boxes as our systems do not support them.

Alphabetical Box with Knockout

HSK - Alphabetical Box with Knockout

HSKL - Alphabetical Box with Knockout - "by location" heading

- General specifications for 2LS/HS items apply.
- Available in a 3, 4, 5, 6, 7 and 8 HSK/HSKL.
- Available in only CMYK directories.
- Red/Black directories are excluded.
- The entire Alphabetical Box Ad, including the Finding Line, is knocked out (contains a white background).

Alphabetical Box with Color

HSC - Alphabetical Box with Color.

HSCL - Alphabetical Box with Color - "by location" heading

- General specifications for 2LS/HS items apply.

- Available in a 3, 4, 5, 6, 7 and 8 HSC/HSCL.
- Copy text may be set in one premium color (red, cyan or green).
- There is no maximum or minimum amount of a single color that may appear in an ad.
- The Border and Finding Line may also be set in one premium color (red, cyan or green) if desired.
- The same premium color must be used for the Border, Finding Line and Text when all three elements are set in color.
- Clearance between color and black items will never be less than 1.5 points.
- Color and black may appear on the same line as long as the appropriate color clearance is maintained.
- Color text may be set as small as 6 point if not reversed or highlighted with a screen. However, always remember that certain typestyles do not reproduce well in color when very small.
- Green generally does reproduce well and small type set in green should be avoided.

Alphabetical Box with Knockout and Color

HSC - Alphabetical Box with Knockout and Color

HCKL - Alphabetical Box with Knockout and Color - "by location" heading

- General specifications for 2LSC/HSC items apply.
- Available in a 3, 4, 5, 6, 7 and 8 HCK/HCKL.
- Available in only CMYK directories.
- Red/Black directories are excluded.
- The entire Alphabetical Box Ad, including the Finding Line, is knocked out (contains a white background).

Alphabetical Box with Art

HSD - Alphabetical Box with Art

HSDL - Alphabetical Box Listing with Art - "by location" heading

- General specifications for 2LS/HS items apply.
- Feature Box, Logo or Graphic must appear.
- Available in a 3, 4, 5, 6, 7 and 8 HSD/HSDL.

HSD/HSDL – Feature Boxes, Logos, Graphic

General Specs

- Feature Box, Logo, Graphic may be set to the left, right or centered.
- Body text may appear to the right, left or below the Feature Box, Logo, Graphic, but never above.
- Text may NOT appear on both the right and left sides of the Feature Box, Logo, Graphic.
- Feature Boxes, Logos and Graphics must fit within the Alphabetical Box Logo/Art templates.

Feature Box

- Only text may appear in a Feature Box.
- Logos or Graphics may not appear in a Feature Box.
- A Feature Box may be solid reversed or screened (screens must be 100 lpi with a maximum 30% tint)
- National brand names may NOT be used within a Feature Box as a stand-alone item.
- National brand names can be used within a Feature Box if it describes the relationship the owner of the business has with the national company.
For example: The national brand name "TOYOTA" cannot appear as a stand-alone item within a feature box. "TOYOTA PARTS" or "TOYOTA SPECIALISTS" can be used because it describes the relationship business has with TOYOTA.
- The size of the Feature Box cannot exceed the Logo Box Template designated for that ad size.

Graphic

- Graphics may include line illustrations, maps or halftones.
- Although halftones and maps may be used as artwork, both often reproduce poorly due to their small size.
- Screens used in illustrations must be 100 lpi with a maximum 30% tint.
- Graphics may include public domain symbols, credit cards, senior citizen discounts, handicap access, etc.

Logo

- Logos may be line drawings, black reverses or screened (Screens must be 100 lpi with a maximum of 30% tint)
- Multiple Graphics and Logos may be used and **MUST** fit within the established Logo Box Templates.
- Logos of trade and professional associations are allowed in Alphabetical Box items and must meet the following criteria:
 - Advertisers must be certified members of the organization.
 - The advertiser must have the permission of the association to use their logo, and provide the consultant with proof of authorization.
- National logos may appear in Alphabetical Box items **ONLY** if the following criteria are met:
 - The national brand name and/or logo is incorporated within the advertiser's unique business name. When incorporating the national logo within the business name, it must be used as the manufacturer intended; this includes keeping logo integrity in color, typestyle and design.
 - The advertiser has the right to such identity and use of the national brand name and/or logo within their unique business name.
 - The business name, incorporated within the national brand name, **MUST** match the Finding Line exactly.
 - The integrity and original design of the national logo cannot be altered in any way
- Alterations to National logos include but are not limited to:
 - Superimposing images over the national logo.
 - Superimposing text over the national logo.
 - Stretching or condensing the national logo from its original design.

Alphabetical Box with Art and Color

- General specifications for Alphabetical Box with art apply.
- General specifications for Alphabetical Box with knockout apply.
- Available in a 3, 4, 5, 6, 7 and 8 HSE/HSEL.

CMYK Books

- Art (Feature Box, Logo or Graphic) containing touching color **MUST** be made up of black and one premium color (red, cyan or green). Red/Black Books
- Art (Feature Box, Logo or Graphic) containing touching color must be made up of black and red.
- Red to Black gradients are allowed.
-

Alphabetical Box with Knockout, Art and Color

- General specifications for Alphabetical Box with Knockout apply.
- General specifications for Alphabetical Box with Art apply.
- General specifications for Alphabetical Box with Color apply.
- Available in a 3, 4, 5, 6, 7 and 8 HS9/HS9L.
-

Alphabetical Box with Multiple Feature Box, Logo or Graphic

- General specifications for Alphabetical Box with Knockout apply.
- General specifications for Alphabetical Box with Color apply.
- Available in a 5, 6, 7 and 8 HS9/HS9L. Multiple Logo, Art and Feature Boxes
- Available in 5HS and larger Alphabetical Box Ads.
- All general specifications for Logo, Art and Feature Boxes apply in addition to those outlined below.

Multiple Logo Box Placement

- Multiple Feature Box. Logo or Graphic (referred to as “Logo Box”) may not be placed horizontally adjacent to one another, but must have a minimum of 12 points of vertical space between them.
- The top most positioned Logo Box (Logo Box 1) must always appear at the top of the ad.
- The lower Logo Box (Logo Box 2) can be positioned anywhere below Logo Box 1 but must appear above the address and telephone number (if the address and telephone number are not “floated”).
- If the address and telephone number are floated, Logo Box 2 may appear at the bottom of the Space Ad below the floated address and/or telephone number.

Logo Box Sizes

- Logo Box 1 and Logo Box 2 may be different sizes and neither can exceed the Logo Box Templates.

Color Usage

- May use only one color for both Logo Boxes or one color plus black.
- Touching color (one premium color plus black) is allowed within each Logo Box.

Alphabetical Box with Superbold Business Name

S03 – S08 Superbold Alphabetical Box

S03C – S08C Superbold Alphabetical Box with one Color

S03D – S08D Superbold Alphabetical Box with Art

S03E – S08E Superbold Alphabetical Box with one Color and Art

S03K – S08K Superbold Alphabetical Box with Knockout

S032 – S082 Superbold Alphabetical Box with one Color and Knockout

S038 – S088 Superbold Alphabetical Box with Knockout and Art

S039 – S089 Superbold Alphabetical Box with one Color, Knockout and Art

S03XL – S08XL Superbold Alphabetical Box– “by location heading.

- General specifications for HS/HSD items apply
- All general Alphabetical Box specifications apply.
- All general Color specifications apply.
- All general Knockout specifications apply.
- All Feature Box, Logo and Graphic Specifications apply.
- All Multiple Feature Box, Logo and Graphic Specifications apply.
- Available in a S03 through S08.
- Finding Line is set in 14 point Superbold type.

Please note impacts to available area text when Superbold Finding Lines are used.

- Unlike “HS” and HSD” Items, the available text area will not grow if the Business Name (Finding Line) occupies more than a one line.
- Fewer lines of text will be available if the Business Name (Finding Line) occupies two or three lines. The number of lines of text available is determined by the number of lines the Business N

Guidelines for Client Supplied 2D Barcodes

Qwest pg 1

2D Barcodes

2D Barcodes are scannable icons which can be placed in print products so that a consumer with a smart phone and code reader can scan the image and be directed to a video, web site, coupon, etc. 2D Barcode is the global term for specific types of scannable codes like QR Codes, Microsoft Tags and EZ Codes.

General Standards

- ▶ available for local & national advertising, white pages, yellow pages and awareness products
- ▶ all codes have a minimum size requirement
- ▶ all codes require clear space to prevent adjacent ad elements from interfering with a smart phone's ability to read the code
- ▶ backgrounds, other than the page color (white, yellow) are not permitted

Ad Size Limitations

Due to the minimum size requirement, 2D barcodes are limited to the following ad sizes in white and yellow pages advertising:

- ▶ **In-column (Space) Ads** - 5HS and up
- ▶ **Display Ads** - Double (2) Quarter Column & up (DQC)

Due to the limited space in In-Heading coupons, this product cannot accommodate the 2D barcodes.

Acceptable File Format

The following are the preferred file formats: TIFF, EPS, JPEG, PDF
Other acceptable formats: GIF (for black & white codes only), PNG, SVG, BMP

Minimum Size Requirement - Yellow Page & White Page Items

EZ CODE

Code: 48.6 pts / .68 in
with clear space **66.4 pts**



Microsoft Black & White Tag

Code: 71.4 pts / .99 in
with clear space **85 pts**



Microsoft Color Tag

Code: 58.7 pts / .82 in
with clear space **73 pts**



QR CODE

Code: 97.2 pts / 1.35 in
with clear space **112.8 pts**



Datamatrix CODE

Code: 77.8 pts / 1.08 in
with clear space **92.3 pts**



Minimum Size Requirement - Awareness Items

EZ CODE

Code: 36 pts / .50 in
with clear space **49.8 pts**



Microsoft Black & White Tag

Code: 53.7 pts / .75 in
with clear space **63 pts**



Microsoft Color Tag

Code: 43.8 pts / .61 in
with clear space **54 pts**



QR CODE

Code: 72 pts / 1.0 in
with clear space **84.6 pts**



Datamatrix CODE

Code: 57.6 pts / .80 in
with clear space **69.2 pts**



For additional questions please contact your Dex One Marketing Consultant.

Dex reserves the right, at any time and without notice, (1) to change these advertising specifications and other advertising policies; and (2) to reject or modify any advertising or its content. Please consult your Dex Marketing Consultant if you have any questions.

Guidelines for Client Supplied 2D Barcodes

Qwest pg 2

Color Limitations

Color tags, such as the Microsoft Color Tag, are only permitted in process color advertising - ads with a WP UDAC suffix

Clear Space

All 2D barcodes require clear space around the code to prevent adjacent ad elements from interfering with a smart phone's ability to read the code.

2D Barcode Creator Logos and Instructions

Different companies create the 2D barcodes. Sometimes they include their own logo or instructions as part of the image.



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<http://gettag.mobi>



Due to size limitations in the ad space, including these instructions may not always be possible. When the creator offers the option to create the code without the additional logo or instructions, it might make sense to do so to avoid the need to remove those elements when placing the code in an ad with limited space. If the code was created with this information, it will not be included along with the code when the ad space limits its use.

Instructional Text

When ad size limits the use of the instructional text seen here, or when the code was created without additional information, it is highly recommended that a simple instruction be included with the code when size limitations are not a factor. If desired, request that instructional text be included with the code: "Scan this code for more information"

Restricted Headings

2D Barcodes MAY NOT appear in the following headings:

Entertainers - Adult • Escort Service - Personal • Massage (Massage - Therapeutic may display 2D barcodes)

Additional Notes

Please consider that these codes are being read on a mobile phone. The destination of the 2D code should be optimized for mobile use. For example, if scanning the code will bring the user to a web site, that web site should be mobile-optimized for a better consumer experience.



For additional questions please contact your Dex One Marketing Consultant.

Dex reserves the right, at any time and without notice, (1) to change these advertising specifications and other advertising policies; and (2) to reject or modify any advertising or its content. Please consult your Dex Marketing Consultant if you have any questions.

Qwest • sam 2/03/2011

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?	2	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?	N/R
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?	20%, 30%, 40%, 50% 60%, 100%

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?	10
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?	10	8) What is the Maximum Angle Type May be on?	180°
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?	10
		4) What Percent of the Total Ad Area Can Be Screened?	100%
		5) Telephone Number?	

HALF-TONES

1) Tone Percentage for a Light Screen?	5%	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?	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?	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?	N/R	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?	20% -- 60%	7) What Distance is Required Between Red Items & Black Border?	
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?	YES

VELOX REQUIREMENTS

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? | NO | 2) What is the Acceptable "Toll Free (800)" Designation? | TOLL FREE DIAL
"1" & THEN . . . |
|--------------------------------------|----|--|------------------------------------|

Special Note: Please use the display ad dimensions listed rather than measuring ads from a printed directory. Some of the pages have been reduced to fit within directory cover sizes. Therefore, printed ads may be slightly undersized. Camera ready art should be created using the correct dimensions.

UDAC SUFFIX DEFINITIONS

UDAC SUFFIX	DEFINITION
C	1 Color
2	2 Colors
W	White Knockout
W1	White Knockout - One Color
3	3 Colors
W2	White Knockout-Two Color
MT	Multicolor (Enhanced)
PT	Multicolor (Image Plus) (Enhanced w/Photo)
K	White Knockout-Three Color
WP	White Knockout 3 Color W/Photo
HI	High Impact
HP	High Impact Color

Text: Proper use of type compliments the artwork to provide an attractive and legible ad. There is a large variety of fonts available to allow creative ad designs.

- Typesetters may vary throughout the ad but a general design rule, no more than two fonts should be used in an ad.
- Examples of the available fonts are available upon request.
- There are basically two styles of letters: Serif and San Serif. Serif typesetters are identified by caps or "little feet" at the end of each stroke. They also tend to have a variation in the vertical to horizontal stroke. They also tend to have a variation in thickness that can cause the thinner portion of the letter to disappear when reversed out of a black, or screened background if the type size is smaller than 3 points thick. Script typefaces have the same characteristics. Sans Serif typesetters do not have "little feet". Sans Serif typesetters are identified by the uniformity of the stroke weight.
- Be conservative when requesting fancy or script fonts. These may be difficult to read and are usually reserved for text consisting of only a few words or large text.
- Never ask for a script font to be printed in all caps. This will not be legible.
- Type should change from bold to medium and large to small throughout the ad for better legibility.
- There are several options available for altering the appearance of a font:
 1. Regular (or Medium) type. 2. Bold Type. 3. Oblique (or italic) type. 4. Condensed Type. 5. Expanded (or stretched) type.
- There are also several special effects available to enhance text. Use of these effects should be limited to large display ads and minimal amounts of text such as firm names, phone numbers, or short phrases.
 1. Shadowed, 2. Outline, 3. Filled Outline, 4. Curved, 5. 3-D Text.
- Type may be set at an angle, vertically, stacked or inverted. We suggest moderation when using these type treatments because it can be hard to read and may not convey the ad message.
- When inverted text is used, the phone number must appear upright!
- Text may be flush left, flush right, or centered.
- The size of a letter is measured in points. The available point sizes are as follows: 6 Point, 8 Point, 10 Point, 12 Point, 14 Point, 18 Point, 24 Point, 30 Point, 36 Point, 48 Point, 60 Point, 72 Point.

- There are minimum size restrictions for text depending on the type of graphics being created. The minimal acceptable type sizes are:
- 6 Point for black, red, and blue sans serif type.
- 10 Point for black, red, and blue serif type.
- 12 Point for green type. (Because these letters are created using two colors and registration of smaller letters cannot be guaranteed.)
- Stand alone screened type should be at least 12 points.
- Very small type sizes may not be available in certain fonts and may not reproduce well. Caution is urged when using type set in minimal sizes.

Reverse Text, Reverse Screen, Screen on Text: Reverse or Screened type can be effective for emphasizing text. The letters are yellow or white and the background is black or a color. A reverse screen has yellow or white letters and a background in a dot pattern of 50% or 60% black or a color. Black letters may appear on a screened background of 30% & up black or color.

Reverse and Screened Type:

- Please be aware that very small type, type with fine lines, and serif type do not reproduce well when reversed, and that individual letters often fill in.
- Serif type should generally not be reversed.
- Minimum point size for sans serif typestyles are 10 point for Bold weight, 12 point for Medium weight, and 14 point for Light weight.
- Minimum background screens of 50% or 60% black or color must be used for text reversed from screens.
- Text reversed from lighter screens or halftones must use outlined letters. Outlined letters should not be smaller than 18 point type.

Screen Over Text:

- Black or color letters may appear on a screen of 30% & up black or color. (This includes halftones.)
- Minimum point sizes for sans serif typestyles are 10 point for Bold weight, and 14 point for Light weight.
- Serif typestyles should be at least 12 point in size.
- The letters thinnest stroke must be at least 2 points in width.

Color Text:

- Caution should be used in determining color combinations which will be legible. Light colored text should be placed on a dark background, and dark colored text should be placed on a light background. Also, registration variances of the printing press may cause undesirable effects. Because of this, letters printing in Green or enhanced colors have different size restrictions and specifications.

Borders: Borders are an excellent way to make a statement about the product or service.

- There is a variety of borders for creative ad designs. (Examples of available borders are available upon request.)
- Freeform borders will be allowed. The ad design must separate ad information into a single entity by creating a coherent boundary between customers' ads.
- The border need not be rectangular in shape, or follow the perimeter of the ad space.
- There are no restrictions to the width of any border.
- Borders may consist of type, either positive or reverse.
- Illustrations may break borders to enhance designs.
- Borders may appear in color.
- Totally borderless ads are not acceptable. A borderless ad may have a design that merges into an adjacent ad, thus defeating its effectiveness.
- In instances where no border treatment is indicated, ads will be enclosed in the standard 2 point border.

Screens: Screens are dotted patterns creating the illusion of a lighter shade of a solid color.

- Various levels of tonation can be achieved by changing the dot size of the screen. Small dots create a light or 20% screen. Larger dots create a dark or 60% screen. A solid color is considered to be a 100% value. Customers should be cautioned that color screens may not have as much impact as solid color. Color screens often appear faded in tone.
- The availability of screen percentages for each color is:

Black	Green	Red	Blue	Yellow
(Impact Ads only)				
100%	100%	100%	100%	100%
65%	55%	65%	65%	35%
60%	50%	60%	60%	30%
55%		55%	55%	
50%		50%	50%	
45%		45%	45%	
40%		40%	40%	
35%		35%	35%	
30%		30%	30%	

- Screens may be used to color illustrations.
- Screens may cover the entire ad or any portion of an ad.
- Colored screens may be printed over text.
- Screens used as background for text will be 30% & up. (Exceptions to this rule are Red and Yellow. 100% Red or yellow background is discouraged due to potential problems associated with size and particular fonts.)
- A screen may not be printed over another screen. This produces a moire pattern.

Special Effects Screens:

The "Starburst" background styles typical of enhanced backgrounds cannot be used in non-enhanced ads. The only styles available are graduated screens and marble screens.

- Examples of Acceptable and Unacceptable Screen Styles are available upon request.
- Black, Red, and Blue screens may be graduated from light to dark. Green and Yellow screens are not available for graduation unless the ad is enhanced color. Colors may not blend together unless the ad is enhanced.
- Marble screened backgrounds are available in 40% to 60% Red, Blue, or Black. (Green or Yellow are not available unless the ad is enhanced.)

Illustrations: Line Art or Line Drawings-

- A line drawing is an illustration composed of solid black or color lines and white areas without screening or tone gradations.
- We do not recommend reversing line art. However, when necessary, the drawing should have a minimum line width of two points so the lines will not fill in with ink.
- Screens or color may be added to illustrations to indicate shading or detail.
- Line drawings may be created from good quality photographs or brochures when necessary.
- Quality art reference should be provided. Please do not mark on or color the original art reference.
- Faxed art reference or copies of faxes are not acceptable art reference, and ads submitted with faxed reference will be rejected.

Maps-

- Maps should be simple with text as large as possible.
- Maps are the most effective when used in large display ads. Their use should be avoided in small ads due to small text printing illegibly.
- Color may be used on maps but is not recommended due to the small text and thin lines.

Photographs: Halftones-

- A photograph must be a halftone to allow for printing. This is accomplished by photographic procedures that break up the various graduating tones of a photograph into small and large dots. The dot pattern created by this process allow the photograph to be printed using only black ink. (This process is also used for process color or P4 photos. The four colors of printing inks are combined by layering screens of each color at precise angles.)
- Halftones are only available in black.
- Halftones are allowed to form circles, ovals, or other irregular shapes.

- Backgrounds may be omitted from photograph. Halftones may be cropped to show only a portion of a photograph. (P4 or process color photographs must have a black outline printed around the outer edge of the photograph to allow for registration variances.
- This can be distractive in irregular shaped photographs.
- Detail is reduced in halftones, and small halftones should be discouraged for this reason.
- Text may be printed over halftones by using outline type. Black text may be used over halftones printed light at a maximum of 30% tone. However, details of the photo may be difficult to see by printing the halftone very light.

Photo Reference for Black Halftones-

- Black and white continuous tone photographs are recommended for halftones. Photos should have good contrast and clear details.
- Color photographs, slides and transparencies may be used but are not recommended as reference.
- Polaroid photographs often reproduce as very poor quality halftones and should be avoided. Quality Waivers are required for Polaroid reference.
- Clippings from printed media such as magazines, brochures, or newspapers are unacceptable halftone reference. These types of reference are pre-screened and halftones may reproduce very poorly. Reproductions of clippings from printed media should not be submitted due to the possibility of legal action. Only original photographs are acceptable. Quality Waivers are required if customers insist on using such art reference.
- The best quality reproduction is obtained by printing photos at original size. Reductions to less than 50% or more than 133% of the original size are not recommended, and Quality Waivers are required if these sizes are used.

Camera Ready Requirements for Black Halftones-

Halftones supplied as camera ready art should meet the following criteria:

- Halftone should be the actual size to be printed.
- Halftone screen should be 85 line/inch screen.
- Screen angle should be 45 degrees.
- Dots must be round and have good hard edges.
- Minimum 5% for highlight dots and maximum 80% for shadow dots.

Art reference not meeting these specifications may be rejected or will require a Quality Waiver.

We recommended the following not be submitted:

- Preprinted media such as brochures, magazines, and newspaper clippings.
- Photographs of preprinted media.
- Photographs with pebble/matte finish.
- Photographs with soft or blurry focus.
- Polaroid photographs.
- Photographs reduced less than 50% or enlarged more than 133%.
- Damaged or poor quality art reference.

Photo Reference for Process Photos:

- Original photographs must be supplied for process color P4 images. Camera Ready art cannot be submitted. Also, please remember that all process color photos must print with a 2 point black border.
- The best media to submit for color separations are as follows listed in the order of suitability:
 1. Color transparencies. Transparencies are original images; colors are brighter, focus is crisper.
 2. Color slides. As with transparencies, a slide is an original image; colors are bright, image crisp. However, a slide will need to be enlarged more than a transparency will. The more an image is enlarged, the less sharp it will be.
 3. Cibachrome color prints. Cibachrome is a color print paper manufactured by liford. When taking film in for color prints, ask that they be contacted to liford Cibachrome glossy paper.
 4. Color prints manufactured to other brands of glossy paper.

The following media are unacceptable:

1. Color Prints that are manufactured to a pebble matte finish pattern. Scanner lasers "see" the pebble finish as an additional pattern. This could result in a soft image or moire pattern.
2. Preprinted brochure, magazine, or newspaper clippings. In order to rescreen an image, it must be defocused to prevent a moire pattern.
3. A photograph of a preprinted brochure. The screen pattern reproduces in the photograph and as mentioned above must be scanned out of focus.
4. Soft focus or blurry photographs.
5. Polaroid photographs.
6. Photographs to be reduced less than 50% or more than 133%. If the above are submitted, quality must be waived.

Photographic Tips - Situations to avoid when setting up a shot or selecting a shot:

Avoid busy scenes. Notice what is in the background behind the product or subject. The subject should be what controls your eye when looking at a photo. Take time to find a good background; especially when photographing people or equipment. Are there mirrors in the background reflecting unnecessary detail? If the shot is of a storefront, is there a parking lot scene or the photographer reflected in the window?

Lack of contrast or color. If the original photo has no contrast or color, neither will the printed product. Portraits shot with backgrounds the same color as the subject's hair or clothing. Contrasting colors are the best choice for avoiding a blending in of subject and background.

Improper lighting. Keep the direction of sunlight in mind when positioning subject. Watch for shadows causing dark areas on a subject. A color print requiring an enlargement of 150% or more. A print is a soft image to begin with. Enlarging this soft image will only magnify the fuzziness of the image.

Try to submit photographs as close as possible to actual size to print in the ad. This will eliminate rejections and the need for quality waivers due to reductions less than 50% or enlargements more than 133%.

Color:

- Color availability is dependent upon the directory and Item Codes available for that market.
- The printer uses four colors of ink to create all the available colors. Black, Yellow, Red and Blue.
- The standard four color available for display ads are Black, Red, Blue and Green. The color green is made by using the blue overprinting yellow, thus creating the illusion of green. Due to this process, the color green is limited to 100%, and 50%, screen.
- 30% Yellow and 100% Yellow (Highlight) are available for use in impact ads only. Yellow should not be used as a free standing image. It should be outlined with another color or used as a highlighter over type or an illustration. Yellow by itself does not provide enough contrast in the ad.
- Enhance Ads offer a more extensive use of the above colors plus many new colors.
- There is no restriction on the amount of color that may be used in an ad. Colors are generally used for contrast. Contrast may be lost in an ad that is 100% one color. Sometimes less color is more effective.
- There will be no limitations on the amount of black or reverse that may appear in an ad. Caution should be used in ads with black reverse because certain typefaces and fine line illustrations will reproduce poorly when reversed. Also, too much black in an ad may cause art and photos to print too dark, creating an undesirable effect.
- A color or screen of a color covering the entire ad or any portion of an ad is acceptable.
- A screen may not be printed over another screen. This can create a moire pattern. Enhanced Color should be used if a blended color is the desired effect.
- Screens printing over text must be 20% or 30%. (Exceptions to this rule are Red and Yellow. 100% Red or Yellow backgrounds with black text produces satisfactory results. The use of Blue is discouraged due to potential problems related to size and font selection.)
- All colors or screens used for reversing text must be 100%, 60% or 50%.

Hint: Caution is urged when selecting a colored text printed against dark backgrounds and dark colored print against light backgrounds. (i.e.: Yellow text on a Blue background or Black text on a Red background)

**Multicolor
Specs**

- ♦Yellow should be used as a free standing image. It should be outlined with another color or used as a highlighter over type or an illustration. Yellow by itself does not provide enough contrast in the ad.
- ♦Type should never overprint a screen of the same color that exceeds 30% because there is no contrast between the two items.
- ♦Type cannot be reversed out of a screen lighter than 50% because there will be no contrast between the two items.

When type of illustrations are:

1. Being reversed out of more than two colors or
2. Made up of more than two colors, a two point, black rule outline of the item is necessary.

Type reversed out needs to be set in a minimum of 12 points in height and 3 points in thickness due to possible dot gain on press.

Dark color text should be placed on light backgrounds.

Light color text should be placed on dark backgrounds.

Any deviation from the above mentioned specifications may result in less than optimal print quality.

Outside Back Cover Ads:

Basic Information:

- Photographs or drawings can be furnished by the advertiser. To improve the quality of an OBC, color separation of all artwork is desirable.

Specs:

Outside Back Cover (OBC)

2 Column: 30p9 x 41p3

4 Column: 45p9 x 49p7

Available: Full Color with Photographs

Full Page Inside Back Cover (IBC)

2 Column: 31 x 51 picas

4 Column: 48 x 61p6 picas

Also available: Red and Four Color

Top Half Inside Back Cover (IBTH)

2 Column: 31 x 24 picas

4 Column: 48 x 30 picas

Also available: Red and Four Color

Bottom Half Inside Back Cover (IBHB)

2 Column: 31 x 24 picas

4 Column: 48 x 30 picas

Also available: Red and Four Color

Quarter Page Inside Back Cover (QIBC)

4 Column: 48 x 15

Tabs:

Placement- Tabs are placed in order to purchase. The following tab placement hierarchy table should be referenced from proper tab location. If a directory does not contain a listed section, the tab should precede the section listed next in line.

All Directories

Tab location 1 preceding Community Pages

Tab location 2 preceding Business White Pages

Tab location 3 preceding Yellow Page Index

(or yellow pages if no index)

Tab Ad Construction: Photographs or picture can be furnished by a tab applicant. To improve the quality of tab printing, color separations of all artwork are desirable.

2 Column

6 x 9 Size Directories: The live image area in which the ads should appear must fit within a 5 5/8" x 8 3/4" dimension. This is the total tab area available and includes any text or art elements to be positioned in the fold. Note: The tab fold is 1 3/8" in width. If the ad is designed where elements unique to the fold are included they must fit within this 1 3/8" width and allow for a 1/8" margin to trim. (i.e. elements cannot exceed 1 3/4" width).

4 Column

9 x 11 Size Directories: The live image area in which the ads should appear, must fit within a 8 1/8" x 10 1/4" dimension. This is the total tab area available and includes any text or art elements to be positioned in the fold. Note: The tab fold is 2" width. If the ad is designed where elements unique to the fold are included they must fit within this 2" width and allow for a 5/16" margin to trim. (i.e. elements cannot exceed 1 3/4" width).

Specs:

2 Column Directories:

Tab Front (TABF)

Tab Back (TABK)

Two-Sided Tab (TAB2)

Live Image Area 5 5/8" x 8 3/4"

Tab: 1 3/4" x 1/2"

Score line is 1 3/8" into live area.

Availability: There is a total of 2 Tabs available with advertising space on the front & back of each tab.

4 Column Directories:

Tab Front (TABF)

Tab Back (TABK)

Two-Sided Tab (TAB2)

Live Image Area: 8 1/8" x 10 1/4"

Tab: 2 7/8" x 1/2"

Score line is 1 11/16" into live area.

Availability: There is a total of 3 Tabs available with advertising space on the front and back of each tab.

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?	N/R	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?	N/R
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?	30-50%

TYPE

1) Is Solid Black Type Accepted?	YES	c) Maximum Screen Percentage Accepted?	100%
2) Is Black Type on a Screened Background Accepted?	30%	4) Is Reverse (White) Type Allowed on Screened Background?	YES
a) If Yes, What is the Minimum Pt. Size of Type?	10 & 12	a) Is Outline Type Required?	NO
b) Maximum Screen Percentage Accepted?	N/R	b) What is Minimum Pt. Size of Type?	10
3) Is Screened Type Allowed?	YES	5) Can Telephone Numbers Appear as Screened Type?	YES
a) Is Outlined Screen Type Required?	NO	6) Can Telephone Numbers be on a Screened Background?	YES
b) What is the Minimum Pt. Size of Type?	10	7) Is Type Accepted Over a Half-Tone?	YES
		8) What is the Maximum Angle Type May be on?	*

SCREENS

1) What Percentages are Used?	30% & 50%	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?	HAIRLINE
		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?	N/R	3) How Many Lines Per Inch are Used?	85
2) Tone Percentage for a Dark Screen?	N/R	4) Allowable Percentage of Halftone in Ad Area?	100%

SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	100% OF AD	2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	100%
		a) Does This Include the Border?	IF OVER 6 PT. THICK -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?	100%
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	1/16"
a) If Yes, What Screen Percentage?	30% & 50%	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**?	YES
		11) How Much Solid of Any Color?	50%

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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*Type can be at an angle or form a shape. @ Compensate for up to 30% dot gain. †Contact Publisher for Specifications. ** No green screens-No green type smaller than 14 Pt

PUB CODE(S) 0626

MISCELLANEOUS

GUIDE DISPLAY UNITS:

Name line of G1QC ad is the same style as name line of in-column ads finding line. The finding line is 8 pt. 20%, 30% and 50% screens are allowed. Solid is allowed up to 100%.

Border is a 1/2 pt. rule (same as HS units), art can touch the border. However, no element can interfere with the finding line. All art and copy will be situated below the horizontal space.

All logos or TM's must be sized to fit, at the minimum, as large as possible in the 9/16" square box.

Illustrations and/or artwork is allowed.

Halftones (including photos) are not allowed.

Except for the finding line and rule border any portion can appear in red. However, a 1/16" separation between black and red items is required.

WHITE PAGE LOGO UNITS (WLOG1, WLOG2)

Units will be available in either WLOG1 (WBL) or WLOG2 (WFN or WFN Caption) formats. Ads will be one-column wide and have the depth determined by a heavy ruled line that will appear above and below all related material of the listing. A 3/4" space at the top is allowed for illustrative logo art. The required art will be centered and sized to allow for a 1/16-inch positioning space on all sides. Screens, solid, and/or reverse are allowed on the art. All listing text material must follow telephone company records. No reference may be made to a Yellow Page heading. One free line of text may be offered, utilizing WEL standards. It must also immediately follow the finding line.

WHITE PAGE MARGIN ADS:

Ad size in picas for 9 1/2" x 10 7/8" directories.

White Pages Top Margin (WAM) 52.6 x 6 (For 4 & 5 column White Pages)

White Page Bottom Margin (WBM) 52.6 x 6

White Pages 2-Col Bottom margin (W2BM) 25.6 x 6 (For 4 Col White Pages)

White Pages 2-Col Bottom Margin (W2BM) 20.9 x 6 (For 5 Col White Pages)

Ad size in picas for 8 1/2" x 10 7/8" directories.

White Pages Top Margin (WAM) 45 x 6 (For 3 & 4 Col White Pages)

White Pages Bottom Margin (WBM) 45 x 6

White Pages 2 Col Bottom Margin (W2BM) 28 x 6 (For 3 Col White Pages)

White Pages 2 Col Bottom Margin (W2BM) 22 x 6 (For 5 Col White Pages)

Maximum type size for all units is 60 pts. Beyond this it will count against the 50% solid allowed. Most art specifications apply as per yellow page display, this includes the use of solid up to 50% of the ad area, panels reverse and 30 and 50% screen. The only exception being halftones are not allowed except those required for logo/TM's. Only full rectangular borders are allowed (no free form).

PUBLISHER: **Real Yellow Pages, The, a Thryv brand**

PUB CODE(S) **0626**

MISCELLANEOUS

KNOCK-OUT ADS:

- The white image area can be either the full ad size or follow the shape of a free form border. Instructions should be given on the copy sheet.
- No green screens allowed.
- Fine line drawings cannot be green.
- 14pt. type is the minimum size that can be green.
- Available for displays only-2QC and up.

PROCESS COLOR PHOTOS:

- Submit only slides, transparencies or original photos.
- Printed material (brochures, magazine photos are not allowed).
- Negatives, Polaroid or prints on a pebble or matte type finish will not be accepted.
- All process color photos will have a 2pt border.
- Surprinting allowed-all type is white outlined in black.
- Smallest photo allowed 2" x 2" - largest 8" x 10".

DISPLAY ADS

BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	1 PT.
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?	1PT
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?	20-30-50%

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?	NO
a) If Yes, What is the Minimum Pt. Size of Type? 10PT on 20%		b) What is Minimum Pt. Size of Type?	10 PT.
b) Maximum Screen Percentage Accepted? 12PT on 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?	10PT	8) What is the Maximum Angle Type May be on?	ANY
c) Maximum Screen Percentage Accepted?	100%		

SCREENS

1) What Percentages are Used?	20, 30, 50%	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?	1PT.
		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?	5%	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?	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?	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?	----	a) If Yes, What is the Percentage?	100% (100M 65Y)
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	—
a) If Yes, What Screen Percentage?	20, 30, 50%	7) What Distance is Required Between Red Items & Black Border?	—
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?	YES
		11) How Much Solid of Any Color?	50%

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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PUBLISHER: **Real Yellow Pages, The, a Thryv brand**

PUB CODE(S) **0651**

MISCELLANEOUS

1) Must an Address Appear in the Ad? NO

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

NO RESTRICTIONS

DISPLAY ADS

BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	1PT.
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?	1PT.
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?	20-30-50%

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?	NO
a) If Yes, What is the Minimum Pt. Size of Type?	10PT on 20%	b) What is Minimum Pt. Size of Type?	10PT
b) Maximum Screen Percentage Accepted?	12PT on 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?	10PT	8) What is the Maximum Angle Type May be on?	ANY
c) Maximum Screen Percentage Accepted?	100%		

SCREENS

1) What Percentages are Used?	20,30,50%	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?	1PT
		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?	5%	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?	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?	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?	—	a) If Yes, What is the Percentage?	100% (100M 65Y)
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	—
a) If Yes, What Screen Percentage?	20,30,50%	7) What Distance is Required Between Red Items & Black Border?	—
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?	YES
		11) How Much Solid of Any Color?	50%

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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PUBLISHER: **Real Yellow Pages, The, a Thryv brand**

PUB CODE(S) **0668**

MISCELLANEOUS

1) Must an Address Appear in the Ad? NO

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

NO RESTRICTION

DISPLAY ADS

BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	1 PT.
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?	1PT.
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?	20-30-50%

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?	NO
a) If Yes, What is the Minimum Pt. Size of Type?	10PT on 20%	b) What is Minimum Pt. Size of Type?	10PT
b) Maximum Screen Percentage Accepted?	12PT on 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?	10PT	8) What is the Maximum Angle Type May be on?	ANY
c) Maximum Screen Percentage Accepted?	100%		

SCREENS

1) What Percentages are Used?	20,30,50%	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?	1PT.
		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?	5%	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?	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?	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?	---	a) If Yes, What is the Percentage?	100% (100M 65Y)
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	---
a) If Yes, What Screen Percentage?	20,30,50%	7) What Distance is Required Between Red Items & Black Border?	---
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?	YES
		11) How Much Solid of Any Color?	50%

VELOX REQUIREMENTS

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

PUBLISHER: **Real Yellow Pages, The, a Thryv brand**

PUB CODE(S) **0687**

MISCELLANEOUS

1) Must an Address Appear in the Ad? NO

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

NO RESTRICTION

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?	N/R	a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	2
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?	10%-85%

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?	6PT. BOLD SANS SERIF
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?	12	8) What is the Maximum Angle Type May be on?	N/R*
c) Maximum Screen Percentage Accepted?	30%		

SCREENS

1) What Percentages are Used?	10%-85%	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?	1 POINT
		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?	75%	4) Allowable Percentage of Halftone in Ad Area?	100%

SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	NO LIMIT	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 Color Half-Tones Accepted?	YES
2) How Many Color Items are Allowed Per Ad?	N/R	a) If Yes, What is the Percentage?	
3) Are Color Screens Allowed?	YES	6) What is the Distance Between Color & Black Items?	1.5PTS
a) If Yes, What Screen Percentage?	10% - 85%	7) What Distance is Required Between Color Items & Black Border?	1.5PTS
b) What Percentage of Total Ad Space is Allowed Color Screen?	100%	8) Are Trademarks Allowed in Color?	YES
4) Are Color Border Dimensions the Same as Black?	YES	9) Are Color Borders Accepted in Display?	YES
a) If No, What are the Dimensions?		a) Space	YES
		a) TM?	NO

VELOX REQUIREMENTS

Velox not accepted – Digital art only. ***10 pt.-Bold, 12 pt. - Medium, 14 pt. – light, **10 pt. - Bold sans serif, 12 pt. - Bold serif *No Maximum, however, type may set upside down, phone number required upright..

PUBLISHER: **Real Yellow Pages, The, a Thryv brand**

PUB CODE(S) **0794, 0822**

MISCELLANEOUS

- | | | | |
|--------------------------------------|----|---|---------------------------|
| 1) Must an Address Appear in the Ad? | NO | 2) What is the Acceptable "Toll Free
(800)" Designation? | TOLL FREE - DIAL 1 & THEN |
|--------------------------------------|----|---|---------------------------|

**** 3 Column Availability by Pub Co:**

Pub Co 0794-Northwestern Area (Minnesota, North Dakota, South Dakota, Iowa and Nebraska).

All three column directories in the PubCo 0794 area are 7 x 11 Format.

Pub Co 0738 Mountain Area (Montana, Idaho, Utah, Wyoming, Colorado, Arizona, and New Mexico). All three column directories in the Pub Co 0738 area, with the exception of Mohave County, AZ, (003431) directory, are 7 x 11 Format. Mohave County, AZ is a Full Format three column directory. Pub Co 0822-Pacific Northwest Area (Washington and Oregon). All three column directories in the Pub Co 0822 area are Full Format.

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?	2	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?	N/R
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?	20%, 30%, 40% 50%, 60%, 100%

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?	10
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?	10	8) What is the Maximum Angle Type May be on?	180°
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?	10
		4) What Percent of the Total Ad Area Can Be Screened?	100%

HALF-TONES

1) Tone Percentage for a Light Screen?	5%	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?	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?	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?	N/R	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?	20%-60%	7) What Distance is Required Between Red Items & Black Border?	
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?	YES	9) Are Red Borders Accepted in Display?	YES
a) If No, What are the Dimensions?	---	a) TM?	NO

VELOX REQUIREMENTS

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

*Borderless ads are not acceptable. **Screen Background should be 60% ***Except in the case of a Full Black Reverse Ad. **** Contact your Nat'l Accounts Manager.

MISCELLANEOUS

- 1) Must an Address Appear in the Ad? NO 2) What is the Acceptable "Toll Free (800)" Designation? Call Bristol Production office, requirements vary.

Special Note: Please use the display ad dimensions listed rated than measuring ads from a printed directory. Some of the pages have been reduced to fit within directory cover sizes. Therefore, printed ads may be slightly undersized. Camera ready art should be created using the correct dimensions.

UDAC SUFFIX DEFINITIONS

<u>UDAC/SUFFIX</u>	<u>DEFINITION</u>
C	1 Color
2	2 Colors
W	White Knockout
W1	White Knockout-One Color
3	3 Colors
W2	White Knockout-Two Colors
MT	Multicolor (Enhanced)
PT	Multicolor (Image Plus) (Enhanced W/Photo)
K	White Knockout-Three Color
WP	White Knockout-3 Colors w/Color Photo
HI	Hi Impact
HP	Hi Impact Color

Text: Proper use of type compliments the artwork to provide an attractive and legible ad. There is a large variety of fonts available to allow creative ad designs. Typestyles may vary throughout the ad as a general design rule, no more than two fonts should be used in an ad. Examples of the available fonts are available upon request.

- There are basically two styles of letters: Serif and San Serif. Serif typestyles are identified by caps or "little feet" at the end of each stroke. They also tend to have a variation in the vertical to horizontal stroke. They also tend to have a variation in thickness that can cause the thinner portion of the letter to disappear when reversed out of a black, or screened background if the type size is smaller than 3 points thick. Script typefaces have the same characteristics. Sans Serif typestyles do not have "little feet". Sans Serif typestyles are identified by the uniformity of the stroke weight.

Be conservative when requesting fancy or script fonts. These may be difficult to read and are usually reserved for text consisting of only a few words or large text.

- Never ask for a script font to be printed in all caps. This will not be legible.
- Type should change from bold to medium and large to small throughout the ad for better legibility.
- There are several options available for altering the appearance of a font:
 1. Regular (or Medium) type.
 2. Bold Type.
 3. Oblique (or italic) type.
 4. Condensed Type.
 5. Expanded (or stretched) type.
- There are also several special effects available to enhance text. Use of these effects should be limited to large display ads and minimal amounts of text such as firm names, phone numbers, or short phrases.
 1. Shadowed,
 2. Outline,
 3. Filled Outline,
 4. Curved,
 5. 3-D Text.
- Type may be set at an angle, vertically, stacked or inverted. We suggest moderation when using these type treatments because it can be hard to read and may not convey the ad message.
- When inverted text is used, the phone number must appear upright!
- Text may be flush left, flush right, or centered.

- The size of a letter is measured in points. The available point sizes are as follows: 6 Point, 8 Point, 10 Point, 12 Point, 14 Point, 18 Point, 24 Point, 30 Point, 36 Point, 48 Point, 60 Point, 72 Point.

There are minimum size restrictions for text depending on the type of graphics being created. The minimal acceptable type sizes are:

- 6 Point for black, red, and blue sans serif type.
- 10 Point for black, red, and blue serif type.
- 12 Point for green type. (Because these letters are created using two colors and registration of smaller letters cannot be guaranteed.)
- Stand alone screened type should be at least 12 points.
- Very small type sizes may not be available in certain fonts and may not reproduce well. Caution is urged when using type set in minimal sizes.

Reverse Text, Reverse Screen, Screen on Text: Reverse or Screened type can be effective for emphasizing text. The letters are yellow or white and the background is black or a color. A reverse screen has yellow or white letters and a background in a dot pattern of 50% or 60% black or a color. Black letters may appear on a screened background of 30% & up black or color.

Reverse and Screened Type:

- Please be aware that very small type, type with fine lines, and serif type do not reproduce well when reversed, and that individual letters often fill in.
- Serif type should generally not be reversed.
- Minimum point size for sans serif typestyles are 10 point for Bold weight, 12 point for Medium weight, and 14 point for Light weight.
- Minimum background screens of 50% or 60% black or color must be used for text reversed from screens.
- Text reversed from lighter screens or halftones must use outlined letters. Outlined letters should not be smaller than 18 point type.

Screen Over Text:

- Black or color letters may appear on a screen of 30% & up black or color. (This includes halftones.)
- Minimum point sizes for sans serif typestyles are 10 point for Bold weight, 12 point for medium weight and 14 point for Light weight.
- Serif typestyles should be at least 12 point in size.
- The letters thinnest stroke must be at least 2 points in width.

Color Text

- Caution should be used in determining color combinations which will be legible. Light colored text should be placed on a dark background, and dark colored text should be placed on a light background. Also, registration variances of the printing press may cause undesirable effects. Because of this, letters printing in Green or enhanced colors have different size restrictions and specifications.

Borders Borders are an excellent way to make a statement about the product or service.

- There is a variety of borders for creative ad designs. (Examples of available borders are available upon request.)
- Freeform borders will be allowed. The ad design must separate ad information into a single entity by creating a coherent boundary between customers' ads.
- The border need not be rectangular in shape, or follow the perimeter of the ad space.
- There are no restrictions to the width of any border.
- Borders may consist of type, either positive or reverse.
- Illustrations may break borders to enhance designs.
- Borders may appear in color.
- Totally borderless ads are not acceptable. A borderless ad may have a design that merges into an adjacent ad, thus defeating its effectiveness.
- In instances where no border treatment is indicated, ads will be enclosed in the standard 2 point border.

MISCELLANEOUS

Screens are dotted patterns creating the illusion of a lighter shade of a solid color.

- Various levels of tonation can be achieved by changing the dot size of the screen. Small dots create a light or 20% screen. Larger dots create a dark or 60% screen. A solid color is considered to be a 100% value. Customers should be cautioned that color screens may not have as much impact as solid color. Color screens often appear faded in tone.
- The availability of screen percentages for each color is:

<u>Black</u>	<u>Green</u>	<u>Red</u>	<u>Blue</u>	<u>Yellow</u> (Impact Ads only)
100%	100%	100%	100%	100%
60%	50%	60%	60%	30%
50%		50%	50%	
40%		40%	40%	
30%		30%	30%	

- Screens may be used to color illustrations.
- Screens may cover the entire ad or any portion of an ad.
- Colored screens may be printed over text.
- Screens used as background for text will be 30% & up. (Exceptions to this rule are Red and Yellow. 100% Red or yellow background is discouraged due to potential problems associated with size and particular fonts.)
- All screen used for reversing text will be 50% or 60%.
- A screen may not be printed over another screen. This produces a moire pattern.

Special Effects Screens:

The "Starburst" background styles typical of enhanced backgrounds cannot be used in non-enhanced ads. The only styles available are graduated screens and marble screens.

- Examples of Acceptable and Unacceptable Screen Styles are available upon request.
- Black, Red, and Blue screens may be graduated from light to dark. Green and Yellow screens are not available for graduation unless the ad is enhanced color. Colors may not blend together unless the ad is enhanced.
- Marble screened backgrounds are available in 40% to 60% Red, Blue, or Black. (Green or Yellow are Not available unless the ad is enhanced.)

Illustrations: Line Art or Line Drawings

- A line drawing is an illustration composed of solid black or color lines and white areas without screening or tone gradations.
- We do not recommend reversing line art. However, when necessary, the drawing should have a minimum line width of two points so the lines will not fill in with ink.
- Screens or color may be added to illustrations to indicate shading or detail.
- Line drawings may be created from good quality photographs or brochures when necessary.
- Quality art reference should be provided. Please do not mark on or color the original art reference.
- Faxed art reference or copies of faxes are not acceptable art reference, and ads submitted with faxed reference will be rejected.

Maps:

- Maps should be simple with text as large as possible.
- Maps are the most effective when used in large display ads. Their use should be avoided in small ads due to small text printing illegibly.
- Color may be used on maps but is not recommended due to the small text and thin lines.

Photographs: Halftones

- A photograph must be a halftone to allow for printing. This is accomplished by photographic procedures that break up the various graduating tones of a photograph into small and large dots. The dot pattern created by this process allow the photograph to be printed using only black ink. (This process is also used for process color or P4 photos. The four colors of printing inks are combined by layering screens of each color at precise angles.)
- Halftones are only available in black.
- Halftones are allowed to form circles, ovals, or other irregular shapes.
- Backgrounds may be omitted from photograph. Halftones may be cropped to show only a portion of a photograph. (P4 or process color photographs must have a black outline printed around the outer edge of the photograph to allow for registration variances.
- This can be distractive in irregular shaped photographs.
- Detail is reduced in halftones, and small halftones should be discouraged for this reason.
- Text may be printed over halftones by using outline type. Black text may be used over halftones printed light at a maximum of 30% tone. However, details of the photo may be difficult to see by printing the halftone very light.

Photo Reference for Black Halftones-

- Black and white continuous tone photographs are recommended for halftones. Photos should have good contrast and clear details.
- Color photographs, slides and transparencies may be used but are not recommended as reference.
- Poloroid photographs often reproduce as very poor quality halftones and should be avoided. Quality Waivers are required for Poloroid reference.
- Clippings from printed media such as magazines, brochures, or newspapers are unacceptable halftone reference. These types of reference are pre-screened and halftones may reproduce very poorly. Reproductions of clippings from printed media should not be submitted due to the possibility of legal action. Only original photographs are acceptable. Quality Waivers are required if customers insist on using such art reference.
- The best quality reproduction is obtained by printing photos at original size. Reductions to less than 50% or more that 133% of the original size are not recommended, and Quality Waivers are required if these sizes are used.

Camera Ready Requirements for Black Halftones-

Halftones supplied as camera ready art should meet the following criteria:

- Halftone should be the actual size to be printed.
- Halftone screen should be 85 line/inch screen.
- Screen angle should be 45 degrees.
- Dots must be round and have good hard edges.
- Minimum 5% for highlight dots and maximum 80% for shadow dots.

Art reference not meeting these specifications may be rejected or will require a Quality Waiver. We recommended the following not be submitted:

- Preprinted media such as brochures, magazines, and newspaper clippings.
- Photographs of preprinted media.
- Photographs with pebble/matte finish.
- Photographs with soft or blurry focus.
- Polaroid photographs.
- Photographs reduced less than 50% or enlarged more than 133%.
- Damaged or poor quality art reference.

Photo Reference for Process Photos:

- Original photographs must be supplied for process color P4 images. Camera Ready art cannot be submitted. Also, please remember that all process color photos must print with a 2 point black border.
- The best media to submit for color separations are as follows listed in the order of suitability:
 1. Color transparencies. Transparencies are original images; colors are brighter, focus is crisper.
 2. Color slides. As with transparencies, a slide is an original image; colors are bright, image crisp. However, a slide will need to be enlarged more than a transparency will. The more an image is enlarged, the less sharp it will be.
 3. Cibachrome color prints. Cibachrome is a color print paper manufactured by liford. When taking film in for color prints, ask that they be contacted to liford Cibachrome glossy paper.
 4. Color prints manufactured to other brands of glossy paper.

The following Media Are Unacceptable:

1. Color Prints that are manufactured to a pebble matte finish pattern. Scanner lasers "see" the pebble finish as an additional pattern. This could result in a soft image or moire pattern.
2. Preprinted brochure, magazine, or newspaper clippings. In order to rescreen an image, it must be defocused to prevent a moire pattern.
3. A photograph of a preprinted brochure. The screen pattern reproduces in the photograph and as mentioned above must be scanned out of focus.
4. Soft focus or blurry photographs.
5. Polaroid photographs.
6. Photographs to be reduced less than 50% or more than 133%. If the above are submitted, quality must be waived.

Photographic Tips - Situations to avoid when setting up a shot or selecting a shot:

Avoid busy scenes. Notice what is in the background behind the product or subject. The subject should be what controls your eye when looking at a photo. Take time to find a good background; especially when photographing people or equipment. Are there mirrors in the background reflecting unnecessary detail? If the shot is of a storefront, is there a parking lot scene or the photographer reflected in the window?

Lack of contrast or color. If the original photo has no contrast or color, neither will the printed product. Portraits shot with backgrounds the same color as the subject's hair or clothing. Contrasting colors are the best choice for avoiding a blending in of subject and background.

Improper lighting. Keep the direction of sunlight in mind when positioning subject. Watch for shadows causing dark areas on a subject. A color print requiring an enlargement of 150% or more. A print is a soft image to begin with. Enlarging this soft image will only magnify the fuzziness of the image. Try to submit photographs as close as possible to actual size to print in the ad. This will eliminate rejections and the need for quality waivers due to reductions less than 50% or enlargements more than 133%.

Color

- Color availability is dependent upon the directory and Item Codes available for that market.
- The printer uses four colors of ink to create all the available colors. Black, Yellow, Red and Blue.
- The standard four color is available for display ads are Black, Red, Blue and Green. The color green is made by using the blue overprinting yellow, thus creating the illusion of green. Due to this process, the color green is limited to 100%, and 50%, screen.
- Black, Red and Blue are available in 100%, 60%, 50%, 40%, 30%, and 20% screens.
- 30% Yellow and 100% Yellow (Highlight) are available for use in impact ads only. Yellow should not be used as a free standing image. It should be outlined with another color or used as a highlighter over type or an illustration. Yellow by itself does not provide enough contrast in the ad.
- Enhance Ads offer a more extensive use of the above colors plus many new colors.

- There is no restriction on the amount of color that may be used in an ad. Colors are generally used for contrast. Contrast may be lost in an ad that is 100% one color. Sometimes less color is more effective.
- There will be no limitations on the amount of black or reverse that may appear in an ad. Caution should be used in ads with black reverse because certain typefaces and fine line illustrations will reproduce poorly when reversed. Also, too much black in an ad may cause art and photos to print too dark, creating an undesirable effect.

Color

- A color or screen of a color covering the entire ad or any portion of an ad is acceptable.
- A screen may not be printed over another screen. This can create a moire pattern. Enhanced Color should be used if a blended color is the desired effect.
- Screens printing over text must be 20% or 30%. (Exceptions to this rule are Red and Yellow. 100% Red or Yellow backgrounds with black text produces satisfactory results. The use of Blue is discouraged due to potential problems related to size and font selection.)
- All colors or screens used for reversing text must be 100%, 60% or 50%.

Caution is urged when selecting a colored text printed against dark backgrounds and dark colored print against light backgrounds. (i.e.: Yellow text on a Blue background or Black text on a Red background)

Multicolor Specs

Yellow should be used as a free standing image. It should be outlined with another color or used as a highlighter over type or an illustration. Yellow by itself does not provide enough contrast in the ad.

Type should never overprint a screen of the same color that exceeds 30% because there is no contrast between the two items. Type cannot be reversed out of a screen lighter than 50% because there will be no contrast between the two items. When type of illustrations are:

1. Being reversed out of more than two colors or
2. Made up of more than two colors, a two point, black rule outline of the item is necessary.

Type reversed out needs to be set in a minimum of 12 points in height and 3 points in thickness due to possible dot gain on press. Dark color text should be placed on light backgrounds. Light color text should be placed on dark backgrounds.

Any deviation from the above mentioned specifications may result in less than optimal print quality.

Outside Back Cover Ads:

Basic Information:

- Photographs or drawings can be furnished by the advertiser. To improve the quality of an OBC, color separation of all artwork are desirable.

Specs:

Outside Back Cover (OBC)

2 Column: 30p9 x 41p3 picas or 5 1/8" x 6 27/32"

4 Column: 45p9 x 49p7 picas or 7 5/8" x 8 9/32"

Available: Full Color with Photographs

Full Page Inside Back Cover (IBC)

2 Column: 31 x 51 picas

4 Column: 48 x 61p6 picas

Also available: Red and Four Color

Top Half Inside Back Cover (IBTH)

2 Column: 31 x 24 picas

4 Column: 48 x 30 picas

Also available: Red and Four Color

Bottom Half Inside Back Cover (IBHB)

2 Column: 31 x 24 picas

4 Column: 48 x 30 picas

Also available: Red and Four Color

Tabs:

Placement: Tabs are placed in order to purchase. The following tab placement hierarchy table should be referenced from proper tab location. If a directory does not contain a listed section, the tab should precede the section listed next in line.

All Directories (excluding Lee County, FL) Lee County, FL

Tab location 1 preceding

Tab location 2 preceding

Tab location 3 preceding

(or yellow pages if no index)

Community Pages

Business White Pages

Yellow Page Index

Business White Pages

Community Pages

Yellow Page Index

Tab Ad Construction: Photographs or picture can be furnished by a tab applicant. To improve the quality of tab printing, color separations of all artwork are desirable.

2 Column:

6 x 9 Size Directories: The live image area in which the ads should appear must fit within a 5 5/8" x 8 3/4" dimension. This is the total tab area available and includes any text or art elements to be positioned in the fold.

Note: The tab fold is 3/8" in width. If the ad is designed where elements unique to the fold are included they must fit within this 1 3/8" width and allow for a 1/8" margin to trim. (i.e. elements cannot exceed 1 3/4" width).

4 Column:

9 x 11 Size Directories: The live image area in which the ads should appear, must fit within a 8 1/8" x 10 1/4" dimension. This is the total tab area available and includes any text or art elements to be positioned in the fold.

Note: The tab fold is 2 in width. If the ad is designed where elements unique to the fold are included they must fit within this 2" width and allow for a 5/16" margin to trim. (i.e. elements cannot exceed 1 3/4" width).

Specs:

2 Column Directories:

Tab Front (TABF)

Tab Back (TABK)

Two-Sided Tab (TAB2)

Live Image Area 5 5/8" x 8 3/4"

Tab: 1 3/4" x 1/2"

Score line is 1 3/8" into live area.

Availability: There is a total of 2 Tabs available with Advertising space on the front & back of each tab.

4 Column Directories:

Tab Front (TABF)

Tab Back (TABK)

Two-Sided Tab (TAB2)

Live Image Area: 8 1/8" x 10 1/4"

Lip: 2 7/8" x 1/2"

Score line is 1 11/16" into live area.

Availability: There is a total of 3 Tabs available with advertising space on the front and back of each tab

System changes no longer allow customers to put their SRL on YALs (for YP only) or an additional listing (custom Listing in WP carried over to YP). The customer's free listing must be established under the main listing. SRL's that are established on a YAL or additional listing will be changed to match the main listing and we will send an advice of the change. If the main listing agrees with the YAL or the Additional Listing, you will receive an advice that we have removed the "Y" in the special instruction field.

TRADEMARK SPECIFICATIONS

PUB CODE(S) 0622, 0766

TRADEMARKS

OVERALL DEPTH OF A STANDARD TM:

The depth of a standard TM, 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 (1 inch).

TEXT WIDTH & DEPTH:

3 & 4 column - 134 x 58 points (Text and Cut)

CUSTOM TRADEMARKS

OVERALL DEPTH OF A CUSTOM TM:

The depth of a Custom TM, 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 12 picas (2 inches).

TEXT WIDTH & DEPTH:

3 & 4 column – 134 x 134 points (Text and Cut)

MISCELLANEOUS

FINDING LINE:

3 & 4 column - 7 pt.

TEXT:

Minimum size of type is 6 pt. and maximum is 12 pt.

WHERE TO BUY IT PHRASES:

"Where To Call," "Where To Buy Them," "For Service Call," "Where To Get Service," "For Information Call," "For Reservations Call," "Members."

CAPTION HEADINGS REQUIREMENTS:

They are not Advertising items and phrases such as "Free Delivery" or any wording that does not further define the type or location of the business are not permitted. Captions are always set as plural except those that do not lend themselves to pluralization such as "Service" and city and geographic captions. When city or geographic captions are used they must agree with the addresses of the listing appearing beneath them.

Note: Emblems or insignia of bona-fide associations are acceptable in connection with trademarks sold to such organizations. Seals of approval or similar endorsements, however, are not acceptable since they are not an aid in the identification of the product or service included in the finding line.

COLOR SPECIFICATIONS:

- Red, Blue, or Green can be used in a Trademark.
- Only one color may be used in combination of Black.
- Minimum point size for text appearing in color is 8 point type.
- Text can appear in Red, Blue, or Green but will be in bold type.
- 1/16" Color Clearance is needed between the Black and Color items.
- A logo can appear in one solid color or two colors (Black & another color).
- Halftones are allowed in the logo if the logo is Black & White or one color.

TRADEMARK SPECIFICATIONS

TRADEMARKS

OVERALL DEPTH OF A STANDARD TM:

The depth of a standard TM, 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 (1 inch).

TEXT WIDTH & DEPTH:

4 column - 134 x 58 points (Text and Cut)

CUSTOM TRADEMARKS

OVERALL DEPTH OF A CUSTOM TM:

The depth of a Custom TM, 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 12 picas (2 inches).

TEXT WIDTH & DEPTH:

4 column – 134 x 134 points (Text and Cut)

MISCELLANEOUS

FINDING LINE:

4 column - 7 pt.

TEXT:

Minimum size of type is 6 pt. and maximum is 12 pt.

WHERE TO BUY IT PHRASES:

"Where To Call," "Where To Buy Them," "For Service Call," "Where To Get Service," "For Information Call," "For Reservations Call," "Members."

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Note: Emblems or insignia of bona-fide associations are acceptable in connection with trademarks sold to such organizations. Seals of approval or similar endorsements, however, are not acceptable since they are not an aid in the identification of the product or service included in the finding line.

COLOR SPECIFICATIONS:

- Red or Blue can be used in a Trademark.
- Only one color may be used in combination of Black.
- Minimum point size for text appearing in color is 8 point type.
- Text can appear in Red or Blue but will be in Bold type.
- 1/16" Color Clearance is needed between the Black and Color items.
- A logo can appear in one solid color or two colors (Black & another color).
- Halftones are allowed in the logo if the logo is Black & White or one color.

TRADEMARK SPECIFICATIONS

TRADEMARKS

OVERALL DEPTH OF A STANDARD TM:

The depth of a standard TM, 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 9 picas (1.5 inches).

TEXT WIDTH & DEPTH:

2, 3, & 4 column - 11 x 7 picas (Text and Cut)
5 column - 9.5 x 7 picas (Text and Cut)

CUSTOM TRADEMARKS

OVERALL DEPTH OF A CUSTOM TM:

The depth of a Custom TM, 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 12 picas (2 inches).

TEXT WIDTH & DEPTH:

2, 3, & 4 column - 11 x 10 picas (Text and Cut)
5 column - 9.5 x 10 picas (Text and Cut)

MISCELLANEOUS

FINDING LINE:

2, 3, 4, & 5 column - 7 pt.

TEXT:

Minimum size of type is 6 pt. and maximum is 12 pt.

WHERE TO BUY IT PHRASES:

"Where To Call," "Where To Buy Them," "For Service Call," "Where To Get Service," "For Information Call," "For Reservations Call," "Members."

CAPTION HEADINGS REQUIREMENTS:

They are not Advertising items and phrases such as "Free Delivery" or any wording that does not further define the type or location of the business are not permitted. Captions are always set as plural except those that do not lend themselves to pluralization such as "Service" and city and geographic captions. When city or geographic captions are used they must agree with the addresses of the listing appearing beneath them.

Note: Emblems or insignia of bona-fide associations are acceptable in connection with trademarks sold to such organizations. Seals of approval or similar endorsements, however, are not acceptable since they are not an aid in the identification of the product or service included in the finding line.

COLOR SPECIFICATIONS:

- Red, Blue, or Green can be used in a Trademark.
- Only one color may be used in combination of Black.
- Minimum point size for text appearing in color is 8 point type.
- Text can appear in Red, Blue, or Green but will be in Bold type.
- 1/16" Color Clearance is needed between the Black and Color items.
- A logo can appear in one solid color or two colors (Black & another color).
- Halftones are allowed in the logo if the logo is Black & White or one color.

SPACE SPECIFICATIONS

TYPOGRAPHY SPECIFICATIONS

Half Space with Artwork Specifications

Ad Size	Maximum artwork size (w x h)	# of lines allowed in 6 pt below art	# of lines also allowed in 6 pt beside art	Maximum Font Size
3HS with artwork	124 X 42 Pts	7	5	20
4HS with artwork	124 X 54 Pts	13	4	20
5HS with artwork	124 x 72 Pts	15	9	20
6HS with artwork	124 x 72 Pts	26	9	20
8HS with artwork	124 x 90 Pts	30	15	20

Half Space without Artwork Specifications

DEPTH (MAX LINES) – WITHOUT ARTWORK							
	1HS	2HS	3HS	4HS	5HS	6HS	8HS
Max font size	14	18	20	20	20	20	20
Max lines at 6pt	3	9	15	21	27	33	45
Max depth in points	18	54	90	126	162	198	270

Maximum Characters per Line

WIDTH – MAX CHARACTERS PER LINE								
Pt Size	6	7	8	10	12	14	18	24
U/L	41	35	31	25	21	19	14	12
CAPS	33	28	24	19	18	15	12	9

SPACE SPECIFICATIONS

MISCELLANEOUS

TEXT SPECIFICATIONS

The actual number of lines of copy will decrease when:

- Firm Name exceeds one line.
- Address and telephone number exceed one line.
- Alternate call is included.
- ZIP Codes are accepted as text copy.
- Zip Codes cannot appear on the primary Address/telephone number line.
- Zip codes are allowed on alternate call lines.
- Alternate call telephone number lines can appear in regular type or Bold type.
- Underlines or Vertical lines are not acceptable in Space Listings.

ARTWORK SPECIFICATIONS

The following specifications apply to **all** HS ads with a cut:

- Artwork may be centered or placed near the left or right border in the top, middle or bottom portion of HS ad above the primary address/telephone line.
- Dark screens (50%) and/or light screens (20%) can be used when artwork appears in black.
- Half tones are not allowed.
- Artwork is allowable in half space ads 3HS and up.
- HS artwork can appear 100% solid reverse.
- No screen is permitted in color HS artwork.
- Maps or telephone numbers cannot be used as HS artwork.
- Only one artwork is allowed in an HS, unless the second artwork is one of the approved exceptions, such as SuperGuarantee, etc.

HS COLOR SPECIFICATIONS

- Red, blue, or green may be used in 3HS and larger ad sizes. Process color UDACs may have unlimited number of color in the logo but only one from the color palette for the text.
- Minimum type size for color letters is 6pt.
- A line of type can appear with a portion in color and the remainder in Black.
- A minimum of 1/16" color clearance is required between color and Black (1/16" above, below, and on both sides).
- Finding line, listing address, telephone number, and alternate call lines cannot appear in color.
- Text in color will always appear bold unless it is italicized. Text in black can appear bold.
- HS artwork can appear in a combination of both color and black.

PUBLISHER: **Real Yellow Pages, The, a Thryv brand**

SPACE SPECIFICATIONS

PUB CODE(S) 0542 & 0773

TYPOGRAPHY SPECIFICATIONS

Half Space with Artwork Specifications

Ad Size	Maximum artwork size (w x h)	# of lines allowed in 6 pt below art	# of lines also allowed in 6 pt beside art	Maximum Font Size
3HS with artwork	124 X 42 Pts	7	5	14
4HS with artwork	124 X 54 Pts	13	4	14
6HS with artwork	124 x 72 Pts	26	9	24

Half Space without Artwork Specifications

DEPTH (MAX LINES) – WITHOUT ARTWORK					
	MHS	2HS	3HS	4HS	6HS
Max font size	10	12	14	14	24
Max lines at 6pt	5	9	15	21	33
Max depth in points	30	54	90	126	198

Maximum Characters per Line

WIDTH – MAX CHARACTERS PER LINE								
Pt Size	6	7	8	10	12	14	18	24
U/L	42	37	31	24	20	18	13	10
CAPS	33	28	24	20	16	14	11	9

Pub Codes 0542 & 0773

SPACE SPECIFICATIONS

MISCELLANEOUS

TEXT SPECIFICATIONS

The actual number of lines of copy will decrease when:

- Firm Name exceeds one line.
- Address and telephone number exceed one line.
- Alternate call is included.
- ZIP Codes are accepted as text copy.
- Zip Codes cannot appear on the primary Address/telephone number line.
- Zip codes are allowed on alternate call lines.
- Alternate call telephone number lines can appear in regular type or Bold type.
- Underlines or Vertical lines are not acceptable in Space Listings.

HS ARTWORK SPECIFICATIONS

The following specifications apply to **all** HS ads with a cut:

- Artwork may be centered or placed near the left or right border in the top, middle or bottom portion of HS ad above the primary address/telephone line.
- Dark screens (50%) and/or light screens (20%) can be used when artwork appears in black.
- Half tones are not allowed.
- Artwork is allowable in half space ads 3HS and up.
- HS artwork can appear 100% solid reverse.
- No screen is permitted in color HS artwork.
- Maps or telephone numbers cannot be used as HS artwork.
- Only one artwork is allowed in an HS, unless the second artwork is one of the approved exceptions, such as SuperGuarantee, etc.

HS COLOR SPECIFICATIONS

- Red may be used in 3HS and larger ad sizes. Process color UDACs may have unlimited number of color in the logo but only one from the color palette for the text.
 - Minimum type size for color letters is 6pt.
 - A line of type can appear with a portion in color and the remainder in Black.
 - A minimum of 1/16" color clearance is required between color and Black (1/16" above, below, and on both sides).
 - Finding line, listing address, telephone number, and alternate call lines cannot appear in color.
 - Text in color will always appear bold unless it is italicized. Text in black can appear bold.
 - HS artwork can appear in a combination of both color and black.
-

SPACE SPECIFICATIONS

PUB CODE(S) 0682 & 0694

TYPOGRAPHY SPECIFICATIONS

Half Space with Artwork and/or Color Type Specifications (w x h in points)

Ad Size	Maximum artwork size 2 & 3 column	Maximum artwork size 4 column	Maximum artwork size 5 column	# of lines allowed in 6 pt. above or below art	# of lines also allowed beside art
3HS with artwork	160 X 54 Pts	124 x 54 Pts	100 x 42 Pts	5	5
3HS with artwork & color	160 x 54 Pts	124 x 54 Pts	100 x 42 Pts	3	4
4HS with artwork	160 X 54 Pts	124 x 54 Pts	100 x 54 Pts	11	4
4HS with artwork & color	160 X 54 Pts	124 x 54 Pts	100 x 54 Pts	7	5
5HS with artwork	160 X 54 Pts	124 x 54 Pts	100 x 54 Pts	16	5
5HS with artwork & color	160 X 54 Pts	124 x 54 Pts	100 x 54 Pts	10	8
6HS with artwork	160 x 72 Pts	124 x 72 Pts	100 x 72 Pts	18	9
6HS with artwork & color	160 x 72 Pts	124 x 72 Pts	100 x 72 Pts	11	13
8HS with artwork	160 x 90 Pts	124 x 90 Pts	100 x 90 Pts	27	11
8HS with artwork & color	160 x 90 Pts	124 x 90 Pts	100 x 90 Pts	20	15

Note: The actual number of lines allowed in copy decrease when: Finding line exceeds one line, Address/telephone number exceed one line, Alternate call lines are used, and Toll Free Phrase is used

Half Space with Artwork and/or Color Maximum Characters per Line

	2 & 3 column			4 column			5 column		
	LIGHT	COLOR BOLD	ITAL.	LIGHT	COLOR BOLD	ITAL.	LIGHT	COLOR BOLD	ITAL.
6 pt. CAPS	42	38	*	33	29	*	30	26	*
6 pt. U/L	51	47	*	41	37	*	37	33	*
7 pt. CAPS	37	33	40	30	26	32	27	23	29
7 pt. U/L	45	41	52	38	34	42	33	29	38
8 pt. CAPS	31	27	35	26	22	28	24	20	25
8 pt. U/L	38	34	47	31	27	38	28	24	34
10 pt. CAPS	25	21	29	20	16	23	18	15	21
10 pt. U/L	30	26	36	24	20	29	22	19	26
12 pt. CAPS	21	17	23	17	13	19	15	12	17
12 pt. U/L	25	21	31	21	17	25	19	15	21
14 pt. CAPS	19	15	20	15	11	16	14	10	14
14 pt. U/L	22	18	26	18	14	21	16	13	19
18 pt. CAPS	15	11	*	13	10	*	11	8	*
18 pt. U/L	18	14	*	16	12	*	14	10	*
24 pt. CAPS	11	7	*	9	5	*	8	4	*
24 pt. U/L	14	10	*	12	8	*	10	7	*

*Italic text is not available in 6 pt. and 18-24 pt. sizes.

SPACE SPECIFICATIONS

TYPOGRAPHY SPECIFICATIONS

Half Space without Artwork Type Specifications for all directory column sizes

	HS Universal Light Typeface							HS With Color Universal Bold Typeface					
	1 M S	2 H S	3 H S	4 H S	5 H S	6 H S	8 H S		3 H S	4 H S	5 H S	6 H S	8 H S
Maximum lines @ 6 pt type excluding FL & address line	6	8	1	2	2	3	4	⇒	1	2	2	3	4
Maximum type size allowed	1	1	1	1	1	1	2	⇒	1	1	1	1	2
Maximum lines max size excluding FL & address line	3	3	6	8	1	1	1	⇒	6	8	1	1	1
Maximum depth of text in pts excluding FL & address line	3	5	9	1	1	1	2	⇒	9	1	1	1	2

Note: The actual number of lines allowed in copy will decrease when: Finding line exceeds one line, Alternate call lines are used, Address/telephone number exceeds one line, Toll Free Phrase is used.

Half Space without Artwork Maximum Characters per Line

	2 & 3 column			4 column			5 column		
	LIGHT	COLOR BOLD	ITAL.	LIGHT	COLOR BOLD	ITAL.	LIGHT	COLOR BOLD	ITAL.
6 pt. CAPS	42	38	*	33	29	*	30	26	*
6 pt. U/L	51	47	*	41	37	*	37	33	*
7 pt. CAPS	37	33	40	30	26	32	27	23	29
7 pt. U/L	45	41	52	38	34	42	33	29	38
8 pt. CAPS	31	27	35	26	22	28	24	20	25
8 pt. U/L	38	34	47	31	27	38	28	24	34
10 pt. CAPS	25	21	29	20	16	23	18	15	21
10 pt. U/L	30	26	36	24	20	29	22	19	26
12 pt. CAPS	21	17	23	17	13	19	15	12	17
12 pt. U/L	25	21	31	21	17	25	19	15	21
14 pt. CAPS	19	15	20	15	11	16	14	10	14
14 pt. U/L	22	18	26	18	14	21	16	13	19
18 pt. CAPS	15	11	*	13	10	*	11	8	*
18 pt. U/L	18	14	*	16	12	*	14	10	*
24 pt. CAPS	11	7	*	9	5	*	8	4	*
24 pt. U/L	14	10	*	12	8	*	10	7	*

*Italic text is not available in 6 pt. and 18-24 pt. sizes.

SPACE SPECIFICATIONS

MISCELLANEOUS

TEXT SPECIFICATIONS

The actual number of lines of copy will decrease when:

- Firm Name exceeds one line.
- Address and telephone number exceed one line.
- Alternate call is included.
- ZIP Codes are accepted as text copy.
- Zip Codes cannot appear on the primary Address/telephone number line.
- Zip codes are allowed on alternate call lines.
- Alternate call telephone number lines can appear in regular type or Bold type.
- Underlines or Vertical lines are not acceptable in Space Listings.

HS ARTWORK SPECIFICATIONS

The following specifications apply to **all** HS ads with a cut:

- Artwork may be centered or placed near the left or right border in the top, middle or bottom portion of HS ad above the primary address/telephone line.
- Dark screens (50%) and/or light screens (20%) can be used when artwork appears in black.
- Half tones are not allowed.
- Artwork is allowable in half space ads 3HS and up.
- HS artwork can appear 100% solid reverse.
- No screen is permitted in color HS artwork.
- Maps or telephone numbers cannot be used as HS artwork.
- Only one artwork is allowed in an HS, unless the second artwork is one of the approved exceptions, such as SuperGuarantee, etc.

HS COLOR SPECIFICATIONS

- Red, blue, or green may be used in 3HS and larger ad sizes. Process color UDACs may have unlimited number of color in the logo but only one from the color palette for the text.
- Minimum type size for color letters is 6pt.
- A line of type can appear with a portion in color and the remainder in Black.
- A minimum of 1/16" color clearance is required between color and Black (1/16" above, below, and on both sides).
- Finding line, listing address, telephone number, and alternate call lines cannot appear in color.
- Text in color will always appear bold unless it is italicized. Text in black can appear bold.
- HS artwork can appear in a combination of both color and black.

PUBLISHER: **Real Yellow Pages, The, a Thryv brand**

PUB CODE(S) 0542, 0622, 0682, 0694, 0766, 0773

EXTRA LINES SPECIFICATIONS

		CHARACTERS & SPACES PER LINE	MAXIMUM NO. OF LINES
White Pages	31	No Max	
Yellow Pages.....	31	No Max	

Exception: If text begins with "See our ad..." verbiage, the 31 character limit is waived.

DISPLAY ADS

BORDER CHART

1) Are Custom Borders Accepted?	YES	8) Can Type/Screens Touch Borders?	YES, IF CUSTOM/DECORATIVE
a) Are Free Form Borders Accepted?	YES	a) If No, What is Minimum Clearance?	1/16" STOCK BORDERS
b) Can Type or Illustration be Part of the Border?	YES	9) Are Inside Borders Accepted?	YES
2) What is the Minimum Point Size Allowed for Border?	1	a) Is a Full Inside Border Required?	NO
3) What is the Maximum Point Size Allowed for Border?	N/R	b) What is The Minimum Pt. Size?	1
4) Are Square Corners Required?	NO	c) What is The Maximum Pt. Size?	N/R
5) Are Round Corners Accepted?	YES	d) Can It Be Screened?	YES
6) Are Screened Borders Accepted?	YES	e) If Yes, What Percentage of Screen is Accepted?	5%-70%
7) Must They be Outlined?	NO		

TYPE

1) Is Solid Black Reverse 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?	10	b) What is Minimum Pt. Size of Type?	8
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?	8	8) What is the Maximum Angle Type May be on*?	N/R
c) Maximum Screen Percentage Accepted?	5%-70%	*Ad not permitted upside down.	

*Screened type is not recommended.

SCREENS

1) What Percentages are Used?	5% - 70%	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?	N/A
		4) What Percent of the Total Ad Area Can Be Screened?	100%

HALF-TONES

1) Tone Percentage for a Light Screen?	30%	3) How Many Lines Per Inch are Used?	85
2) Tone Percentage for a Dark Screen?	50%	4) Allowable Percentage of Halftone in Ad Area?	100%

SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item in Standard Display?	50%	2) What is the Percentage of the Total Ad Space that Can Be Solid Black?	50% STANDARD
Solid Reverse	100%		100% SOLID REVERSE
		a) Does This Include the Border?	YES

MISCELLANEOUS

- Must an Address Appear in the Ad? NO
- The primary telephone number is not required to be the largest in the ad.
- A telephone number in a Display ad is not required to separate by dashes. For instance, dots may be used.
- A vanity telephone number may appear in a display ad without numeric representation. However, the primary telephone number must always appear numerically in the ad.

PUBLISHER: **Real Yellow Pages, The, a Thryv brand**

PUB CODE(S) 0542, 0622, 0682, 0694, 0766, 0773

SPACE PRECEDENCE

All Pub Codes use the Size then Seniority rule.

ELECTRONIC MEDIA GUIDELINES

Acceptable Media:

- CD-Rom
- ELITE Graphics

Graphics FILE Standard:

- EPS (Encapsulated PostScript)
- Do NOT use TrueType fonts
- Screen and printer font files must be provided for non-Adobe fonts or outline all fonts.
- Whenever possible, do not embed an EPS file within an EPS file.
- Do not create EPS file using Postscript Level 3.
- Create or save an ad using Illustrator CS2 or save file back to CS2.
- Only one ad per CD.
- For black/white ads, include a high quality laser hardcopy of the ad.
- For spot color ads, include a high quality black/white laser hardcopy or color laser hardcopy with the appropriate CMYK palette color(s) noted.
- For process color ads, include 1 color printout.

The media will be labeled with CMR#, Client#, Directory#, Pub Date, Listed Name in the ad, Phone Number and Item Code.

For best results.....

Art & Text -

- Line art: EPS image, minimum 600 pixels/inch.
- Black halftone: EPS image, minimum 150 pixels/inch.
- Color halftone: EPS CMYK image, minimum 200 pixels/inch
- Text: Adobe PostScript font or outlined font.

Ad Sizes -

- Must provide separate AWT, graphic EPS file, and visual proof printout for each and every ad.

PUBLISHER: **Real Yellow Pages, The, a Thryv brand**

PUB CODE(S) 0542, 0622, 0682, 0694, 0766, 0773

PUBLISHING OFFICE ADDRESSES

An overview of the SuperMedia National Publishing organization is shown below:

<u>Publishing Location</u>	<u>Region</u>	<u>Pub Codes</u>	<u>Directories in following states:</u>
Albany, NY Dex Media Inc. Attn: National Publishing 16 Corporate Woods Blvd. 2nd Floor, MC 48 Albany, NY 12211-2527	Mid-Atlantic New York 0542) New England	0542, 0622 0766, 0773	CT, DC, DE, MD, ME, MA, NH, NY, PA, (pubco 0542), RI, VT, WV, VA (pubco
Dallas, TX Address for Express Delivery Dex Media Inc. Attn: National Publishing 2200 W Airfield Drive, Dock A Dallas, TX 75261 Address for USPS address: Dex Media Inc. Attn: National Publishing P.O. Box 619810 Dallas, TX 75261	Southeast South, Central West, Northwest	0681, 0694 0682	AL, AZ, CA, CO, FL, ID, IL, IN, KY, MI, MN, MO, NC, NV, OH, OR, PA (pub code 682), SC, TX, VA (pub code 682), WA, WI

Visit the CMR Website at <http://www.supermedia.com/cmr> for information on incentives, bulletins, sales collateral, CMR communications, specs and guidelines and more!

Trademarks**FINDING LINE:**

Upper left in bold print, brand name or business name.

LOGO:

Upper left, center or right.

COPY:

Maximum 25 words or 8 lines. (No telephone #'s or addresses)

BUYING LINE:

1 1/2" below Finding Line. Item appears in slanted caps and is enclosed in quotation marks. This item is optional and does not count as copy. "Where To Buy", "For Information Call", "For Service Call", "Call"

CAPTION:

Appears below Buying Line and describes the type of business the Finding Line is (as Dealer, Retail, Sales & Service). Describes type or location of business, i.e. Irving, Retail, Sales & Service.

GEOGRAPHIC CAPTION:

Describes geographic area of service (Irving-Metroplex-Dallas). They must agree with the addresses of the listings appearing beneath them.

LISTING:

Appears after the Caption and is either a Regular Listing (TRL) or Bold Listing (TBLN).

Custom Trademarks**FINDING LINE:**

Upper left in bold print, brand name or customer name.

LOGO:

Upper right or left, or corner.

COPY:

Maximum 25 words or 8 lines. (No telephone #'s or addresses)

BUYING LINE:

2 inches below Finding Line. In quotation marks & italicized; not counted as copy. This line is optional. "Where To Buy", "For Information Call", "For Service Call", "Call"

CAPTION:

Appears below Buying Line and describes the type of business the Finding Line is (as Dealer, Retail, Sales & Service) or describes geographic area of service. (Irving -Metroplex - Dallas)

LISTING:

Appears after the Caption and is either a Regular Listing (CTRL) or a Bold Listing (CTBN).

SPACE LISTINGS
TYPOGRAPHY SPECIFICATIONS**3 Column****101695 – Sacramento, CA**

2HS	10p2 x 6p
3HS	10p2 x 9p
3HSA	10p2 x 9p
3HSR	10p2 x 9p
3HSAR	10p2 x 9p
4HS	10p2 x 12p
4HSA	10p2 x 12p
4HSR	10p2 x 12p
4HSAR	10p2 x 12p
5HS	10p2 x 15p
5HSA	10p2 x 15p
5HSR	10p2 x 15p
5HSAR	10p2 x 15p
6HS	10p2 x 18p
6HSA	10p2 x 18p
6HSR	10p2 x 18p
6HSAR	10p2 x 18p

3 Column**005086 Auburn Grass Valley, CA**

2HS	10p2 x 6p
3HS	10p2 x 9p
3HSA	10p2 x 9p
3HSR	10p2 x 9p
3HSAR	10p2 x 9p
4HS	10p2 x 9p
4HSA	10p2 x 12p
4HSR	10p2 x 12p
4HSAR	10p2 x 12p
5HS	11p2 x 12p
5HSA	10p2 x 15p
5HSR	10p2 x 15p
5HSAR	10p2 x 15p
6HS	10p2 x 18p
6HSA	10p2 x 18p
6HSR	10p2 x 18p
6HSAR	10p2 x 18p

4 Column**006925 – Roseville, CA**

2HS	11.8 x 5.10
3HS	11.8 x 8.0
3HSA	11.8 x 8.0
3HSR	11.8 x 8.0
3HSAR	11.8 x 8.0
4HS	11p8 x 11p
4HSA	11p8 x 11p
4HSR	11p8 x 11p
4HSAR	11p8 x 11p
5HS	11p8 x 14p7
5HSA	11p8 x 14p7
5HSR	11p8 x 14p7
5HSAR	11p8 x 14p7
6HS	11p8 x 17p6
6HSA	11p8 x 17p6
6HSR	11p8 x 17p6
6HSAR	11p8 x 17p6
8HS	11.8 x 23.4
8HSA	11.8 x 23.4
8HSR	11.8 x 23.4
8HSAR	11.8 x 23.4

EXTRA LINES

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
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Publisher accepts extra lines.

COUPON SPECIFICATIONS

Coupons are not offered by Publisher.

SPACE PRECEDENCE

Size, Seniority, Sequencing

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?	1PT	9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?	N/A	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?	N/A
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?	30%-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?	10	b) What is Minimum Pt. Size of Type?	10PT
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?	12PT	8) What is the Maximum Angle Type May be on?	N/A
c) Maximum Screen Percentage Accepted?	40-100		

SCREENS

1) What Percentages are Used?	20-70%	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?	1PT
		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?	85
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?	50%
		a) Does This Include the Border?	YES

COLOR ADS

1) Are Color Ads Offered?	YES	5) Are Color Half-Tones Accepted?	YES
2) How Many Color Items are Allowed Per Ad?	N/A	a) If Yes, What is the Percentage?	10-90%
3) Are Color Screens Allowed?	YES	6) What is the Distance Between Color & Black Items?	TOUCH
a) If Yes, What Screen Percentage?	20-80%	7) What Distance is Required Between Color Items & Black Border?	TOUCH
b) What Percentage of Total Ad Space is Allowed Color Screen?	100%	8) Are Trademarks Allowed in Red?	YES
4) Are Color 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, GREEN, BLUE, & PROCESS
		11) How Much Solid of Any Color?	100%

VELOX REQUIREMENTS

1) Is a Small Amount of Touch-Up Paint Accepted? Ads preferred on disk as EPS, TIFF, or JPEG.	NO	2) Is One Layer (One-Ups) Paste-Up Accepted?	NO
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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 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.

WHERE TO SEND ARTWORK:

Email: art@surewestdirectories.com

Mailing Address & Overnight:

SureWest Directories
915 Highland Pointe Dr.
Suite 400
Roseville, CA 95678

For additional information, call 916 772-4000.

SPACE LISTINGS
TYPOGRAPHY SPECIFICATIONS

STYLE OF DIRECTORY	4 - COLUMN					
Space Listing Size	1HS	2HS	3HS	4HS	5HS	6HS
Maximum Lines of Text in 7 Pt. Type Including Address and Tel. Number Line	5	7	11	17	25	N/A
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size	5	7	11	17	25	N/A
Maximum Depth of Copy (In Points)						
6 Pt. – All Caps	27	27	27	27	27	27
6 Pt. – Caps and Lower Case	27	27	27	27	27	27
8 Pt. – All Caps	23	23	23	23	23	23
8 Pt. – Caps and Lower Case	23	23	23	23	23	23
10 Pt. – All Caps	19	19	19	19	19	19
10 Pt. – Caps and Lower Case	19	19	19	19	19	19
12 Pt. – All Caps	14	14	14	14	14	14
12 Pt. – Caps and Lower Case	14	14	14	14	14	14
14 Pt. – All Caps	10	10	10	10	10	10
14 Pt. – Caps and Lower Case	10	10	10	10	10	10
18 Pt. – All Caps	5	5	5	5	5	5
18 Pt. – Caps and Lower	5	5	5	5	5	5
Are Cuts Acceptable	YES	YES	YES	YES	YES	YES
Placement of Cuts (L-Left, R-Right, C-Center)—	C	C	C	C	C	C
Must All Type Be in The Same Family	NO	NO	NO	NO	NO	NO
Pt. Size of Finding Line	9	9	9	9	9	9

Ad sizes are in points

QC	176 x 172	TM	170 x 69	3HS	176 x 112
DQC	360 x 172	CTM	170 x 141	4HS	176 x 148
TQC	544 x 172			5HS	176 x 184
DHC	360 x 352	1MS	176 x 58		
HP	544 x 352	2HS	176 x 76		
FP	544 x 712				

EXTRA LINES

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

30 Max

WP-No Max
YP-25

INTERNET SPECIFICATIONS

Print Advertising duplicated online for free.

SPACE PRECEDENCE

Size, Color, Seniority, Alphabetical

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?	1PT	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?	N/R
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?	30%-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?	10PT	b) What is Minimum Pt. Size of Type?	10
b) Maximum Screen Percentage Accepted?	40%	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?	14PT	8) What is the Maximum Angle Type May be on?	90°
c) Maximum Screen Percentage Accepted?	30%-60%		

SCREENS

1) What Percentages are Used?	30%-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?	90%
		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?	85%	4) Allowable Percentage of Halftone in Ad Area?	90%

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?	75%
		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?	90%
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	N/R
a) If Yes, What Screen Percentage?	40-60%	7) What Distance is Required Between Red Items & Black Border?	N/R
b) What Percentage of Total Ad Space is Allowed Red Screen?	90%	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

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? | TOLL FREE |
|--------------------------------------|----|--|-----------|

Digital Ad Specifications

EPS files with transparent background preferred but will accept pdf files.

Data and Media Specifications

Format: Mac saved as EPS or PDF
Artwork: Adobe Photoshop CS & Adobe Illustrator CS (minimum 300 dpi)
Font: Fonts must be converted to outlines. Minimum font size 7.5pts, 9pts reverse
Media: DVD, CD or email: jchristenson@swiftel-bmu.com

Text Requirements

Font: For Optimum Legibility, minimum text point size is 7.5
Name: 1st Line: 29 characters
2nd Line: 28 characters
(business names longer than 24 characters will use a 2nd line. In this case, one less line of text is available in the body).
Body: 50 characters per line
Color: Red, Green, Blue

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

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?	
--	--	--	--

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.

For access to the DMI website, submit your CMR#, preferred user ID and password to 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.

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".

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.

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.

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.

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.

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 restore 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

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

SPACE LISTINGS

TYPOGRAPHY SPECIFICATIONS

Directory Size – 8 3/8" x 10 13/16" (3 column Yellow Pages)

#102568 Grays Harbor Area, WA

#102737 Monroe-Snohomish-Upper Sky Valley, WA

#102566 Olympic Peninsula, WA

#102567 Winnemucca and Tri-County, NV

#103848 Woodinville & Duvall, WA

All sizes are in pica

DC 29.25 x 60

DHC 29.25 x 29.25

DQC 29.25 x 14.25

FP 44.25 x 60

HC 14.25 x 29.25

HP 44.25 x 29.25

QC 14.25 x 14.25

TQC 44.25 x 14.25

TQP 44.25 x 44.25

TM 14.25 x 6

CTM 14.25 x 12

2HS 14.25 x 6

3HS 14.25 x 9

4HS 14.25 x 12

5HS 14.25 x 15

6HS 14.25 x 18

7HS 14.25 x 21

8HS 14.25 x 24

•Art is available in 3HS and above

•Colors – Red, Green, or Blue

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

MISCELLANEOUS

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

Data and Media Specifications

- Format: Mac, PC saved as TIFF, PDF, EPS
- QuarkXPress; Macromedia FreeHand; Adobe InDesign; Adobe Illustrator; Adobe Photoshop; Adobe Acrobat
- Fonts: Include fonts
- Resolution: 300 dpi minimum resolution
- Media: E-Mail; CD
- Color: CMYK

Email artwork to art@directorymarketinginc.com

Email subject line should include: Directory Name & Number, CMR-Client #, and Client Name

Or mail artwork to:

DMI

1305 W Main St

Greenwood, MO 64034

DMI prefers to receive AWT's via email at Art@directorymarketinginc.com. If you cannot email your AWT, please fax to 816/537-7951 or mail it to the above address.

Please contact DMI with any questions 816/537-7950 or art@directorymarketinginc.com.

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? NO 2) What is the Acceptable "Toll Free (800)" Designation?

ELECTRONIC ART

We accept artwork saved on DVD Rom, CD Rom, Zip Disks & HD Floppy. All production is done on the Macintosh computing platform. Artwork may be submitted via e-mail, please call for email address. If you have any questions, please call us at 361-991-1306 and ask for Vincent. We currently support the following software packages: Multi-Ad Creator, versions 6.5 & lower/Quark Xpress, Versions 4 & lower/Illustrator, versions 10 & lower/ Photoshop, Versions 7 & lower. PDF is the preferable file format. TIF, JPG, EPS, PSD are acceptable file formats. We do not accept files created or saved in Microsoft Publisher or Microsoft Excel.

Scans

All color and grayscale scans to be printed in the Yellow Page Section must have a final resolution of 200 DPI at 100%. All color scans must be converted to CMYK with a total ink coverage of 240% with 30% Dot Gain. All color and grayscale scans to be printed on the Inside/Outside Cover must have a final resolution of 300 DPI at 100%. All Color scans must be converted to CMYK with a total ink coverage of 280% with 20% Dot Gain. Line Art must have a final resolution of 600 DPI at 100%. All scanned artwork should be saved in either TIFF or EPS formats.

Fonts

If fonts are to accompany a job submitted on disk, they must be Postscript Type I fonts. True Type fonts are not well received by high resolution image setting devices. If ad is created in an illustration program, such as Illustrator or Freehand, all type should be converted to outlines or paths.

Color

All color used in ad layouts must be specified as 4 color process (CMYK).

Please call for specs before building DT ads or coupons!

DIGITAL FILE SPECIFICATIONS

All pieces of art used in the ad need to be included on the disk. All fonts used in the ad need to be included on the disk. All fonts must be Postscript, No True Type fonts. All art must be in CMYK format. All art must be EPS or TIFF format. Photos should be 300 DPI and in CMYK format. Allow for a 30% Dot Gain to the printed product. Color scans on your screen should look very light. Please send hardcopy printed art transmittal with the ad so we can compare it to the disk. The following applications are acceptable:

Adobe Acrobat, PDF Files, Adobe Illustrator 10 or below, Adobe Photoshop 7.0 or below/Multi-Ad Creator 4 or below/Creator Pro 6.5/Quark Xpress 6 or below. The following media is unacceptable: 100MB Zip Disks, CD Rom & applications unacceptable are MS Publisher and MS Word formatted ads.

DESIGN SUGGESTIONS:

- 10PT bold minimum reverse type. Do not use fine serifs.
- Consider using Cyan only as a spot blue color.
- A darker color of blue should be built from 100% Cyan and 30-50% Magenta to get a good blue. 100% of each will print as purple.
- Consider building spot red with 100% Magenta and 50% yellow to get a good red color, not muddy or orange.
- We will be printing with Cyan, Magenta, Yellow and Black. Black only should be used to print black. The other colors should be used only to build color or process pictures. Black and white halftones should be printed with black ink only.
- For a darker black we suggest 100% black and 40% Cyan.
- On shadows, be sure to knock out the color under the dominant color.
- Try to stay away from building small type with more than one color. Minimize the amount of type built out of more than one color even on larger type. As a rule of thumb, do not use more than one color on anything less than 10pt (including keylines & borders).
- Stay away from outline type. Registration is apparent and may sometimes cause problems.
- Consider using light colors for background screens. Dark screens tend to overwhelm the ad.

If you have any questions, please contact National Solutions at (850) 226-6405.

TRADEMARKS**Vivial— 0558****Trademarks & Custom Trademarks****TYPOGRAPHY****TRADEMARKS**

2 & 3 column directories--13 picas wide by 4 1/2 picas deep
4 column directories--11 picas wide by 4 1/2 picas deep
Size: 1 inch

CUSTOM TRADEMARKS

2 & 3 column directories--13 picas wide by 10 1/2 picas deep
4 column directories--11 picas wide by 10 1/2 picas deep
Size: 1 1/2 inches

FINDING LINE:

Maximum number of characters is 65.
Should be brief and contain no extraneous wording such as locations or descriptive copy.

CUT OR INSIGNIAS:

May be solid black (all dimensions), or screened with a maximum of 85 lines and 50% tone. Symbols for Registered or Copyright used in connection with a logo are to be set inside the maximum logo dimensions. Photographs of individuals are not permitted.

TEXT:

Must not contain addresses, telephone numbers or information subject to change during the directory issue (i.e. hours, days of the week, individual's names etc).
Text is optional.

WHERE TO BUY IT PHRASES:

"Where To Buy," "Where To Call," "For Service Call," "Where To Buy Them," "Where To Buy It," "Where To Get Service," "For Information Call," "For Reservations Call," "Call." Use of caption wording such as "Dealers" or descriptive wording such as "Call Joe For Service," or "Members" is not permitted.

CAPTIONS:

Directional and geographical captions are available in selected directories.

CAPTIONS AVAILABLE:

Wholesale, Distributors, Package Pick-up, Retail, Dealers, Commercial Distributors, Sales, Factory Branches, Auto Parts Stores, Service, Branch Offices, Approval Insulation Contractors, Manufacturers, Showrooms, Independent Agents, Agents, Members.

Trade Names

- The use of a firm name as a finding line in a trade name is not accepted.
- No illustrations or copy are permitted in trade name.

TMR & CTMR

- Maximum of 3 red lines of 8 pt. type (excluding finding line, address line, & telephone number)
- Red text will always appear in bold type.
- Minimum of 1/16 inch is required between red & black items
- No screens or half-tones are permitted in red
- Entire logo must be in red
- Logo must be bold with no detail

TRADEMARKS

White Page Logos

- White page logo is one column wide and allows 3/4 inch space for illustration only.
- No text is permitted in this space.
- Maximum size should be 1 3/4" (10 1/2 picas) wide by 3/4" (4 1/2 picas) high, with at least 1/16 inch space on all sides.
- Business name and first telephone number are in superbold type.
- Same dimensions apply for 2, 3, and 4 column white page sections.

SPACE LISTINGS

MISCELLANEOUS

DHS indicates the use of a Descriptive Box.

5HSF:

- Illustration is optional, maximum one per ad
- May be placed to right, left or center of ad
- May not be larger than .875 x 1.25 inch
- If set vertical (.875 x 1.25) must be at least .625 inch from bottom line of ad
- If set horizontal (1.25 x .875), must be at least 1 inch from bottom line of ad
- Simple line drawings are recommended
- No halftones or massive black areas permitted
- National or regional trademarks are not acceptable unless the listed firm owns that trademark

In-Column Red:

- Available for 2HS size and up
- Border, name, addresses, telephone numbers always black
- Minimum type size is 10 point
- A 1/16" space is required between red and black items. Red and black cannot be combined in the same line. In general, reduce copy by one line when adding red to help prevent overruns.

Descriptive ads: Descriptive box and/or copy may be red or black. Minimum type size is 8 point within the box. A 1/16" space requirement may affect the type and placement of the information in the box.

- Feature ads:** Artwork may be in red. It is not recommended that trademark logos be set in red due to the registered design.

Anchorage, AK directory only: Point sizes are: 6PT, 8PT, 10PT, 12PT, 14PT, 18PT, and 24 PT.

4HSF:

- One illustration allowed per ad
- Illustration may be placed to the right, left or center of ad
- Maximum size for illustration is 1.25 inches (width) by .75 inches (height).
- If text appears to right or left of illustration, dimensions are .75 inches by .75 inches
- Available with red (4HSFR)
- Artwork permitted in red with 1/16 inch space between black and red items

SPACE LISTINGS

1MS:

- 3/4 inch space listing (One Metric Space)
- Not available in red or with directional space

6HS:

- Available in red (6HSR), with a feature (6HSF), and with a directional space (6DHS).

6HSF:

- Graphic size is 7/8" (5 picas) x 1 1/4" (7 1/2 picas). Illustration may appear horizontally or vertically, and be set to the left, right, or center at top of ad. Artwork will not be permitted at bottom of ad or in center (between lines of copy).

8HS:

- Available in red (8HSR), with a feature (8HSF), and with a directional space (8DHS)

8HSF:

- Graphic size is 1 1/4" (7 1/2 picas) x 1 1/2" (9 picas). Illustration may appear horizontally or vertically, and be set to the left, right, or center at top of ad. Artwork will not be permitted at bottom of ad or in center (between lines of copy).

Enhanced In-Column Listings

Product:

Enhanced In-Column Name Line and Phone Number

Description/Product Positioning:

The new enhanced In-Column name line and number will replace the current In-Column name line and number for all in-column listings. The more dominant type style and bolder print will enable an advertiser's firm name and telephone number to stand out on a directory page and increase consumer action.

Specifications:

The chart below highlights the maximum number of characters and spaces allowed for the enhanced name line and phone number. Also indicated is the point size used for the name, address and phone number line:

	2 & 3 Column	4 Column
	*Maximum Number of Characters and Spaces Per Line	*Maximum Number of Characters and Spaces Per Line
Firm Name	26	22
Firm Name (Second Line)	24	20
Address Line w/o Area Code	32	26
Address Line with Area Code	26	18

SPACE LISTINGS

	Point Size	Point Size
Name	8.6	8.6
Address	7.2	7.0
Phone Number	8.6	8.6

***NOTE:** The above character counts are approximations due to the various combinations of letters that could be used in a given name line or address line. When counting characters and spaces for a name line and address line, and you are approaching the maximum characters and spaces allowed, assume copy will go to a second line. Do not count area codes or phone numbers when determining character counts for address lines. The printer will not break words apart, therefore if characters and spaces are close to the maximum allowed the probability of going to a second line is high.

Maximum/Minimum Number of Lines and Point Size For In-Column Items of Sale
CORE -ITEMS OF SALE

	2 & 3 Column					4 Column			
	Max Lines	Max. Point	Max Lines	Min Point	Max. Lines	Max. Point	Max. Lines	Min. Point	Size
1MS		4	9	6	6	4	9	6	6
2HS		5	11	9	6	6	9	9	6
3HS		7	13	15	6	8	11	15	6
4HS		9	13	21	6	11	11	21	6
5HS		12	13	27	6	14	11	27	6
6HS		15	13	33	6	15	13	33	6
8HS		20	13	45	6	20	13	45	6

Example of how to use the chart above: If customer purchases a 1MS in a 2 column directory the maximum number of lines allowed using the maximum point size (9 pt.) would be 4. If the customer chooses to use the minimum point size (6 pt.) allowed for a 1MS in a 2 column directory then the maximum lines of copy allowed would be 6.

DIRECTIONAL - ITEMS OF SALE

2 & 3 Column					4 Column			
	Max. Lines	Max. Point Size	Max. Lines	Min. Point Size	Max. Lines	Max. Point Size	Min. Point Size	
3DHS	3*	13	8*	6	4*	11	8*	6
	3**	13	6**	6	3**	11	6**	6
4DHS	3*	13	8*	6	4*	11	8*	6
	5**	13	12**	6	6**	11	12**	6
5DHS	3*	13	8*	6	4*	11	8*	6
	12**	13	26**	6	14**	11	26**	6
6DHS	3*	13	8*	6	3*	13	8*	6
	15**	13	32**	6	15**	13	32**	6
8DHS	3*	13	8*	6	3*	13	8*	6
	20**	13	44**	6	20**	13	44*	6

* Area Beside Box

** Area Below Box

Example of how to use the chart above: If customer purchases a 4DHS in a four column directory, the maximum number of lines allowed using the maximum point size of 11 would be 4 for area beside the directional box and 6 for area below directional box. If customer chooses to use the minimum point size (6 pt.) for a 4DHS in a four column directory, the maximum number of lines allowed would be 8 for area beside the directional box and 12 for area below directional box.

Anchorage and Girdwood Alaska Only Enhanced In-Column Listings**Product:**

Enhanced In-Column Name Line and Phone Number

Description/Product Positioning:

The enhanced In-Column listing has more dominant type style and bolder print. This will enable an advertiser's firm name and telephone number to stand out on a directory page and increase consumer action.

Specifications:

The chart below highlights the maximum number of characters and spaces allowed for the enhanced name line and phone number: Also indicated is the point size used for the name, address and phone number line.

4 Column***Maximum Number of
Characters and Spaces Per Line**

Firm Name	22
Firm Name (Second Line)	20
Address Line w/o Area Code	26
Address Line with Area Code	18
Pt. Size	
Name	8.6
Address	7
Phone Number	8.6

***Note:** The above character counts are approximations due to the various combinations of letters that could be used in a given name line or address line. When counting characters and spaces for a name line and address line, and you are approaching the maximum characters and spaces allowed, assume copy will go to a second line. Do not count area codes or phone numbers when determining character counts for address lines. The printer will not break words apart, therefore if characters and spaces are close to the maximum number allowed the probability of going to a second line is high.

**Maximum/Minimum Number of Lines and Point Size
For In-Column Items of Sale**

CORE-ITEMS OF SALE FOR ANCHORAGE**4 Column**

	Max Lines	Max. Point Size	Max. Lines	Min. Point Size
1MS	3	10	7	6
2HS	4	12	10	6
3HS	7	12	15	6
4HS	9	14	21	6
5HS	11	14	28	6
6HS	11	18	33	6
8HS	11	24	46	6

Example of How to Use the Chart Above: If customer purchases a 1MS maximum number of lines allowed using the maximum point size (10 pt.) would be 3. If the customer chooses to use the minimum point size (6 pt.) allowed for a 1MS then the maximum lines of copy allowed would be 7.

DIRECTIONAL - ITEMS OF SALE FOR ANCHORAGE

4 Column				
	Max. Lines	Max. Point Size	Max. Lines	Min. Point Size
3DHS	4*	12	8*	6
	3**	12	7**	6
4DHS	3*	14	8*	6
	5**	14	13**	6
5DHS	3*	14	8*	6
	11**	14	27**	6
6DHS	2*	18	8*	6
	10*	18	33**	6
8DHS	2*	24	8*	6
	9**	24	44**	6

* Area Beside Box

**Area Below Box

Example of How to use the chart above: If customer purchases a 4DHS, the maximum number of lines allowed using the maximum point size of 14 would be 3 for area beside the directional box and 5 for area below directional box. If customer chooses to use the minimum point size (6 pt.) for a 4DHS, the maximum number of lines allowed would be 8 for area beside the directional box and 13 for area below directional box.

TYPOGRAPHY SPECIFICATIONS

Maximum Number of Characters & Spaces Per Line

STYLE OF DIRECTORY	2 COLUMN			
Space Listing Size	1MS, 2HS	3HS, 4HS, 5HS	6HS, 8HS	3DS, 4DHS, 5DHS, 6DHS, 8DHS
6 Pt. - All Caps	35	35	35	23* 35**
6 Pt. - Caps and Lower Case	48	48	48	33* 48**
8 Pt. - All Caps	26	26	26	17* 26**
8 Pt. - Caps and Lower Case	36	36	36	24* 36**
9 Pt. - All Caps	23	23	23	15* 23**
9 Pt. - Caps and Lower Case	32	32	32	22* 32**
11 Pt. - All Caps	N/A	19	19	12* 19**
11 Pt. - Caps and Lower Case	N/A	26	26	18* 26**
13 Pt. - All Caps	N/A	16	16	10* 16**
13 Pt. - Caps and Lower	N/A	22	22	15* 22**

STYLE OF DIRECTORY	4 COLUMN			
Space Listing Size	1MS, 2HS	3HS, 4HS, 5HS	6HS, 8HS	3DS, 4DHS, 5DHS, 6DHS, 8DHS
6 Pt. - All Caps	29	29	29	18* 29**
6 Pt. - Caps and Lower Case	41	41	41	25* 41**
8 Pt. - All Caps	22	22	22	13* 22**
8 Pt. - Caps and Lower Case	31	31	31	19* 31**
9 Pt. - All Caps	19	19	19	12* 19**
9 Pt. - Caps and Lower Case	27	27	27	17* 27**
11 Pt. - All Caps	N/A	16	16	10* 16**
11 Pt. - Caps and Lower Case	N/A	22	22	14* 22**
13 Pt. - All Caps	N/A	13	13	8* 13**
13 Pt. - Caps and Lower	N/A	19	19	11* 19**

* Area Beside Box **Area Below Box

Note: 3 Column Specifications are the same as 2 Column.

TYPOGRAPHY SPECIFICATIONS

Maximum Number of Characters and Spaces Per Line for Anchorage.

STYLE OF DIRECTORY				
Space Listing Size	1MS, 2HS	3HS, 4HS, 5HS	6HS, 8HS	3DHS, 4DHS, 5DHS, 6DHS, 8DHS
6 Pt. - All Caps	29	29	29	18* 29**
6 Pt. - Caps and Lower Case	41	41	41	25* 41**
8 Pt. - All Caps	22	22	22	13* 22**
8 Pt. - Caps and Lower Case	31	31	31	19* 31**
9 Pt. - All Caps	19	19	19	12* 19**
9 Pt. - Caps and Lower Case	27	27	27	17* 27**
10 Pt. - All Caps	17	17	17	11* 17**
10 Pt. - Caps and Lower Case	24	24	24	15* 24**
11 Pt. - All Caps	N/A	16	16	10* 16**
11 Pt. - Caps and Lower Case	N/A	22	22	14* 22**
12 Pt. - All Caps	14 2HS	14	14	9* 14**
12 Pt. - Caps and Lower	20 ONLY	20	20	12* 20**
13 Pt. - All Caps	N/A	13 4HS &	13	8* 13**
13 Pt. - Caps and Lower	N/A	19 5HS only	19	11* 19**
14 Pt. - All Caps	N/A	12 4HS &	12	7* 12**
14 Pt. - Caps and Lower Case	N/A	17 5HS only	17	11* 17**
18 Pt. - All Caps	N/A	N/A	9	6* 9**
18 Pt. - Caps and Lower	N/A	N/A	13	8* 13**
24 Pt. - All Caps	N/A	N/A	7	4* 7**
24 Pt. - Caps and Lower	N/A	N/A	10	6* 10**

* Area Beside Box

**Area Below Box

TYPOGRAPHY SPECIFICATIONS**ANCHORAGE, AK 4-COLUMN FEATURE SPECS**

Lines	Caps Chars	Caps & Lower Case Chars		Lines	Caps Chars	Caps & Lower Case Chars
3HSF 7/8 x 11/16 Next to Cut			3HSF 1 1/4 x 7/16 Next To Cut			
6 Pt. 8	13	19	6 Pt. 5	7	10	
12 Pt. 4	6	9	12 Pt. 2	3	5	
Below Cut			Below Cut			
6 Pt. 6	29	41	6 Pt. 9	29	41	
14 Pt. 3	14	20	12 Pt. 4	14	20	
4HSF 7/8 x 1 3/16 Next To Cut			4HSF 1 1/4 x 13/16 Next To Cut			
6 Pt. 14	13	19	6 Pt. 9	7	10	
14 Pt. 6	6	7	14 Pt. 4	3	3	
Below Cut			Below Cut			
6 Pt. 6	29	41	6 Pt. 10	29	41	
14 Pt. 2	12	17	14 Pt. 4	12	17	
5HSF 7/8 x 1 1/4 Next To Cut			5HSF 1 1/4 x 7/8 Next to Cut			
6 Pt. 15	13	19	6 Pt. 10	7	10	
14 Pt. 4	3	3	14 Pt. 4	3	3	
Below Cut			Below Cut			
6 Pt. 11	29	41	6 Pt. 15	29	41	
14 Pt. 5	12	17	14 Pt. 7	12	17	
6HSF 7/8 x 1 1/4 Next to Cut			6HSF 1 1/4 x 7/8 Next Cut			
6 Pt. 15	13	19	6 Pt. 10	7	10	
18 Pt. 5	4	5	18 Pt. 3	2	2	
Below Cut			Below Cut			
6 Pt. 17	29	41	6 Pt. 21	29	41	
18 Pt. 5	9	13	18 Pt. 7	9	13	
8HSF 1 1/4 x 1 1/2 Next to Cut			8HSF 1 1/2 x 1 1/4 Next To Cut			
6 Pt. 18	7	10	6 Pt. 15	3	4	
24 Pt. 4	1	2	24 Pt. 3	1	1	
Below Cut			Below Cut			
6 Pt. 26	29	41	6 Pt. 29	29	41	
24 Pt. 6	7	10	24 Pt. 7	7	10	

UDACS: There are no unique udacs for the enhanced In-column listings. Existing In-column items of sale will be maintained.

TYPOGRAPHY SPECIFICATIONS**Feature Informational character Spaces Next To Cut & Below Cut At Minimum & Maximum Point Sizes**

Lines	Caps Chars	Caps & Lower Case Chars		Lines	Caps Chars	Caps & Lower Case Chars
3HS 7/8 x 11/16 3 Col Next to Cut 6 Pt. 8 13 Pt. 3	19 8	26 12	3HS 1 1/4 x 7/16 3 Col Next To Cut 6 Pt. 5 13 Pt. 2	5 2	12 5	17 8
Below Cut 6 Pt. 6 13 Pt. 2	35 16	48 22	Below Cut 6 Pt. 9 13 Pt. 4	9 4	35 16	48 22
4 Col. Next To Cut 6 Pt. 8 11 Pt. 4	13 6	19 8	4 Col. Next To Cut 6 Pt. 5 11 Pt. 2	5 2	7 3	10 4
Below Cut 6 Pt. 6 11 Pt. 3	29 16	41 22	Below Cut 6 Pt. 9 11 Pt. 4	9 4	29 16	41 22
4HS 7/8 x 1 3/16 3 Col Next To Cut 6 Pt. 14 13 Pt. 6	19 8	26 12	4HS 1 1/4 x 13/16 3 Col Next to Cut 6 Pt. 9 13 Pt. 4	9 4	12 5	17 8
Below Cut 6 Pt. 6 13 Pt. 2	35 16	48 22	Below Cut 6 Pt. 10 13 Pt. 4	10 4	35 16	48 22
4 Col Next to Cut 6 Pt. 14 11 Pt. 7	13 6	19 8	4 Col Next To Cut 6 Pt. 9 11 Pt. 5	9 5	7 3	10 4
Below Cut 6 Pt. 6 11 Pt. 3	29 16	41 22	Below Cut 6 Pt. 10 11 Pt. 5	10 5	29 16	41 22
5HS 7/8 x 1 1/4 Next To Cut 6 Pt. 15 13 Pt. 6	19 8	26 12	5HS 1 1/4 x 7/8 Next to Cut 6 Pt. 10 13 Pt. 4	10 4	12 5	17 8
Below Cut 6 Pt. 11 13Pt. 5	35 16	48 22	Below Cut 6 Pt. 15 13 Pt. 7	15 7	35 16	48 22
4 Col Next to Cut 6 Pt. 15 11 Pt. 8	13 6	19 8	4 Col Next To Cut 6 Pt. 10 11 Pt. 5	10 5	7 4	10 5
Below Cut 6 Pt. 11 11 Pt. 6	29 16	41 22	Below Cut 6 Pt. 15 11 Pt. 8	15 8	29 16	41 22

TYPOGRAPHY SPECIFICATIONS

Lines	Caps Chars	Caps & Lower Case Chars	Lines	Caps Chars	Caps & Lower Case Chars
6HS 7/8 x 1 1/4 3 Col Next To Cut 6 Pt. 15 13 Pt. 6	19 8	26 12	6HS 7/8 x 1 1/4 3 Col Next To Cut 6 Pt. 10 13 Pt. 4	12 5	17 8
Below Cut 6 Pt. 17 13 Pt. 7	35 16	48 22	Below Cut 6 Pt. 21 13 Pt. 10	35 16	48 22
4 Col Next to Cut 6 Pt. 15 11 Pt. 6	13 6	19 8	4 Col Next To Cut 6 Pt. 10 11 Pt. 5	7 4	10 5
Below the Cut 6 Pt. 17 11 Pt. 7	29 13	41 19	Below Cut 6 Pt. 21 11 Pt. 11	29 13	41 19
8HS 1 1/4 x 1 1/2 3 Col Next To Cut 6 Pt. 18 13 Pt. 8	12 5	17 8	8HS 1 1/2 x 1 1/4 3 Col Next to Cut 6 Pt. 15 13 Pt. 6	8 3	11 5
Below Cut 6 Pt. 26 13 Pt. 12	35 16	48 22	Below Cut 6 Pt. 29 13 Pt. 13	35 16	48 22
4 Col Next To Cut 6 Pt. 18 11 Pt. 8	7 3	10 4	4 Col Next To Cut 6 Pt. 15 11 Pt. 6	3 1	4 1
Below Cut 6 Pt. 26 11 Pt. 12	29 13	41 19	Below Cut 6 Pt. 29 11 Pt. 13	29 13	41 19

UDACS: There are no unique udacs for the enhanced In-column listings. Existing In-column items of sale will be maintained.

EXTRA LINES

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
.			10
*WEL 2, 3 Column.....		38	10
4 Column.....		40	10
5 Column.....		26	10
*WFC 2, 3 Column.....		39	10
4 Column.....		40	10
5 Column.....		24	10
EL 2, 3, 4 Column.....		32	25

If your advertising exceeds 9 WEL's or WFC's, contact Publisher to verify acceptance.

COUPON SPECIFICATIONS

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
	0558				
Anchorage, Alaska		23.5 x 9	Yes	No	No
Orange County, New York		23.5 x 9	No	No	No
Texas State University		23.5 x 9	Yes	No	No

MISCELLANEOUS

For a complete list of Directories offering a coupon section, please call your National Account Service Manager.

Coupons must be submitted on artwork transmittals.

Randomly placed. (Multiple coupons purchased by same advertiser are placed together.)

Artwork (size of TM logo) is acceptable, but not as part of the border.

Photographs can be reproduced as line drawings only - no half-tones.

Art should be descriptive of product or service.

Expiration date required.

Disclaimers should be used (e.g. "Not valid with any other offer")

Coupon advertising not acceptable for:

1. Abortion Alternatives
2. Abortion Services
3. Dating Services
4. Escort Service Personal
5. Massage

Price may be used in coupon copy. (Specific price must be effective until date of coupon expiration.)

All display ads required to include coupon logo.

In-column listings should include line of copy, stating that advertiser is offering coupon.

SPACE PRECEDENCE

Size, Alphabetical: Anchorage, AK-Seniority- FP ads only; Orange County Gr, NY & Hopewell Junction, NY-

Seniority-all ads Mohave County, AZ, Elk Grove, CA, Seniority, all ads; Lorain, OH, Seniority, By Size; Rochester,

NY and Rochester So Area, NY, Seniority by size, then date of purchase; Mid-Plains, WI, Seniority, all ads;

Fairbanks, AK, Full page Ads only, Statesboro, GA Seniority All Ads.

DISPLAY AD SIZES**Dayton IDP Graphics Disk Ad Spec Sheet/Checklist for Hawaii Telcom**

The Berry Company IDP Graphics Department strives to make sure that each disk finds its way home. However, we cannot guarantee that it will happen, and are therefore not responsible for lost media. Please help us, help you, by supplying a complete return address on your media, and be sure to send a copy of your file, not the original. We do NOT return floppy disks, but other media will be returned upon request.

Color Hard Copy: A Color Hard Copy of the ad must be pasted on the front of ad copy sheet. The hard copy must match the file on the disk exactly.

Media Type: Always supply a business card/contact information with all media. Always supply a complete return address with all media to be returned. 3.5" diskette, CD-Rom (Burn CD as ISO 9660), Compact Flash Cards, Zip 100 disk, Superdisk, Mac or PC formatted.

File Formats: We will accept the following file formats only: EPS, PDF, Tiff, JPEG, PSD.

Software: Due to file conversion issues, we do not accept Quark files. Export as PDF. We do not accept password protected files.

We will accept the following graphics software only:

- Adobe Illustrator 10 or earlier.
- CorelDraw (Exported as EPS only)
- Freehand (Exported as EPS only)
- PhotoShop 6
- All files must be saved as one of the file formats accepted.
- All text must have outlines created or converted to paths to insure that fonts do not default. (Outlining of fonts is a function in Illustrator and some other programs that converts text to non-editable artwork.)
- The ad must be sized correctly, according to UDAC Chart attached.
- Colors must be in CMYK, and in the color mixes supplied.
- Process color ads may be in any CMYK color combination and may contain color photos, whereas all other UDAC's must use grayscale photos, and only the spot colors indicated in UDAC.
- There can be nothing (art, photos, boxes, etc.) hanging outside the ad. Masks are not acceptable. The photos must be cropped to fit in the ad exactly as shown.
- All images must be parsed or embedded, not placed. Do not Link.
- Photos must have a minimum final size of 140 dpi and Bitmap or Graphic images must have a final size of 800dpi.
- All support images must be supplied with the ad.
- Ad should have a final size of minimum 240dpi (Photoshop ads only)
- PDF files should be optimized for press output, not screen.
- Tiff, Jpeg, PDF, and some PSD files are not an editable format. We can not make changes to these files. If you opt to supply one of these file types, please supply the file ready for print with no changes. *Jpeg files from Word, Publisher, Power Point, etc. are not print quality.
- All ads need to have a border of some sort. If one is not provided, a one point rule will be added.

**Due to copyright laws and low resolution, we cannot accept artwork obtained from the Internet.

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?	N/R	a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	N/R
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?	30%, 40%, 50%, 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?	10	b) What is Minimum Pt. Size of Type?	10
b) Maximum Screen Percentage Accepted?	40%	5) Can Telephone Numbers Appear as Screened Type?	NO
3) Is Screened Type Allowed?	YES	6) Can Telephone Numbers be on a Screened Background?	NO
a) Is Outlined Screen Type Required?	NO	7) Is Type Accepted Over a Half-Tone?	NO
b) What is the Minimum Pt. Size of Type?	14	8) What is the Maximum Angle Type May be on?	90°
c) Maximum Screen Percentage Accepted?	30%, 40%, 60%		

SCREENS

1) What Percentages are Used?	30%, 40%, 50%, 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?	50%
		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?	85%	4) Allowable Percentage of Halftone in Ad Area?	50%

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?	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?	N/R	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?	40%, 50%, 60%	7) What Distance is Required Between Red Items & Black Border?	
b) What Percentage of Total Ad Space is Allowed Red Screen?	50%	8) Are Trademarks Allowed in Red?	IN SOME DIRECTORIES, CK R & D
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

DISPLAY AD SIZES

VELOX REQUIREMENTS

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

NO

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

NO

Dayton IDP Graphics Disk Spec Sheet/Checklist for IDP Directories

The Berry Company IDP Graphics Department strives to make sure that each disk finds its way home. However, we can not guarantee that it will happen, and are therefore not responsible for lost media. Please help us, help you, by supplying a complete return address on your media, and be sure to send a copy of your file, not the original. We do NOT return floppy disks, but other media will be returned upon request.

Color Hard Copy: A Color Hard Copy of the ad must be pasted on the front of ad copy sheet. The hard copy must match the file on the disk exactly.

Media Type: Always supply a business card/contact information with all media. Always supply a complete return address with all media to be returned. 3.5" diskette, CD-Rom (Burn CD as ISO 9660), Complete Flash Cards, Zip 100 disk, Superdisk, Mac or PC formatted.

File Formats: We will accept the following file formats only: EPS, PDF, Tiff, JPEG, PSD.

Software: Due to file conversion issues, we do not accept Quark files. Export as PDF. We will accept the following

Graphics software only
Adobe Illustrator 10 or earlier
CorelDraw (Exported as EPS only)

Freehand (Exported as EPS only)
PhotoShop 6

All files must be saved as one of the file formats accepted.

All text must have outlines or paths created to insure that fonts do not default. (Outlining of fonts is a function in Illustrator and some other programs that converts text to non-editable artwork.)

The ad must be sized correctly, according to UDAC Chart attached. Colors must be in CMYK, and in the color mixes supplied.

Process color ads may be in any CMYK color combination and may contain color photos, whereas all other UDAC's must use grayscale photos and color must be spot colors per UDAC.

There can be nothing (art, photos, boxes, etc.) hanging outside the ad. Masks are not acceptable. The photos must be cropped to fit in the ad exactly as shown.

All images must be parsed or embedded, not placed. Do not Link.

Photos must have a minimum final size of 140 dpi and Bitmap or Graphic images must have a final size of 600dpi.

All support images must be supplied with the ad.

Ad should have a final size of 240dpi (Photoshop ads only)

PDF files should be optimized for press output, not screen.

Tiff, Jpeg, PDF, and some PSD files are not an editable format. We can not make changes to these files. If you opt to supply one of these file types, please supply the file ready for print with no changes. *Jpeg files from Word, Publisher, Power Point, etc. are not print quality.

Color Mixes CMYK – IDP Directories
Red – 100% Yellow – 100% Magenta
Green – 80% Yellow – 100% Cyan

Blue – 100% Cyan
Black – 100%

*Due to copyright laws and low resolution, we cannot accept artwork obtained from the Internet.

PROMOTIONAL**White Page Banner Ads -- Berry Standard**

Product Intent White Page Banners provide creative advertising options giving new and existing customers non-traditional messaging opportunities in a directional advertising medium.

Product Variations

Color*	Location	Placement
<ul style="list-style-type: none"> Black Yellow highlight Red 	<ul style="list-style-type: none"> Bottom margin 	<ul style="list-style-type: none"> Single (On own page)** Multiple (Sequenced)

*Dependent on current WP color availability

**Single Banners available in trial markets only

Guidelines

All advertiser positions are secured on a first-come, first-serve basis. Order within the multiple banner sequence will be alphabetical by advertiser name. Multiple purchases by a single advertiser should "skip" one place between them. E.g., Advertiser A purchases 2 packages, B 1, C 1, D 1; placement would be ABACD.

WP Banner placement cannot be guaranteed. For Single Banners, Sales must communicate that the ad will appear on or near the requested page (trial markets only).

Berry

- Directory Offering: Available in markets approved by DSA.
- Dimensions: Banner sizes across entire bottom margin, 1" in height.

Dir. Columns	Height		Width	
	Picas	Points	Picas	Points
2 Col	6	72	31	372
3 Col	6	72	47	564
4 Col	6	72	49.6	594

Standard**Specifications**

- Priority Placement: Signature date determines order of Multiple Banner sequence and gives priority to Single Banners. First Right of Refusal and Seniority Placement rules apply in subsequent years.
- Location: Bottom margin of the WP business listing pages or interfiled bus/ res/ EAS pages.
- Color Options: Black and/ or Yellow Highlight or Red (depending on current WP color availability). Black reverse and screening permitted.
- Artwork: Art clips, logos, etc. may be included. The artwork must be sized to attractively fit the specified dimensions (the ad is treated like a display).
- Borders: Plain line borders only (no custom borders allowed).

UDAC/ Description*

WBM WP Bottom Margin Black on own WP listing page
 WBMH WP Bottom Margin Yellow Highlight on own WP listing page
 WBMR WP Bottom Margin Red on own WP listing page
 WBMM WP Bottom Margin Black placed in sequence
 WBMMH WP Bottom Margin Yellow Highlight placed in sequence
 WBMMR WP Bottom Margin Red placed in sequence

*Banner offerings are directory-specific. Contact Sales Manager for item availability.

Banner Inventory

Multiple (Sequenced) Banners: # of available packages differs by directory*

Single Banners (Placed on Own Page): As many as are purchased. Available in trial markets only.

*Repetitions are limited in directories with minimum WP counts. Sales management to use discretion regarding number of packages available in small markets. Reps to contact Sales Manager for item availability.

Banner Repetitions

Multiple Banner sequences will receive up to 15 repetitions randomly placed throughout the white pages. (repetitions dependent on number of packages sold and number of white pages)

White Page Billboard Ads

Product Intent	White Page Billboards provide creative advertising options giving new and existing customers non-traditional messaging opportunities.
Guidelines	<ul style="list-style-type: none"> • Availability is limited to a specified inventory of advertiser positions. Positions will be filled on a first-come, first-serve basis defined by signature date order. • First right of refusal applies in subsequent years • In directories with both WP Banners (bottom margin) and WP Billboards (top corner), number of advertiser positions and repetitions will be the same for consistency.
IDP Specs	<ul style="list-style-type: none"> • Availability: Select directories, as specified on DPD or DSA • Location: Upper outside left corner of the left facing page and the upper outside right corner of the right facing page in the White Page business listing pages or interfiled bus/residential/ EAS pages • Color Options: Black and Yellow (depending on directory's WP color level). Sales reps must indicate where to apply yellow. If a yellow UDAC is submitted with no specific instructions regarding where to apply yellow, then the entire background will be made yellow. • Artwork: Art clips, logos, etc. may be included. The artwork must be sized to attractively fit the specified dimensions (the ad is treated like a display ad).
Placement	Order of placement within sequence will be random. The sequence of billboard ads will repeat throughout the alpha listing pages. Each advertiser will receive <u>up to</u> 15 billboard exposures, unless otherwise specified.

UDAC/ Description

WPCB	White Page Corner Billboard Black
WPCBH	White Page Corner Billboard Yellow
WPCBR	White Page Corner Billboard Red

White Page Web Box Product Specifications**Product Intent**

The White Page Web Box is designed for all advertisers promoting web or e-mail addresses. The Web Box will be referenced by both new and existing customers who know the name of the business. Non-traditional advertisers are among prime targets for the Web Box.

Guidelines

The Web Box is available to all local, foreign, and national advertisers (with or without yellow page advertising). The advertiser is NOT required to print an address or phone number in the ad; however, as noted below, the WRL and any captions **will** appear following the Web Box.

Specifications

Size(s) available: White Pages Web Box availability is dependent upon the directory White Pages In-Column size offerings- all sizes may not be available.

- Dimensions: Width: One Column
Length: 4HS (2" size), 6HS (3" size), 8HS (4" size)
- Location: Ad will appear alphabetically by listed business name, and listing(s) will print immediately after the Web Box.
- Color Options: Black w/ Red, Black w/ Gray Screen or Black w/ Yellow Highlight (*depending on directory color level*)
- Ad Design: Art clips, logos, and any relevant information may be included. **Ad MUST include a web or e-mail address.** Artwork must be sized to attractively fit specified dimensions (ad is treated like a display ad).
- Reverse URL bar always remains in the same location. Area below the reverse URL box increases in size as the web box increases (room for additional text).
- Border: Standard thin line border applied to all 4 sides.

UDAC/ Description	WDOT	White Page Web Box, Black w/ Yellow Highlight (2", 4HS size)
	WCDT	White Page Caption Web Box, Black w/ Yellow Highlight (2", 4HS size)
	WDOR	White Page Web Box, Black w/ Red (2", 4HS size)
	WCDR	White Page Caption Web Box, Black w/ Red (2", 4HS size)
	WDTG	White Page Web Box, Black w/ Gray Screen (2", 4HS size)
	WCDG	White Page Caption Web Box, Black w/ Gray Screen (2", 4HS size)
	WDO6	White Page Web Box, Black w/ Yellow Highlight (3", 6HS Size)
	WDO6G	White Page Web Box, Black w/ Gray Screen (3", 6HS Size)
	WDO6R	White Page Web Box, Black w/ Red (3", 6HS Size)
	WCO6	White Page Caption Web Box, Black w/ Yellow Highlight (3", 6HS Size)
	WCO6G	White Page Caption Web Box, Black w/ Gray Screen (3", 6HS Size)
	WCO6R	White Page Caption Web Box, Black w/ Red (3", 6HS Size)
	WDO8	White Page Web Box, Black w/ Yellow Highlight (4", 8HS Size)
	WDO8G	White Page Web Box, Black w/ Gray Screen (4", 8HS Size)
	WDO8R	White Page Web Box, Black w/ Red (4", 8HS Size)
	WCO8	White Page Caption Web Box, Black w/ Yellow Highlight (4", 8HS Size)
	WCO8G	White Page Caption Web Box, Black w/ Gray Screen (4", 8HS Size)
	WCO8R	White Page Caption Web Box, Black w/ Red (4", 8HS Size)

White Page In-Column Ads**Product Intent:**

White Page In-Column ads provide increased service to consumers by featuring descriptive information and creative ad design in the white pages. Advertisers may use this product to make a positive first impression on referral business, decrease nuisance phone calls (for hours, directions, etc) and increase customer service.

Guidelines:

WP In-Columns are available to all advertisers (with or without yellow page advertising). In fact, non-traditional advertisers are among prime candidates for WP In-Column directory presence. Address in WP In-Column may differ from listed address and phone number in WRL/SRL.

Specifications:

Dimensions: Width: One Column

Length: 1 ½" - 5" (3HS to 10HS size depending on directory in-column size offerings)

Location: Ad will appear immediately before advertiser's WP listing.

Color Options: Black and Red or Yellow Highlight (depending on WP color offering)

Ad Design: Art clips, logos, etc. and any relevant info may be included. Artwork must be sized to attractively fit specified dimensions (ad is treated like a display ad).

Note: WP In-Column ad copy must be the same throughout multi-sectioned local alphas (same as WP Logo specs).

Border: Standard square thin line border applied to all 4 sides. National WP In-Columns require a complete Velox or file on disk of the finished ad for processing.

UDAC/ Description**Black**

W3HS	WP 1 ½" space listing
W4HS	WP 2" space listing
W5HS	WP 2 ½" space listing
W6HS	WP 3" space listing
W8HS	WP 4" space listing
W10HS	WP 5" space listing (Cincinnati Only)

Red

W3HSR	WP 1 ½" space listing red
W4HSR	WP 2" space listing red
W5HSR	WP 2 ½" space listing red
W6HSR	WP 3" space listing red
W8HSR	WP 4" space listing red
W10HR	WP 5" space listing red (Cincinnati Only)

White Page In-Column Ads**Yellow Highlight**

W3HH	WP 1 ½" space listing yellow highlight
W4HH	WP 2" space listing yellow highlight
W5HH	WP 2 ½" space listing yellow highlight
W6HH	WP 3" space listing yellow highlight
W8HH	WP 4" space listing yellow highlight

Gray Screen

W3HG	WP 1 ½" space listing gray screen
W4HG	WP 2" space listing gray screen
W5HG	WP 2 ½" space listing gray screen
WC3G	WP 1 ½" space listing gray screen caption
WC4G	WP 2" space listing gray screen caption
WC5G	WP 2 ½" space listing gray screen caption

TRADEMARKS

Trademarks & Custom Trademarks

Trademark Product Specifications

All art specs sizes in this chart are in points	Standard 2 and 3 Column directories (Picas)	Standard 4 Column directories (Picas)	Greater Valley, GA (15830) Quincy Area Wide, IL (21252) (Picas)	Hoosier Country, IN (101342) Brazoria, TX (69482) (Picas)	Fremont, IL (17294) Middleburgh, NY (51129) Hinton/Carnegie, OK (59762) Salina-Spavinaw, OK (60483) (Picas)
TM (w/finding line on one line)	14.5 X 6	11 X 6	13 X 6	11.5 X 6	17.33 X 6
TM (w/finding line on two lines)	14.5 X 5.25	11.5 X 5.25	13 X 5.25	11.5 X 5.25	17.33 X 5.25
CTM (w/finding line on one line)	14.5 X 12	11.5 X 12	13 X 12	11.5 X 12	17.33 X 12
CTM (w/finding line on two lines)	14.25 X 11.25	11.5 X 11.25	13 X 11.25	11.5 X 11.25	17.33 X 11.25

Where To Buy It Phrases

Here are a few suggested "Where to Buy It Phrases", but are not limited to:

- "Where To Call"
- "Where To Buy Them"
- "For Service Call"
- "Where To Get Service"
- "For Information Call" and "Members".

Caption Headings Requirements

They are not advertising items and phrases such as "FREE DELIVERY" or any wording that does not further define the type or location of the business are not permitted. Captions are always set as plural except those that do not lend themselves to pluralization such as "Service" and city and geographic captions. When a city or geographic caption is used they must agree with the addresses of the listing(s) appearing beneath them.

*Please note that Emblems or insignia of bona-fide associations are acceptable in connection with trademarks sold to such organizations. Seals of approval or similar endorsements are not acceptable since they are not an aid in the identification of the product or service included in the finding line.

Guidelines for Trademarks

- The TM must appear under the Class Heading that is descriptive of the product or services offered.
- Only one TM for the same product or service can appear under the same class heading. Caption text appears in all caps.
- When city or geographic captions are used, they must agree with the address and listing it is associated to.
- Punctuation marks are limited to those in a HS (in-column) ad.
- Text can appear at a minimum of 6-points and maximum of 12-points.
- Text size within a given line of copy cannot vary.
- Vertical lines, underlines and decorative marks are prohibited.
- Text cannot appear above the TM logo.
- The TM copy text is used to describe the product or service.
- The TM copy text cannot contain address or telephone numbers.
- Internet address can be used in place of the "Where To Buy It" phrase.

TRADEMARKS
TN - Yellow Page Tradename setup

- The tradename and telephone number appear in bold letters.
- The address is in regular type.
- The TN must appear under the Class Heading that is descriptive of the product or services offered.
- Only one TN for the same product or service can appear under the same class heading.
- Advertising items and phrases such as "Open 24 Hours" or any text that do not define business location or type of business is prohibited.
- Caption text appears in all caps.
- When city or geographic captions are used, they must agree with the address and listing it is associated to.
- Slogans or firm name are not permitted to be finding lines.

Directory Eligibility

- Available in all directories.

Customer Qualifications

- **Closed:** Both the TM and listings are controlled by the owner of the TradeMark, who specifies to the CMR which listings which may appear under their Trademarks.

EXTRA LINES

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
2 and 3 Column Directories	8 Point	27 if all caps – 32 if lower case.	
4 Column Directories	8 Point	25 if all caps – 31 if lower case.	
			WP-No Limit YP-No Limit

COUPON SPECIFICATIONS

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
	0520	22.42 x 11.42	No	Yes	No

Product Overview

Single Coupons, Half-Page Coupons, Full-Page Coupons and Coupon Display Package are available in the Coupon Section of a limited number directories.

The Coupon Display Package is a full page in the coupons that combines an enhanced color display ad with coupons. Now a customer can buy page space in the Coupons section to use for a display ad and a minimum of two coupons. When a customer places an enhanced color ad in the Yellow Pages, they'll qualify for a Coupon Display Package. The coupon section offers a *cover page* that is very contemporary and colorful and demonstrates the easy steps consumers can take in order to benefit from Coupons.

COUPON SPECIFICATIONS

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
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The coupon section also offers an *index* that helps consumers locate coupons easier. The index highlights the key coupon heading. Each advertisers' primary class heading is used to identify the product or service to consumers. The headings appear in alphabetical order within the index. When more than one advertiser appears within a class heading, the business names are then filed alphabetically regardless of the number of coupons purchased.

Advertiser Guidelines

An advertiser can purchase either a full page of coupons, half page of coupons or single coupons as long as they have an SRL or an RLF in the Yellow Pages section.

Adtype Alias for coupons

Click on UDAC code to get art spec sizes and art spec examples.

- The half-page coupon process color adtype alias is **CPHWP**
- The full-page coupons process color adtype alias is **CPFWP**
- The single coupon process color adtype alias is **CPNWP**
- The Coupon Display Package adtype are **CDQH8**, **CHPV5** and **CTQP2**

Coupon Display Package Requirements

The advertiser must purchase a quarter page or larger enhanced color display in the Yellow Pages to be eligible for the **DQCWP**. Please refer to ad size availability below:

- 3 Column book: TQCH or larger enhanced color display ad.
- 4 Column book: DHC or larger enhanced color display ad.

When placing the Coupon Display Package in the Coupon Section:

- An advertiser can place a **CTQP2** page display ad above or below 2 coupons.
- An advertiser can place a **CHPV5** page display ad to the left or right of 5 coupons.
- An advertiser can place a **CDQH8** page display ad above or below 8 coupons.
- The advertiser's business name, number and address will be placed in the back of the Coupons.

General Coupon Guidelines

- Custom borders are allowed.
- Artwork and photographs must be placed inside of the border. Nothing can break or overlap the coupon border.
- Photographs are allowed within coupons. Advertiser can illustrate products and services more effectively. Additionally, photographs will improve the attractiveness of the coupons.
- No premium will be placed on the use of photographs within the coupons.
- Printed photograph must not be smaller than 1" x 1".
- Enhanced color and white-knockout are available in the coupons if they are part of the Yellow Page section that offers process color.
- The coupons must contain an offer to the consumer. Usually the offer is stated either as a fixed dollar amount or as a percentage off the normal price of the product or service.
- An expiration date is required to appear in each coupon. If the advertiser does not specify an expiration date, then the scheduled publication date (month/year) of the next issue of the directory will be used.
- One or both of the following disclaimers may be included at the customers' discretion:
 - "Limit one coupon per customer per visit"
 - "Not valid with any other offer"
- Coupon advertisers are encouraged to place the coupon information in their display ads or in-column ads to alert consumers of the money-saving offers available for these businesses.
- The coupons are paginated by size, seniority and date of sale.

COUPON SPECIFICATIONS

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
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Ad Content Standards

- Refer to [Advertising Standards Policy](#) for guidelines and restrictions on ad content, artwork and copy verbiage.

Directory Eligibility

- Check Alltel's National Accounts Team for coupon product availability.

Customer Qualifications

- Local, foreign, National, existing, non-ads and new installs are eligible.
- To qualify for the CPFWP item package, an eligible advertiser must purchase or have a quarter page or larger enhanced color display in the Yellow Pages of the eligible directory.
- To qualify for the full, half or single coupon offering, the customer must have an SRL or RLF in the Yellow Pages.
- Qualifying display ad may be existing or new.
- New issue revenue (NI) must equal or exceed present issue revenue (PI) at the contract level after discounts are applied.
- Advertisers with a qualifying display ad may purchase and apply this program to as many Coupon Display packages as they want.
- If the advertiser cancels their display advertising or if the NI is lower than the PI, they do not qualify for the Coupon Display package.

Incentive Programs

- The advertiser is eligible for the appropriate incentive programs when upgrading or purchasing the quarter page or larger display ad in the Yellow Pages.

Reservations

- No system reservations are necessary for Coupons or the Coupon Display package.

SPACE PRECEDENCE

Size, Seniority
Sales date at that size ad
Alphabetical

Larger ads are paginated in preferred position to smaller Display Ads under the same class heading. Smaller ads cannot appear above a larger Display Ad under the same class heading. When two or more class headings appear on the same page the Display Ads are arranged in the same relative order as the associated class heading. Display filler cannot be placed above a Display Ad. Display filler or listings will be used to improve the position of the page toward the gutter. The outside column on a page is considered to be preferred positioning.

INTERNET SPECIFICATIONS

White Pages Internet Web Box Ads (WIBX) and Yellow Pages Internet Web Box Ads (YIBXM) available in selected directories that APC publishes.

White Pages Internet Web Box Ad (WIBX)

White Pages Internet Web Box Ad (WIBX) is a product that offers a Display Ad appearance, with a 2-point thick border, which is enhanced by a 3/8 inch black banner (runs edge to edge) in the middle of the ad that contains a white reverse URL. In addition, this product is automatically bundled with "WEBLNK" (hotlink-applicable to books that are available online).

White Page Internet Box ads appear alphabetically along with the listing products under the designated White Page section. The body text and artwork is surrounded on all four sides by a 2-point line border. Limited color highlight or text can be added to create additional impact to the White Page Internet Box advertisement.

White Page Internet Box ads and Primary Listing Requirements

- The free listing (WRL) appearance will appear below all White Page Internet Box ads. If a foreign customer purchases a White Page Internet Box ad, the customer's listing must be established.
- White Page Internet Box ads must contain a URL or an email address in the black banner. The URL or email font size will adjust to fit within the black banner.
- **White Page Internet Box Ad type Alias**
- White Page Internet Box ads are offered with the choice of highlight color or one-color text/artwork. When a highlight color is used, black text and artwork are required. When color text and artwork are used, highlight color cannot be used. Call the National Accounts Team for color availability.
- White Page Internet Box ads that have color availability include one of five available highlight colors
 - Blue highlight
 - Red highlight
 - Green highlight
 - Yellow highlight
 - Slate highlight

Physical Attributes

- Two Inch Internet Box ads in the White Pages that have a white background and a black band (3/8" thick) that runs across the middle, edge to edge, and features the URL of the advertiser.
- The URL itself is center justified, in all lower case, in a Helvetica bold white font (refer to Font and Type Size Information section below for more details). The font size of the URL will adjust according to the length of the URL to make it font in the black band (no wrapping allowed).
- If color text/artwork is available in a given directory, one color (red, blue, green) or black, or a combination of black with one color would be available for the rest of the ad's art and text. (Please call the National Accounts Team for color availability).
- Currently, no photos or process color art pieces are allowed. Only spot colors and highlight colors options are available. (Please call the National Accounts Team for color availability).
- If highlight color is available in a given directory, the highlight color will highlight the background of the entire ad. Only black text and artwork can be used in a White Page Internet Box ad with color highlighting. (Please call the National Accounts Team for color availability)
- The body text and artwork is surrounded on all four sides by a 2-point line border.
- White Pages In-Column pagination rules apply to White Page Internet Box ads and they will appear alphabetically along with the listing products under the designated White Page section.
- Display ad rules apply to the inner contents of ad. Therefore, art is allowed. Multiple pieces of art can be used as long as the contents are within size limits of the ad and do not overlap the black band in between.
- The customer's name must appear within the advertising and must agree with the primary listing or listed business it is applied to as shown on the contract for directory advertising. There can be differences, such as but not limited to Inc., Co., The, Designators and more.
- Addresses are optional in text.

- Internet Addresses are entered (keyed) with text as submitted by the customer.
- The customer is not required to have the primary number in the White Page Internet Box Ad, although highly recommended.
- Vanity number's numeric-equivalent is not required in a White Page Internet Box ad.
- Upside down or sideways formats will not be accepted for White Page Internet Box ads.
- Borders are required in White Page Internet Box ads.
- Customers may not have coupons appear in a White Page Internet Box ad.
- Offer priority placement over In-Column ads.

Font & Type Size Information

- There are no restrictions for selection of type (font) in the body copy of a White Page Internet Box ad.
- Minimum point size for regular type in Internet Box Ad body copy is:
 - San-Serif: 6-points
 - Serif: 8-points
- Minimum point size for type appearing on a color background is 8-points.

Art Specs for White Page Internet Box ads (WIBX)

All art specs sizes in this chart are in points	(Picas)
Standard 2 and 3 Column directories	14.5p x 12p
Standard 4 Column directories	11.5p x 12p
Greater Valley, GA (15830) Quincy Area Wide, IL (21252)	13p x 12p
Hoosier Country, IN (101342)	11.5p x 12.67p
Middleburgh, NY (51129) Hinton/Carnegie, OK (59762) Salina, OK (060483) Fremont, IL (17294) Brazoria, TX (69482) <i>Alpha Only</i>	17.33p x 12p

Ad Content Standards

Refer to Advertising Standards Policy Section for guidelines and restrictions on ad content, artwork and copy verbiage.

Yellow Pages Internet Web Box Ad (YIBXM)

Yellow Pages Internet Web Box Ad (YIBXM) is a product offers a Display Ad appearance, with a 2-point thick border, which is enhanced by a 3/8 inch black banner (runs edge to edge) in the middle of the ad that contains a white reverse URL. This product also includes your choice of three-color options: Red, Blue and/or Green. One, two or all three colors can be used. In addition, this product is automatically bundled with "WEBLNK" (hotlink-applicable to books that are available online).

Yellow Page Internet Box Ads (YIBX) appears alphabetically along with the listing products under the designated class heading in the Yellow Pages. The body text and artwork is surrounded on all four sides by a 2-point line border. These ads have a dark yellow background and a black band (3/8" thick) that runs across the middle, edge to edge, and features the URL of the advertiser. Color (Colors: Red, Blue and/or Green) can be used to create additional impact to the Yellow Page Internet Box advertisement.

Yellow Page Internet Box ads and Primary Listing Requirements

Unlike traditional In-Column ads, if a customer places a Yellow Page Internet Box ad in the Yellow Pages, there will be no finding line name that will appear at the top of the ad. In addition, the address and primary number will not automatically appear at the bottom of the Yellow Page Internet Box ad. Yellow Page Internet Box ads must contain a URL or an email address in the black banner. The URL or email font size will adjust to fit within the black banner. When purchasing a Yellow Page Internet Box ad, the customer has three options for the placement of their SRL.

- The SRL can be placed under another heading.
- The SRL can remain under the Yellow Page Internet Box ad in the same heading.
- The SRL can be placed to "none" if the customer does not want the complimentary appearance.

Yellow Page Internet Box Adtype Alias

The Yellow Page Internet Box adtype is the same regardless of the color or number of colors that are used in the ad (only blue, green or red can be used):

Physical Attributes

- Two inch Internet Box ads in the Yellow Pages that are on column wide with a yellow background and a black band (3/8" thick) that runs across the middle, edge to edge, and features the URL of the advertiser.
- The URL itself is center justified, in all lower case, in a Helvetica bold white font (refer to Font and Type Size Information section below for more details). The font size of the URL will adjust according to the length of the URL to make it font in the black band (no wrapping allowed).
- If color is available in a given directory, use of the three available colors (red, blue, green) or black, or a combination of black with red, blue and/or green would be available for the rest of the ad's art and text (please refer to canvass plan and rate sheets for color availability). White Reverse is not available for Yellow Page Internet Box ads.
- No photos or process color art pieces are allowed. Only spot colors and highlight colors options are available (refer to the canvass plan for availability).
- The body text and artwork is surrounded on all four sides by a 2-point line border.
- Yellow Page In-Column pagination rules apply to Yellow Page Internet Box ads and they will appear alphabetically along with the listing products under the designated class heading.
- Display ad rules apply to the inner contents of ad. Therefore, art is allowed. Multiple pieces of art can be used as long as the contents are within size limits of the ad and do not overlap the black band in between.
- The customer's name and/or address do not have to appear in the Yellow Page Internet Box ad, although highly recommended.
- Internet Addresses are entered (keyed) with text as submitted by the customer.
- The customer is not required to have the primary number in the Yellow Page Internet Box Ad, although highly recommended.
- Vanity number's numeric-equivalent is not required in a Yellow Page Internet Box ad.
- Upside down or sideways formats will not be accepted for Yellow Page Internet Box ads.
- Offer priority placement over In-Column ads.
- Customers may not have coupons appear in a White Page Internet Box ad.

Art Specs for Yellow Page Internet Box ads (YIBXM)

All art specs sizes in this chart are in points	(Picas)
Standard 2 and 3 Column directories	14.5p x 12p
Standard 4 Column directories and Hoosier Country, IN (101342) Brazoria, TX (69482) Class Section Only	11.5p x 12p
Greater Valley, GA (15830) Quincy Area Wide, IL (21252)	13p x 12p
Middleburgh, NY (51129) Hinton/Carnegie, OK (59762) Fremont, IL (17294) Salina, OK (060483)	17.33p x 12p

Ad Color Feature

- Unlike most other ad types that support color, the Yellow Page Internet Box ad has only one ad type whether color is used or not. Blue, red and/or green can be used for text and artwork within the ad.
- No photos or process color are allowed.

Useful Ad color Tips

- Use of screening can vary the tone of a color choice.
- Non-Bold type does not reproduce if placed on top of a dark color.
- Always note on the copy sheet what color is required in the ad.

Font & Type Size Information

- There are no restrictions for selection of type (font) in the body copy of a Yellow Page Internet Box Ad.
- Minimum point size for regular type in Internet Box Ad body copy is:
 - San-Serif: 6-points
 - Serif: 8-points
- Minimum point size for type appearing on a color background is 8-points.
- Minimum point size for color or black type appearing on color or black background
 - San-Serif: 12-points
 - Serif: 18-points
- There is a 2-point minimum for the drop shadow that appears with dark type appearing on a dark background.
- It is suggested that bold type is used when placing the text on top of a color background.
- Use lighter type on dark backgrounds and darker type on light backgrounds.

Maximum Yellow Page Internet Box Advertising Allowed

- There are no restrictions placed on the number of ads a customer may purchase within or across headings.
- If a customer wishes to purchase multiple ads (even if ads are of same size) under one heading, they may do so without restriction.

Heading Jumping

- "Heading Jumping" is not allowed. Heading jumping is when the advertiser wants to purchase advertising under an unsuitable heading for the purpose of priority ad placement.

Ad Content Standards

- Refer to Advertising Standards Policy Section for guidelines and restrictions on ad content, artwork and copy verbiage.

Directory Eligibility

- Please contact Local Insight's National Accounts team.

Class Heading

- Available in all class headings.

PROMOTIONAL SPECIFICATIONS

Reservation Process Overview

The reservation process insures that customers are treated fairly and consistently by having the ability to purchase a specialty product on a first come/first served basis. This process also allows customers with existing limited specialty product advertisement the first right of renewal in the new issue. Local Insight Yellow Pages maintains a specialty product waiting list consisting of the customer's business name and CMR contact information. If a customer cancels their specialty product advertisement, the next customer will be contacted.

Reservation Process

The following specialty items all require a reservation please call Local Insight's National Accounts Team for reservation and availability of specialty items at 330 650-7274.

Specialty Item Product List	
Adype Alias	Description
OBCP	Full Outside Back Cover
IBCP	Full Inside Back Cover
IFCP	Full Inside Front Cover
OBCHP	Half page Outside Back Cover
IBCHP	Half page Inside Back Cover
IFCHP	Half page Inside Front Cover
SPNS	Spine Ad-3/4 to 1-inch
SPNM	Spine Ad-1 to 1 3/4-inch
SPNL	Spine Ad-1 3/4 to 2 1/2-inch
SPNX	Spine Ad-2 1/2 inch or larger
FCSP	Front Cover Spot Ad– Badge Ad
FCBAN	Front Cover Banner
WBAN	White Pages Banner Ad
WBANH	White Pages Banner Ad w/Highlight (Highlight colors can be Yellow, Red, Green, Blue & Slate depending upon the Telco's request please call to verify Highlight color)
WPCB	White Pages Corner Billboard Ad
WPCBH	White Pages Corner Billboard Ad w/Highlight (Highlight colors can be Yellow, Red, Green, Blue & Slate depending upon the Telco's request please call to verify Highlight color)
TLCI	Tab-Left side
TRCI	Tab-Right side
TIP4	Tipon Ad – 4" x 4"
TIP6	Tipon Ad – 6" x 6"
YIBXM	Yellow Pages Internet Box w/color
LAW1	YP leader ad w/one color
LAWP	YP leader ad w/process color

Reservation Process

Local Insight's National Accounts Analyst will reserve the appropriate specialty item and will email confirmation to the CMR within 1 (one) business day upon the receipt of the reservation request.

The Database Coordinator will reserve the item with the status code of NP – “New Pending”. The item cannot be reserved by any other advertiser for any reason. However, another advertiser may be placed on a waiting list to reserve the item. The specialty item must be transmitted on the national order within seven business days of the reservation to confirm reservation request. When the national order is received, the Database Coordinator will change the status from NP – “New Pending”, to NS – “New Sale”.

If the contract is not received within five business days of the reservation, the National Accounts Analyst will contact the CMR to inform them that they have two business days left to retain the reserved item. If the national order is not received within two business days, the reservation will be removed from that item and it will be available for sale again.

If the specialty item **is not available**, and an advertiser would like to be added to the waiting list the National Accounts Analyst will provide the Database Coordinator with the CMR/client contact information. The Database Coordinator will enter the CMR/customer's information on the waiting list. This list is based on the “first come/first serve” basis.

When the Database Coordinator is notified that a **current customer is canceling** their specialty product, the Database Coordinator will contact the next customer who is on the reservation waiting list by either email or voicemail within one (1) business day after cancellation. If it is a national account the National Accounts Analyst will notify the CMR by phone or email that their client is eligible for the item.

First Right of Renewal

The previous year's specialty item(s) are automatically reserved in the new issue. Customers are entitled to First Right of Renewal for specialty items. As long as the national order contains the specialty item the item is reserved.

The National Accounts Team does have the right to contact the CMR to verify if the customer wants to renew or cancel the specialty item(s).

If the customer chooses to cancel the specialty item(s), the specialty item must be removed from the national order. Once the item is removed from the national order the customer will relinquish their First Right of Renewal on the specialty item. The National Accounts Team will contact the Database Coordinator and the Database Coordinator will remove the customer reservation.

SPACE LISTINGS SPECIFICATIONS

HS TYPE SPECS ALL COLUMN SIZES	HELVETICA REGULAR, BOLD & COLOR TYPEFACE						
	1HS	2HS	3HS	4HS	5HS	6HS	8HS
Maximum lines in 6 pt type Excluding finding line & address line	6	8	14	20	26	32	43
Maximum lines in Maximum point size Excluding finding line & address line	3	4	7	9	10	11	11
Maximum Type Size Allowed	10	12	12	14	14	18	24
Maximum Depth of Text in Pts. Excluding Finding line & address line	36	54	90	126	162	198	270

SPACE LISTINGS SPECIFICATIONS WITH ARTWORK

- Maximum Lines of Text in a HS ad with Art
- Minimum size type for color is 8pt

Ad Size	Text Above or Below	Text Beside Artwork
3HSA	5	10
3HSAC	5	7
4HSA	11	15
4HSAC	11	12
5HSA	16	21
5HSAC	16	18
6HSA	18	27
6HSAC	18	24
8HSA	27	38
8HSAC	27	35

*Proportional scaling to artwork may be used to accommodate copy text.

SPACE LISTING SPECIFICATIONS

MAXIMUM CHARACTERS PER LINE

	2 & 3 COLUMN			4-COLUMN		
Point Size	Helvetica	Helvetica Bold	Italic	Helvetica	Helvetica Bold	Italic
6pt-All Caps	42	38	*	33	29	*
6pt-Caps & Lower Case	51	47	*	41	37	*
7pt-All Caps	37	33	40	30	26	32
7pt-Caps & Lower Case	45	41	52	38	34	42
8pt-All Caps	31	27	35	26	22	28
8pt-Caps & Lower Case	38	34	47	31	27	38
10pt-All Caps	25	21	29	20	16	23
10pt- Caps & Lower Case	30	26	36	24	20	29
11pt-All Caps	20	19	19	17	16	16
11pt- Caps & Lower Case	25	23	23	22	21	21
12pt- All Caps	21	17	23	17	13	19
12pt- Caps & Lower Case	25	21	31	21	17	25
14pt- All Caps	19	15	20	15	11	16
14pt- Caps & Lower Case	22	18	18	17	16	21
16pt-All Caps	15	11	13	11	10	10
16pt- Caps & Lower Case	18	17	17	15	14	14
18pt- All Caps	15	11	*	13	10	*
18pt- Caps & Lower Case	18	14	*	16	12	*
24pt-All Caps	11	7	*	9	5	*
24pt- Caps & Lower Case	14	10	*	12	8	*

***Larger Point Sizes are acceptable please call for specific maximum characters per line.**

Yellow Page In-Column Adtype Alias and descriptions

The body text and artwork is surrounded on all four sides by a 1-point line border. Limited color can be used to create additional impact to the In-Column advertisement. The information in the table below indicates the actual In-Column ad size height measured in inches.

Yellow Page In-Column Adtype Alias	Description
1HS	Yellow Page ¾" Half Space Ad
2HS	Yellow Page 1" Half Space Ad
3HS	Yellow Page 1.5" Half Space Ad
4HS	Yellow Page 2" Half Space Ad
5HS	Yellow Page 2.5" Half Space Ad
6HS	Yellow Page 3" Half Space Ad
8HS	Yellow Page 4" Half Space Ad

White Pages In-Column Adtype Alias	Description
W1HS	White Page ¾" Half Space Ad
W2HS	White Page 1" Half Space Ad
W3HS	White Page 1.5" Half Space Ad
W4HS	White Page 2" Half Space Ad
W5HS	White Page 2.5" Half Space Ad
W6HS	White Page 3" Half Space Ad
W8HS	White Page 4" Half Space Ad

Traditional In-Column Ad Sizes

Directory Size	6 x 9	9x 11	9 x 11
Yellow Page In-Column Ad type Alias	2-Column (Picas)	3-Column (Picas)	4-Column (Picas)
1HS	14.4 X 4.5	14.4 X 4.5	11.4 X 4.5
2HS	14.4 X 6	14.4 X 6	11.4 X 6
3HS	14.4 X 9	14.4 X 9	11.4 X 9
4HS	14.4 X 12	14.4 X 12	11.4 X 12
5HS	14.4 X 15	14.4 X 15	11.4 X 15
6HS	14.4 X 18	14.4 X 18	11.4 X 18
8HS	14.4 X 24	14.4 X 24	11.4 X 24

Yellow Page In-Column Ad Sizes – Odd Size Books

YPA Number	Hinton/Carnegie, OK (59762) Fremont, IL (17294) Middleburgh, NY (51129) Salina, OK (060483)	Brazoria, TX (69482)	Greater Valley, GA (15830) Quincy Area Wide, IL (21252)
Yellow Page In-Column Ad type Alias	2 Column (Picas)	3 Column (Picas)	2 Column (Picas)
1HS	17.4 X 4.5	11.4 X 4.5	21 X 4.5
2HS	17.4 X 6	11.4 X 6	21 X 6
3HS	17.4 X 9	11.4 X 9	21 X 9
4HS	17.4 X 12	11.4 X 12	21 X 12
5HS	17.4 X 15	11.4 X 15	21 X 15
6HS	17.4 X 18	11.4 X 18	21.4 X 18
8HS	17.4 X 24	11.4 X 24	21 X 24

In-Column Type Text Information

- The type selection for In-Column ad copy text is limited to the Helvetica family and Walbaum Book Italic.
- The primary listing name will always appear in Bell Centennial in all capital letters.
- The primary listing address and phone number will always appear in Bell Centennial Address and Bell Centennial Name and Number, respectively.
- The minimum type point size for in-column ads are:
 - 6-points
 - The minimum type point size for reverse text is 8-points.

In-Column Body Text Type Styles:

Helvetica
Helvetica Bold
Helvetica Narrow
Helvetica Narrow Oblique
Helvetica Bold Oblique
Helvetica Light Oblique
Helvetica Black Oblique
Helvetica Condensed Bold Oblique
Helvetica Oblique
Walbaum Book Italic

Yellow Pages In-Column Ad Color Features

Yellow Page In-Column Ads that have color available in either spot color or white knockout with multi-color spot color. The only colors in addition to black that are available to use in the In-Column ad product are red, green and blue.

- The only colors in addition to black that are available to use in an in-column ad with a 'C' in its UDAC code are red, green and blue. Only one color is available in any given ad.
The art and/or any given line of text may only be one color and may not be combined with black or another spot color within that line or within that art piece.
- The in-column UDAC codes with 'WM' have a white background inside the border. The 'WM' In-Column ad product may include black and up to three spot colors for text. Each line of text may include more than one color. However, each word within each line of text may only include one color. The art in 'WM' ads may include black & up to three spot colors, plus yellow. The art in 'WM' ads may include screened color, but not full process color.
- White reverse is not allowed in the class section 'C' In-column ad types.
- Not all books offer the same In-Column ad color feature. APC's In-Column ad color options are typically:
 - Black, red, green or blue in process 4-color class sections.
 - Black and red availability in 2-color class sections.
 - Black only in class sections with no color options.
 - Black, red, green yellow and/or blue with white knockout in process 4-color class sections.

Yellow Page In-Column Adtype Alias for color and descriptions

Yellow Page In-Column Adtype Color Alias	Description
1HSC	Yellow Page ¾" Half Space Ad – 1 Color
2HSC	Yellow Page 1" Half Space Ad – 1 Color
3HSC	Yellow Page 1.5" Half Space Ad – 1 Color
4HSC	Yellow Page 2" Half Space Ad – 1 Color
5HSC	Yellow Page 2.5" Half Space Ad – 1 Color
6HSC	Yellow Page 3" Half Space Ad – 1 Color
8HSC	Yellow Page 4" Half Space Ad – 1 Color

Yellow Page In-Column Adtype Alias for multi-color, white knockout and descriptions

Yellow Page In-Column Adtype Color Alias	Description
2HSWM	YP 1" Half Space Ad WKO& Multicolor w/RG&/orB
3HSWM	YP 1 1/2" Half Space Ad WKO & Multicolor w/RG&/orB
3HAWM	YP 1 1/2" Half Space Ad w/Artwork, WKO & Multicolor w/RG&/orB
4HSWM	YP 2" Half Space Ad WKO & Multicolor w/RG&/orB
4HAWM	YP 2" Half Space Ad w/Artwork, WKO & Multicolor w/RG&/orB
5HSWM	YP 2 1/2" Half Space Ad WKO & Multicolor w/RG&/orB
5HAWM	YP 2 1/2" Half Space Ad w/Artwork, WKO & Multicolor w/RG&/orB
6HSWM	YP 3" Half Space Ad WKO & Multicolor w/RG&/orB
6HAWM	YP 3" Half Space Ad w/Artwork, WKO & Multicolor w/RG&/orB
8HSWM	YP 4" Half Space Ad WKO & Multicolor w/RG&/orB
8HAWM	YP 4" Half Space Ad w/Artwork, WKO & Multicolor w/RG&/orB

Useful In-Column Ad Color Tips

- Color may be used in any size In-Column ad if color is available in a directory's Yellow Page section.
- Only 1-color and black can be used in the In-Column ad if the 'C' color ad type is available. If the 'WC' ad type is available, customers can use up to all three colors (red, blue and/or green). Additionally, yellow may be used in the art within 'WC' In-Column ads.
- Color is allowed in the following In-Column ad components:
 - Artwork
 - Body Text
 - Bullets and punctuation associated with the body text
 - Color cannot be used for the following In-Column ad components:
 - Border
 - Primary listing information
 - Extra Line listing information
 - Alternate call listing information
 - Finding Line

HS Artwork Specifications

The Yellow Pages In-Column ad products allow customers to use one piece of artwork to communicate their business message.

In-Column ads with artwork and color are also available in most markets.

NOTE: *Artwork cannot be included in 1HS or 2HS sizes.*

In-Column Adtype Alias for artwork, color and description

Yellow Page In-Column Adtype Color Alias	Description
3HSA	Yellow Page 1.5" Half Space Ad w/Art
3HSAC	Yellow Page 1.5" Half Space Ad – 1 Color w/Art
4HSA	Yellow Page 2" Half Space Ad w/Art
4HSAC	Yellow Page 2" Half Space Ad –1 Color w/Art
5HSA	Yellow Page 2.5" Half Space Ad w/Art
5HSAC	Yellow Page 2.5" Half Space Ad – 1 Color w/Art
6HSA	Yellow Page 3" Half Space Ad w/Art
6HSAC	Yellow Page 3" Half Space Ad – 1 Color w/Art
8HSA	Yellow Page 4" Half Space Ad w/Art
8HSAC	Yellow Page 4" Half Space Ad - 1 Color w/Art

Yellow Pages In-Column Spot Color Specification

Spot Color	Spot Color Percentages			
	Cyan	Magenta	Yellow	Black
Green	60	0	100	0
Red	0	91	76	0
Blue	100	50	0	0

White Pages In-Column Ad

- White Pages In-Column Ad product allows the customer to use one piece of artwork to communicate their business message.
- Only one piece of artwork is allowed in a White Pages In-Column Ad.
- NOTE: Artwork cannot be included in the W1HS or W2HS sizes.

In-Column Adtype Alias for color highlight and description:

White Page In-Column Ads have five available highlight colors: Blue highlight, Red highlight, Green highlight, Yellow highlight and Slate highlight. Color is used to highlight the backdrop of White Page In-Column ads. All text and artwork will be black. Not all books offer the same In-Column ad.

White Page In-Column Adtype Alias	Color Highlight and Description
W1HHB	White Page ¾" Half Space Ad w/ Blue Highlight
W1HHG	White Page ¾" Half Space Ad w/ Green Highlight
W1HHR	White Page ¾" Half Space Ad w/ Red Highlight
W1HH	White Page ¾" Half Space Ad w/ Yellow Highlight
W1HHS	White Page ¾" Half Space Ad w/ Slate Highlight
W2HBB	White Page 1" Half Space Ad w/ Blue Highlight
W2HHG	White Page 1" Half Space Ad w/ Green Highlight
W2HHR	White Page 1" Half Space Ad w/ Red Highlight
W2HH	White Page 1" Half Space Ad w/ Yellow Highlight
W2HHS	White Page 1" Half Space Ad w/ Slate Highlight
W3HBB	White Page 1.5" Half Space Ad w/ Blue Highlight
W3HHG	White Page 1.5" Half Space Ad w/ Green High
W3HHR	White Page 1.5" Half Space Ad w/ Red Highlight
W3HH	White Page 1.5" Half Space Ad w/ Yellow Highlight
W3HHS	White Page 1.5" Half Space Ad w/ Slate Highlight
W4HBB	White Page 2" Half Space Ad w/ Blue Highlight
W4HHG	White Page 2" Half Space Ad w/ Green Highlight
W4HHR	White Page 2" Half Space Ad w/ Red Highlight
W4HH	White Page 2" Half Space Ad w/ Yellow Highlight
W4HHS	White Page 2" Half Space Ad w/ Slate Highlight
W5HBB	White Page 2.5" Half Space Ad w/ Blue Highlight
W5HHG	White Page 2.5" Half Space Ad w/ Green Highlight
W5HHR	White Page 2.5" Half Space Ad w/ Red Highlight
W5HH	White Page 2.5" Half Space Ad w/ Yellow Highlight
W5HHS	White Page 2.5" Half Space Ad w/ Slate Highlight
W6HBB	White Page 3" Half Space Ad w/ Blue Highlight
W6HHG	White Page 3" Half Space Ad w/ Green Highlight
W6HHR	White Page 3" Half Space Ad w/ Red Highlight
W6HH	White Page 3" Half Space Ad w/ Yellow Highlight
W6HHS	White Page 3" Half Space Ad w/ Slate Highlight
W8HBB	White Page 4" Half Space Ad w/ Blue Highlight
W8HHG	White Page 4" Half Space Ad w/ Green Highlight
W8HHR	White Page 4" Half Space Ad w/ Red Highlight
W8HH	White Page 4" Half Space Ad w/ Yellow Highlight

Useful In-Column Ad artwork Tips

- The artwork needs to appear above the primary address and telephone line.
- Dark screens and/or light screens can be used in defined, discrete areas
- Complex "photo-like" graphic shading is not permitted.
- Artwork can appear in 100% solid reverse (except 'WC' ads).
- Artwork can appear all black or all color but not a combination of both.
- No photographs are allowed as artwork for In-Column ads
- The below table indicates the maximum art size (height and width) allowed in each In-Column ad.

Ad Size – Maximum Art Size Height x Width	3HSA	4HSA	5HSA	6HSA	8HSA
2 and 3 Column Directories (and odd size directories)	9 X 12	9 X 12	9X 12	9 X 12	9 X 12
4 Column Directories	9 X 9.6	9 X 9.6	9 X 9.6	9 X 9.6	9 X 9.6

In-Column Ad Content Specifications

- Customers will not be restricted to a certain number of lines that can appear in the body copy in the in-column ad. The customer can utilize space for text as long as it fits within the space of the ad. Use the **Maximum Characters Per Line Table** as a tool to help determine how many lines of text can be accommodated in the space allowed in the in-column ad.
- 2 and 3-column: 38 characters will usually fit in the primary name field of the In-Column ad. Address lines usually fit 30 characters.
- 4-column: 30 characters will usually fit in the primary name field of the In-Column ad. Address lines usually fit 22 characters.
- Space between two words is counted as a character.
- The telephone number that the in-column ad is anchored to will need to be the last telephone number in the in-column ad.
- If the telephone number that the in-column ad is anchored to is not the last number in the ad the CMR may be requested to increase their in-column ad size. If an increase is necessary, it is the CMR's responsibility to pay for the next ad size.

The actual number of lines of copy will decrease when

- If the primary name takes up two lines, there will be less room for body copy.
- If the lines of text are bold, space will be limited
- Address and telephone number exceeds one line
- Alternate call number is included
- Alternate address and telephone number is included
- Information line is provided with Special Reverse Change Service
- Call Long Distance instructions included
- Printing color clearance is required.
- The table on the next page is a tool that will help determine how many lines of text can be accommodated in the space allowed in the In-Column ad.

Yellow Page In-Column Ad Sizes	1HS	2HS	3HS	4HS	5HS	6HS	8HS
Approx. Lines of Text In 6-point Type	6	8	14	20	26	32	43

Permissible Punctuation Marks & Symbols

- Periods, dashes, quotation marks, commas, colons, semicolons, slashes, parentheses, asterisks, percent signs, exclamation points, ampersands, hyphens and apostrophes.
- Bullets are allowed, but are limited to a round dot.
- Bullets be used for tabulation, emphasis or spacing. The size cannot exceed the type size of the line with which is associated. Bullets cannot appear on a line by themselves.
- Registration, copyright and trademark symbols can be used.

Miscellaneous

- A vanity number's numeric equivalent is not required in the In-Column ads.
- Telephone numbers (all numeric) and vanity telephone numbers (All Alpha or a combination of Alpha and numeric) may be used in copy. In vanity numbers, a hyphen may or may not be used per customer option. When using a vanity number, the primary telephone number appearing on the "address/telephone number" line will be all numbers. Alternate call numbers cannot appear as a vanity number in a HS ad. Secondary numbers appearing in text may appear as a vanity number when the numeric representative also appears.
- Horizontal or vertical lines are not acceptable in the In-Column ads.
- Alternate call lines such as "If no answer call", "After hours call" or "Residence" can appear above or below the address/telephone number line of the primary listing.
- Alternate call telephone lines always appear in Bell Centennial, the same point size as the primary address line. Internet or E-mail addresses are allowed as an alternate call line.
- Zip codes are acceptable as text copy in in-column advertising. Zip codes cannot be included as a part of the primary line in an in-column listing. Zip codes are permitted as part of an alternate call address line.

Ad Content Standards

- Refer to Advertising Standards Policy for guidelines and restrictions on ad content, artwork and copy verbiage.

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?	N/A	9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?	N/A	a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	HAIRLINE
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	N/A
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?	30-60%

TYPE

1) Is Solid Black Type Accepted?	YES	4) Is Reverse (White) Type Allowed on Screened Background?	YES
2) Is Solid Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	NO
a) If Yes, What is the Minimum Pt. Size of Type?	14	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?	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?	45 °
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?	65	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?	19%	3) How Many Lines Per Inch are Used?	100
2) Tone Percentage for a Dark Screen?	92%	4) Allowable Percentage of Halftone in Ad Area?	100

SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	100% OF THE TOTAL AREA OF A DISPLAY AD CAN BE COVERED BY BLACK OR FULL REVERSE.
2) What is the Percentage of the Total Ad Space That Can be Solid Black?	100% OF THE TOTAL AREA OF A DISPLAY AD CAN BE COVERED BY BLACK OR FULL REVERSE.
a) Does This Include the Border?	YES

COLOR ADS

1) Are Red Color Ads Offered?	YES	6) What is the Distance Between Red & Black Items?	1/16"
2) How Many Red Items are Allowed Per Ad?		7) What Distance is Required Between Red Items & Black Border?	1/16"
3) Are Red Screens Allowed?	YES	8) Are Trademarks Allowed in Red?	YES
a) If Yes, What Screen Percentage?	50%	9) Are Red Borders Accepted in Display?	YES
b) What Percentage of Total Ad Space is Allowed Red Screen?		a) TM?	YES
4) Are Red Border Dimensions the Same as Black?	YES	10) Are Other Colors Available?	YES
a) If No, What are the Dimensions?	—	11) How Much Solid of Any Color?	100%
5) Are Red Half-Tones Accepted?	NO		
a) If Yes, What is the Percentage?	—		

VELOX REQUIREMENTS

LOCAL INSIGHT'S YELLOW PAGES PUBLISHING NO LONGER WILL BE ACCEPTING VELOXES.

MISCELLANEOUS

- 1) Must an Address Appear in the Ad? NO 2) What is the Acceptable "Toll Free" (800) Designation? N/A
(e.g. Toll Free Dial 1 and then)

Digital File

Acceptable Applications and Formats:

The following applications are compatible the Alltel production systems. See information pertaining to each application to ensure file compatibility.

Please note:

- That we color correct our files using standard RGB mode.
- Please save all images with a resolution of at least 300dpi for Yellow Page Advertising. Use binary encoding, and no LZW compression.
- Low-resolution images such as 72 dpi photos from the Internet will not be accepted due to poor quality when reproduced.

Adobe Photoshop Files

Platform: Macintosh, PC

Acceptable formats: Native Photoshop files, all versions unflattened layers
Photoshop EPS files
TIFF files
JPEG files (must be saved at highest quality settings)

Color Mode: CMYK
RGB
Grayscale
Bitmap

Adobe Illustrator Files

Platform: Macintosh, PC.

Acceptable formats: Native Illustrator files, all versions
Illustrator EPS files

Note: Please include all placed images separately. Do not embed any TIFF's or additional graphics without supplying the original as well. Any fonts that are used are to be converted to outlines to ensure their exact appearance.

QuarkXpress Files

Platform: Macintosh, PC.

Acceptable formats: Native Quark Files, all versions.

Note: Please include all placed images separately. No Quark EPS images will be accepted. Since Quark is mainly a layout package and fonts are not essentially embedded in the job, please include the fonts used in the composition as well with the job being sent.

Other Applications Files

Platform: Macintosh, PC.

Acceptable formats: PageMaker Files, all versions
Macromedia Freehand files, all versions. (Please attempt to delete any unused colors in your color palette before saving.)
CorelDraw, all versions
Acrobat PDF files, all versions.

When sending PDF the fonts used should be converted to outlines to ensure best results. Also, if the PDF has any placed images such as photos, please include original images as well. Do not use the export to Adobe Illustrator feature in any of the given applications. Send only Native application files. Please include all placed images separately. Alltel will convert all files to either Adobe Photoshop or Adobe Illustrator files.

PUB CO NAME

Vivial

PUB CODE(S) **0520**

Data Transfer

- Mac or PC formatted 3.5 floppy disks
- Mac or PC Zip disks (100 or 250 MB)
- CD's
- Digital Camera memory cards (Smart Card/Flashcard format only)
- Artwork can be emailed to: pub.nyps.artwork@alltel.com it should be accompanied by an art transmittal.
- When sending artwork digitally, they must be accompanied by an art transmittal with a copy of the art on it. These must be sent to the publishing office at:
Alltel Publishing
2936 W 17th St
Erie, PA 16505
- If you have any questions contact Judy Meucci, Production Supervisor 814-838-5230 or Erinn Riley 814-838-5229.

Alltel Approved Velox Requirements

Alltel will no longer accept Veloxes.

Important Notice

When sending digital files, please follow the system requirements for Alltel as outlined below. We will accept only files that meet our media guidelines and specifications for Yellow Page Advertising. While we will process these files to the best of our ability, we do not guarantee file compatibility. We reserve the right to substitute fonts if needed. Alltel does not guarantee the color reproduction in its final product unless the chart listed below is used as reference in the creation of colors in the art.

Required Materials

A hardcopy original of all files must accompany the digital file(s). If it is impossible to submit a color proof, then a black and white Xerox copy will be accepted, but MUST have all colors clearly indicated on the form.

Yellow Page Advertising Specifications

Color Images/Photos:	300 dpi	100 line screen
Black and White images/Photos:	300 dpi	85 line screen

Cover and Tab Advertising Specifications

Please refer to the Alltel Cover and Tab Process/Specifications Forms

Advertising Standards, Acceptable Ad Content and Advertising Restrictions

Process Overview

Local Insight Yellow Pages retains the right to reject any advertising that, in its judgment, may be confusing, misleading, and offensive to the public, detrimental to the credibility and integrity of the company and/or its directories, or implies political candidate or party endorsement. For this reason, the types of companies listed in (A) Advertising Restrictions and in (B) Ad Content Standards will NOT be accepted for advertising in the products indicated below.

(A) Advertising Restrictions

- **NOTE:** The below list may not be all-inclusive. Local Insight Yellow Pages reserves the right to reject any advertising that it deems inappropriate or to edit objectionable language or ad copy.

PUB CO NAME

Vivial

PUB CODE(S)

0520

OTHER SPECIFICATIONS

Advertising will not be accepted for:	Outside Covers	Inside Front Covers	Front Cover Ads	Tip-On	Spine	Inside Back Covers	Tabs	Alpha Banners & Govt' Banners and Billboards	Coupons	Internet Guide
Political candidates Organizations, labor Organizations, or other controversial Individuals/ organizations	No	No	No	No	No	No	No	No	No	No
Alcoholic beverages or related products, liquor stores, cocktail lounges, night clubs, taverns	No	No	No	No	No	No	No	No	No	No
Tobacco and related products	No	No	No	No	No	No	No	No	No	No
Attorneys (not allowed in outside cover ad in Local Insight's Communication books)	No	Yes*	No	No	No	Yes	Yes	Yes	Yes	Yes
Family Planning including birth control, abortion services/products, abortion alternatives, insemination, etc.	No	No	No	No	No	No	No	No	No	No
Unlicensed massage services, modeling studios, adult theaters, studios or bookstores, entertainment-adult, escort/dating services, or similar types of businesses	No	No	No	No	No	No	No	No	No	No
Gambling, lotteries	No	Yes	No	No	No	Yes	Yes	No	No	No
Guns and Gunsmiths	No	No	No	No	No	No	No	No	No	No
Religious organizations or related materials	No	No	No	No	No	No	No	Yes	Yes	Yes
Personal Hygiene products; prosthetic devices	No	No	No	No	No	No	No	No	No	No
Competitive Wired/Wireless local telephone service providers, long distance providers, resellers of telephone service	No	No	No	No	No	No	No	No	No	Yes
Competitive Cable or Satellite Systems Providers (including but not limited to DIRECTV and the DISH Network).	No	Yes	No	No	No	Yes	Yes	Yes	Yes	Yes
Competitive Directory publishers/companies, online directory providers	No	No	No	No	No	No	No	No	No	No
Competitive Internet Services	No	No	No	No	No	No	No	No	No	No
Competitive Paging Services	No	No	No	No	No	No	No	No	No	No
Bail Bonds Services	No	No	No	No	No	No	No	No	No	No
Emergency Services, ambulance services, paramedics-any service that might be confused with 9-1-1 services	Advertiser Restriction for WI									
*NOTE	*ACI-Local Insight Communication does not allow inside-front cover advertising. *ACI-Local Insight Communication does not allow Attorney Cover Advertising.									

(B) Ad Content Standards**“Pay-Per-Use” Telephone Numbers**

- Federal law regulates the advertising materials for “Pay-Per-Use” telephone number service providers.
- 1-800 listing advertisement cannot be sold in which the callers are connected to a pay-per-call access number unless clearly stated in the advertising that the number is pay-per-call.
- Advertising that is primarily targeting minors, or those under the age of 18, must clearly state that these individuals are required to obtain consent from their legal guardian to use such pay-per-call services.
- With the exception of a genuine educational service, advertising for pay-per-call services may not be directed towards minors under the age of 12.
- Any advertisement for pay-per-call services must distinctly disclose:
 - The cost per minute or the total cost of the phone call combined with any minimum charges.
 - Any additional fees for the service.
 - Any fees that may be incurred from the caller being transferred to other pay-per-call services.

Statement of Warranty or Guarantee

- Any Advertising text that contains a statement of warranty or guarantee that is related to a service or product must be designated as either “limited warranty” or “full warranty.” It is the sole responsibility of the advertiser to make sure their warranty statement adheres to the minimum guidelines set by Federal Law.

Reference to Competitors

- Advertising text cannot contain any reference to competitors.

Superlatives and Slogans

- Advertising text that contains superlatives and/or slogans cannot be misleading, deceiving or distasteful as determined by Local Insight Yellow Pages, or the Telephone Company.

Content and License for Use of Creative Materials (SP#82)

- Must be used to obtain the written consent from the applicable branch of the military for the use of any military insignia or emblems in any advertising.
- Must be used to obtain the written consent from the owner of any copyrighted, trademarked or protected material to be used in any advertising.
- Must be used to obtain the written consent of persons' portrait illustration or personal names used in any advertisement.

Flags

- The use of State Flags in advertising is regulated by some states. The advertiser is responsible for verifying that the Flag appearing in advertising does not violate any State Laws in which the directory is published or ad will appear.
- Federal Law prohibits the American Flag to be used as a logo or trademark.
- The use of the American or State Flag in any advertising should be discouraged unless the flags are under appropriate class headings:
 - Flag Poles
 - Flags
 - Banners

Currency

- Currency” visuals used in directory advertising must be less than $\frac{3}{4}$ or more than $1 - \frac{1}{2}$ the actual size of the genuine currency.

Bonds and Saving Bonds

- The use of Bonds or Saving Bonds is strictly prohibited to appear in any advertising.

Sensitive or Controversial Advertising

APC defines controversial artwork and verbiage, as subject matter that can be perceived as discriminatory, adult oriented or in bad taste as it relates to race, age, religion, national origin or gender. Any controversial artwork and verbiage will be rejected during any auditing process of the copy sheet and a request for new artwork or text will be sent to Sales. The Ad Production Department will replace or remove any controversial artwork and text.

Sensitive or Controversial Advertising (continued)

Headings that are viewed as sensitive and controversial:

- Any Abortion heading
- Entertainment-Adult
- Escort Service
- Escort Service-Personal
- Massages
- Massage-Clinical and Therapeutic
- Massage-Relaxation
- Massage-Therapeutic

Local Insight Yellow Pages will review artwork and text associated to advertising placed under class headings that are viewed as sensitive or controversial. Any artwork or text that are viewed as inappropriate and suggests to the consumer that sexually oriented or service-for-pay is strictly prohibited. This includes:

- Illustrations or photographs of men and/or women in lingerie or scantily clothed.
- Verbiage or artwork that suggests sexual or erotic services.
- Seductive language.
- Hotel or motel accommodations.
- Airports or convention centers.
- Illustrations of animals, fruit or food.

Artwork and text that are used in sensitive or controversial headings are limited to relevant or necessary information to describe the applicable business operations. References to Homosexual, Bisexual, and Heterosexual must be reasonable and not offensive.

Consumer Credit

- Certain restrictions in advertising are implemented by Federal Law that promotes or directly/indirectly assists the extension of consumer credit.
- Consumer credit is defined as:
 - Credit available to an individual principally for personal, family, household or agricultural purposes.
 - Credit that presently has a finance charge or one that may be imposed.
 - Credit, that in accordance to a specified agreement, is or may be payable in more than four payments.
- Extensions of credit to businesses or to individuals for business purposes are excluded from the above definitions.
- Full disclosure of credit terms is not required when specified general statements are utilized.

Endorsements or Testimonials

- Advertisers are not permitted to refer to the name of Telephone Companies, Local Insight, etc., that may be construed as an endorsement.
- All endorsements and testimonials of any sort must be critically examined.

APC's Publishing Rights

Local Insight Yellow Pages retains the right to reject any advertising that, in their judgment, may be confusing, misleading, and offensive to the public, detrimental to the credibility and integrity of the companies and/or their directories, or implies the endorsement of a political candidate or party.

(C) Lotteries and Gaming Establishments

The following are in effect for all items and types of advertising, in both White and Yellow pages, in all Local Insight directories in the States where Gaming Establishments Advertising is Permissible.

Exceptions to the Lotteries and Gaming Establishments Policy

- Because the same federal restrictions are not placed on Indian Tribes as other types of gambling establishments, Indian Tribes which own and operate bingo centers and casinos and are allowed by federal law to advertise will not be restricted by this Advertising Policy, provided that an authorized representative of the Tribe executes a Certification of Tribal Status and Release Form for any display, in-column advertising.
- In the event that an Indian Tribe does not execute a Certification of Tribal Status and Release Form for such advertising of gaming activities, such advertising by that Tribe must be in accordance with this policy.

Lotteries and Gaming Establishment Policies

- Certain advertising for gaming establishments lawfully doing business, including state conducted lotteries, is permissible in both White and Yellow Pages directory advertising, within the states Local Insight publishes and distribute directories, with the exception of the following states: Alaska, Ohio, South Carolina.
- Types of establishments that may be permitted to advertise include the following:
 - Casinos that offers other services
 - Horse racing
 - Official state conducted lotteries, in certain situations
 - Bingo parlors that offers other services
 - Jai Alai arenas
 - Photographs, illustrations, and/or text with respect to any of the following:
 - Hotel/accommodations
 - Food
 - Entertainment
 - Recreation and fun
 - Parking, transportation
 - Number of riverboat cruises daily
 - Location
 - Hours of operation
 - Amenities (not including gambling)
 - Under any gaming establishment equipment and supply class headings (such as Casino Supplies, Gaming Equipment & Supplies, or Bingo Equipment & Supplies), it is permissible to mention “bingo cards” or “casino supplies” as long as the target customer is a casino or bingo center and it does not promote gambling. Also, businesses that rent party and gaming equipment and/or dealers.

Advertising for gaming establishments may NOT include any of the following:

- Any picture, discussion of, or promotion of gambling in any way. (For example, advertisements may not picture gaming tables, discuss odds, types of games available, or predict outcomes in horse racing.)
- Any photograph, illustrations, or language that may be considered suggestive, explicit, or sexual in any way
- Vanity telephone numbers, if they promote gambling. (For example, Call 1-800-PAR-A-DICE is not permissible.)
- Session times for gaming activities. (For example, Bingo at 2:00 p.m. and 7:00 p.m. is not permissible.)
- Any listing of any type of gambling or games played to win money.
- Text that describes or promotes gambling activity of any kind.

State Operated Lotteries

Advertising for official state operated lotteries is permitted, provided that state law is followed in each instance. For further information about a particular state's law, contact the legal department at Local Insight.

Responsibility and Approval Process

Because there are criminal penalties associated with law violations in this area, all advertising for gaming establishment as described in these Guidelines must be approved prior to publication in accordance with the following procedures: Display and in-column advertising must be approved prior to publication by Local Insight's National Accounts Team to ensure it meets these Guidelines and initial the copy sheet indicating approval.

(D) Wiretapping

Federal and State Laws strictly prohibit “wiretapping” or “spying” devices or services that explicitly suggests the use of “wiretapping” or “spying” devices under any circumstances. This information cannot to be used as copy text or visually communicated under any class heading or type of advertisement, including Detective Agencies and Investigators.

(E) Resale of Space (Collective Advertising)**NOTE: It is not APC business practice to enter into a contract involving the resale of space.**

- Display or Specialty advertising containing more than one firm name with telephone number, or the same firm name but different telephone number, and/or the same firm name but different physical, web site or e-mail addresses.
- If two or more business establishments are under identical legal ownership, the owner may advertise these establishments in one advertising space, even though they operate under different firm names and may be located at different addresses, provided:
- The business of each of the establishments is such that advertising may be properly included under the same Yellow Page heading. A phrase such as "Under Same Ownership," "Our Three Locations To Serve You," or similar language is included in the advertising indicating same legal ownership.
- If rules or other devices are used as separators in advertising of this type, such rules must end at least ½ inch from the borders.
- The advertising is placed by, and billed in the name of the owner. The owner must accept responsibility for the payment of all charges associated with the advertising.
- If it is a Trademark Display advertisement placed by National Accounts, provided:
- At least one-half of the ad space is devoted to the product, service, brand, trademark/logo and/or copy pertaining to the national advertiser.
- The national brand name is predominant in the Trademark Display ad, and in the headline position.
- Except for dealer listings, all ad copy related to the national product or service.
- Independent franchises of a product or service may appear in a single display advertisement under the following conditions:
- Only the location, designation, address and telephone number of the franchises may appear.
- A single business owner agrees to accept issue billing for the advertising.
- The advertising space may not be subdivided into smaller advertisements by the use of lines.
- Names or photographs of independent franchisees or agents may not appear in the advertising.

(F) Used and Rebuilt

- Advertising text and/or artwork that describe products, which are not new, **MUST** be clearly and concisely described as: used, rebuilt, reconditioned, etc.
- If a product is a discontinued model or second, the advertising text **MUST** state this.
- The verbiage "factory rebuilt" or "factory reconditioned" suggests that the products are actually rebuilt or reconditioned at the factory of the original manufacturer and these terms should not be used to mean anything else.

(G) Motor Common Carrier Advertising

- All motor carrier firms involved in interstate business must adhere to the Interstate Commerce Commission advertising regulations. (The I.C.C. controls rates, insurance, and destination points of all interstate carriers including movers, truckers, bus transportation, limousine service, taxicabs, automobile transporting, etc.)
- Advertisements for motor common carriers that transport household goods in interstate and foreign commerce and carriers that provide accessorial service secondary to or part of such commerce must include the following in all advertisements:
- The motor carrier's name or trade name under whose operating authority the advertised service will originate.
- The I.C.C. assigned certificate or docket number of the operating authority.
- This certificate or docket number should be displayed in the following standardized format in all advertisements and will always exclude assigned sub-numbers: "I.C.C. No. MC-_____".
- Local Insight is required to release this information to our advertisers so as to ensure appropriate I.C.C. numbers are displayed in their advertisements.

(H) Product Specifications– Sensitive Headings

Description:

- Advertising in Adult-oriented headings requires special regulations. The majority of advertisers under these headings are of good reputation; however, activities often described in these advertisements may be questionable.
- Additional headings where adult-oriented advertising is subject to appear are also listed below as "Related Headings". Specifically for these Related Headings, advertising text or artwork that implies or suggests that sexually oriented, sensual or erotic services are available for pay would be subject to the guidelines of this policy.
- The following headings may be viewed as controversial in nature within the Yellow Pages:

Adult-Related Headings

Sensitive Headings	Related Headings
Entertainment – Adult	Lingerie - Retail
Escort Service - Personal	Massage – Certified Therapists
Massages	Massage – Licensed Therapists
Massage-Clinical & Therapeutic	Massage – Therapists Registered
Massage – Relaxation	
Massage - Therapeutic	

*The above list of headings is not all comprehensive; therefore, it is the discretion of Local Insight Yellow Pages to make certain that any advertisement that may imply or suggest that sexually oriented services are available for sale must conform to the guidelines set forth within this policy.

Other Sensitive Headings

Abortion – Abortion Services	Local Insight YP must approve all copy and text associated with ads under the Sensitive and Related Headings. Once the Local Insight has approved all copy and text, the CMR will be notified.
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(I) Advertising Content

Advertising content that would insinuate or suggest that sexually oriented, sensual or erotic services for pay are the actual service being offered will not be allowed. Particularly, this restricts text or illustrations which:

- Portray scantily clothed men or women.
- Refer or allude to sexual and erotic services.
- Use suggestive or seductive language.
- Proposes services in hotel or motel rooms.

For "Sensitive Headings", the usage of the business-listing name will be limited to the finding line of in-column ads and may only be used once in display advertising to affirm the name of the business.

Note: Local Insight reserves the right to review and reject any text, copy or content it considers or determines to be obscene, offensive, controversial or derogatory. Decisions will be made in the context of these headings. In reviewing the ad, if Local Insight Yellow Pages believes that the text, copy or content is to evade the policies and objectives of the guidelines set forth for the heading, then the ad will be considered inappropriate and the ad will not be placed.

(J) Photographs, Artwork & Illustrations

The following restrictions apply to the Sensitive and Related Headings that involve or proposes sexual characteristics or sexually explicit in any context.

- **Acceptable forms of artwork and illustrations:**

- Photographs and digitally scanned images of inanimate objects.
- The human form is limited to illustrations/line drawings of headshots only (neck and above).

- **Unacceptable forms of artwork and illustrations:**

- Photographs of people including digitally composed or scanned images resembling photographs.
- Depictions of animals, birds, etc.
- Depictions of specific locations such as airports, convention centers, etc.
- Lingerie
- Depictions of food or fruit
- Text used, as artwork for In-Column ads under the Sensitive and Related Headings must conform to the acceptable words and word list for the heading.
- Business names may only appear in the finding line.
- Local Insight Yellow Pages reserves the right to refuse any text, copy or content for directory advertising which it deems to be in violation of these guidelines.

(K) Advertising Guidelines for Heading: *Escort Service-Personal*

- Advertising text must be relevant or necessary in describing business operations. See Section "J" for a list of acceptable words and phrases.
- Adult conversation lines may only appear at the Escort Service-Personal heading. It will be the responsibility of the Sales Representative to ensure that Adult Conversation Lines are not placed at any other classified heading.
- Telephone numbers are not acceptable artwork text for In-Column ads under Sensitive Headings and Related Headings.
- Business Names that contain numbers must be spelled out in In-Column and Display advertising. For example – "A 69" must read "A Sixty-Nine" and "Absolute 10's" must read "Absolute Ten's".
- Escort Service advertising will only be allowed at the Escort Service-Personal class heading.

(L) Advertising Guidelines for Heading: *Entertainment-Adult*

- Advertising text must be relevant or necessary in describing business operations.

(M) Advertising Guidelines for Headings: *Massage-Certified, Massage-Licensed Therapists, Massage-Registered Therapists, Massage-Therapists-Registered*

- Text suggesting or implying that sexually oriented, sensual or erotic services are available for pay under the Massage Licensed Therapist heading is not acceptable and must be revised.
- The following advertising text **will not** be allowed:
 - References to Escort Service and/or any other type of Adult Entertainment Services (i.e. Dancers, Stripping, Lingerie Modeling, Bachelor Parties, etc.)
 - Phrases that imply or suggest services are restricted to a specific type of clientele (i.e. Male, Military, etc.)
 - References to the gender, attire or nationality of the staff.
 - References to body shampoo, scrubs or rubs.
 - References to Private Rooms and/or Private Massage.

(N) Advertising Guidelines for Heading: *Massage-Clinical & Therapeutic, Massage Relaxation, Massage-Therapeutic*

Advertising text must be significant and/or required in describing reputable business procedures.

Text suggesting or implying sexually oriented, sensual or erotic services are being offered under any massage heading is not acceptable and must be revised.

(O) Advertising Guidelines for Heading: *Lingerie-Retail*

- References to "Lingerie Models/Modeling" are not permitted.
- The main portion of copy in advertising text must be relevant to lingerie sales and the advertising message should have the prominence of the ad reflect the sale of lingerie and related products.
- Any advertising text that implies or suggests that sexually oriented, sensual or erotic services are available for pay under this heading is misclassified and is not appropriate for the Lingerie-Retail heading (i.e. In-Home Pleasure Parties).
- Local Insight Yellow Pages reserves the right to review and reject any text or content that it considers to be obscene, vulgar, controversial or derogatory; judgment will be within the context of the headings. In reviewing the ad, if Local Insight Yellow Pages deems that the text or content has been designed to circumvent the policies and intent of the guidelines set forth for the headings, then the ad will be considered inappropriate and deemed unacceptable.

(P) Advertising Guidelines for Heading: *Abortion – Abortion Services*

- Local Insight reserves the right to review and reject any text or content that it considers to be obscene, vulgar, controversial or derogatory; judgment will be within the context of the headings. In reviewing the ad, if Local Insight deems that the text or content has been designed to circumvent the policies and intent of the guidelines set forth for the headings, then the ad will be considered inappropriate and deemed unacceptable.
- Advertising depicting any type of procedure in association with Abortions/Abortion Services will not be accepted.
- Photographs of any kind will not be accepted.

(Q) Other Restrictions for Sensitive Headings

- Refer to Advertising Standards Policy, for Resale of Space (Collective Advertising).
- Only one (1) local telephone number will be allowed for each location. Job line, fax and 800 numbers will be accepted in addition to local phone numbers.
- Advertising classified under a Sensitive Heading is not allowed on Tabs, Coupons, White Page Banner Ads, White Page Corner Billboards, Inside or Outside Back Covers, Spine, or Tip-Ons.
- The usage of vanity numbers are not be allowed (i.e. 800-HOTT).
- 900 Numbers – Refer to Advertising Standard Policy, Section C.
- References to Web-Site addresses, the Internet or e-mail addresses will not be allowed in any directory print product in ads under Sensitive Headings.
- The usage of acronyms, abbreviations or initials that are not commonly utilized or identified.
- Homosexual/bisexual/heterosexual products or services may only use the following terms:
 - Usage of these terms must be tastefully stated and discreetly displayed in a way that is consistent with other sensitive heading policies:
 - Alternate Lifestyles
 - Bisexual
 - Gay
 - Heterosexual
 - Homosexual
 - Lesbian
 - Straight
 - Transsexual

(R) Acceptable Words and Phrases for Sensitive and Related Headings:

<u>Entertainment – Adult</u> (Additional Acceptable Words and Phrases)		
A Collection of (Inanimate Objects)	Discretion Assured	Male/Men
Accepting Applications	Divorce Parties	Multi-Girl Shows/Dancing
Adult	Drink Specials	Nice
Adult Entertainers/Entertainment	Elegant	Night Club
Adult Only	Employment Opportunities	Novelties
All/Any Occasions	Engagement	Occupational Characters
All/Any Costume	Entertainers/Entertainment	Office
All Hours	Established Since...	One of (city or area) Largest
Always	Exciting	Open Bar
Always Hiring	Exclusive	Parties
Applicants Welcome	Executive	Photos
Area's Finest	Exotic	Portfolio Available
Artist	Exquisite	Premiering (Word List)
As Seen In...(Publication)	Featuring... (Word List)	Presents/Gifts
Athletic	Female	Presenting (Word List)
Attractive	Finest	Pretty
Bachelor/Bachelorette	Formerly...(business name)	Private
Balloons	From National Magazines	Performances/Shows
Bar Service	Full Color Photos	Professional
Beauties/Beautiful	Full Liquor	Promotions
Belly Dancers/Dancing	Fun	Prompt
Best Service	Games	Retirement
Birthday Parties	Gentlemen	Reviews/Shows
Books	Gentlemen's Bar/Club	Same Day Service
Buffet	Get Well	Selection of...(Inanimate Objects)
Business	Gift Certificates Available	Selectively Hiring
By/No Appointment	Gifts (Inanimate Objects)	Servicing...(city or area)
Cash/Check/Credit Cards	Girls	Show Girls
Catering to...(Word List)	Gorgeous	Singing Telegrams
Celebrities	Guys	Singing/Singers
Classy	Handsome	Special Features Daily
Clientele	Happy Hour	Special Occasions
Clothing	High Class	Specialty Characters
Clubs	Holiday	Sports Events
Companions	Home/Office	Strip O Grams
Confidential	Hours-24 Hours (or actual)	Stripping/Strippers

<u>Entertainment – Adult</u> (Additional Acceptable Words and Phrases)		
Conventions	Impressive	Supplemental Address (i.e. ½ mile from downtown)
Corporate	In Search of New Talent	Upscale Valet Parking
Costumes Characters	Ladies	Via Fax/Mail
Couples/Couples Welcome	Last Minute Shows	Voted #1
Courteous	Live Entertainment	Wedding
Credit Card Logos	Live on Stage	Winner of...(Award or Honor)
Daily	Local	Women
Dancers	Looking for New Talent	World Class
Dancing	Lovely	World Famous
Discreet/Discreet Billing	Maids/Maid Service	
Discriminating	Major Credit Cards Accepted	

(S) Acceptable Words and Phrases for Sensitive and Related Headings:

<u>Escort Service – Personal</u> (Additional Acceptable Words and Phrases)	
Accepting Applications	Girls
Adorable	Gorgeous
Adult	Guys
All/Any Occasion	Handsome
All Hours	High Class
Always	Hours-24 Hour (or actual hours)
Amiable	Impressive
Applicants Welcome	Ladies
Area's Finest	Last Minute Services
Athletic	Limo/Limousine
Attractive	Limousines Service
Available	Local
Beauties/Beautiful	Lovely
Business Escorts	Major Credit Cards Accepted
Best Service	Male
By Appointment Only	Nice
Cash/Check/Credit Cards	No Appointment Necessary
Catering To Business	One of (city or area) Largest
Chauffeur Available	Outcall
Classy	Personal Escorts
Clientele	Personal Tour Guides
Companions	Portfolio Available

(S) Acceptable Words and Phrases for Sensitive and Related Headings:

<u>Escort Service – Personal</u> (Additional Acceptable Words and Phrases)	
Confidential	Pretty
Conversation	Professional
Couples/Couples Welcome	Prompt
Courteous	Public Escorts
Credit Card Logos	Refined
Dinner Escorts	Reliable Service/Escorts
Discreet/Discreet Billing	Same Day Service
Discrimination	Selectively Hiring
Discretion Assured	Servicing (city or area)
Distinctive	Social Escorts
Elegant	Specializing in...(Word List)
Employment Opportunities	Special Occasions
Escort	Strictly Confidential
Established Since...	Supplemental Address (i.e. ½ mile from downtown)
Exciting	Travel Escorts
Exotic	Unique
Exquisite	Upscale
Fast Service	Very
Female	Voted #1 Escort Service
Finest	Women
Formerly...(business name)	World Class
Friendly	World Famous
Full Color Portfolio	
Fun	
Gentlemen	

(T) Acceptable Words and Phrases for Sensitive and Related Headings

<u>Massage-Clinical &Therapeutic, Massage-Relaxation, Massage-Therapeutic</u> (Additional Acceptable Words and Phrases)		
ABMP & AMTA <i>Affiliations</i>	Deep Tissue Therapy	Pedicures
Acrosage	Diagnosis	Phytotherapy
Acupressure	Dry Saunas	Polarity Therapy
Acupuncture	Ease Pain	Poor Circulation
Acute	Enzyme Peels	Pregnancy Massage
Acu-Yoga	Excellent Service	Pressure
Adjustments	Facials	Professional Staff
Alexander Technique	Finest Massage	Prompt
Alsan Therapy	Herbal Wraps	Reiki
Alternative Medicine	Holistic	Reflexology
AMMA/ANMA	Hours – 24 Hour (or actual hours)	Servicing (city or area)
Applied Kinesiology	Hydrotherapy	Shiatsu
Aromatherapy	Improve Circulation	Skin Care
Arthritis	In-Home	Somatic
Aslavital	In-Office	Steam Rooms
Ayurvedic	Insured	Spas
Bach Cures	Jacuzzi	Spiritual Massage Healing
Back	Japanese Massage	Sports Massage
Balneotherapy	Kneading	Stress Reduction
Belavi Facial Massage	Kneipp Therapy	Summer Hours
Bindegewebsmassage	Life Stream Massage	Supplemental Address
Bindi	Lomilomi	Swedish Massage
Bodywork	Loofah	Tanning
Body Wraps	Major Credit Cards	Tanning Booth
By /No Appointment	Manicures	Tapping
Cash	Manipulation	Thai Massage
Cathodermie	Massage	Thalassotherapy
Cellular Cleansing	Masseur	Therapy
Check	Masseuse	Therapeutic Touch
Chinese Massage	Mineral Baths	Therapeutic Muscle Massage
Chronic	Mud Baths	Treatment
Color Therapy	Muscle Energy	Trigger Point Myotherapy
Comfort	Myofascial Release	Vichy Treatment
Compression	Neuromuscular	Walk-In Sauna
Connective Tissue Massage	Ortho-Bionomy	Waxing

PUB CO NAME

Vivial

PUB CODE(S)

0520**(T) Acceptable Words and Phrases for Sensitive and Related Headings**

<u>Massage-Clinical &Therapeutic, Massage-Relaxation, Massage-Therapeutic</u> (Additional Acceptable Words and Phrases)		
Courteous	Outcall Services	Whirlpools
Craniosacral Therapy	Painful Joints	Winter Hours
Crystledyne Therapy	Paraffin Treatment	World Class
Credit Card Logos	Parafango	

TRADEMARKS

Trademarks

Brand Name Line: 2 and 5 Column 8 pts.

TEXT WIDTH

2 Column 14.0 Picas

5 Column 10.6 Picas

TEXT DEPTH

TM 1 inch space listing, CTM - 2 inch space listing.

LOGO & TEXT

Trademark Text is set in 6 pt. Type, and left of insignia. The maximum size of the logo must fit (right side up) in a 1" x .75" horizontal box.

Custom Trademark text can range from 7 to 14 point type. The insignia can appear above, between or on either side of the copy. The maximum size of the logo must fit (right side up) in a 1.5" x 1" box.

SPACE LISTINGS

TYPOGRAPHY SPECIFICATIONS

STYLE OF DIRECTORY	2 - COLUMN					5 - COLUMN					
Space Listing Size	2HS	3HS	4HS	6HS	8HS	2HS	3HS	4HS	6HS	8HS	10HS
Maximum Lines of Text in 6 Pt. Type Including Address and Tel. Number Line	9	15	21	32	44	10	16	22	35	44	59
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size	3	5	7	10	14	5	6	9	11	11	14
Maximum Depth of Copy (In Points)	69	105	141	213	285	73	109	145	216	287	357
6 Pt. - All Caps	30	30	30	30	30	26	26	26	26	26	26
6 Pt. - Caps and Lower Case	43	43	43	43	43	35	35	35	35	35	35
7 Pt. - All Caps	26	26	26	26	26	22	22	22	22	22	22
7 Pt. - Caps and Lower Case	37	37	37	37	37	30	30	30	30	30	30
8 Pt. - All Caps	24	24	24	24	24	19	19	19	19	19	19
8 Pt. - Caps and Lower Case	35	35	35	35	35	26	26	26	26	26	26
9 Pt. - All Caps	20	20	20	20	20	18	18	18	18	18	18
9 Pt. - Caps and Lower Case	27	27	27	27	27	25	25	25	25	25	25
10 Pt. - All Caps	18	18	18	18	18	16	16	16	16	16	16
10 Pt. - Caps and Lower Case	26	26	26	26	26	23	23	23	23	23	23
12 Pt. - All Caps	17	17	17	17	17	14	14	14	14	14	14
12 Pt. - Caps and Lower Case	23	23	23	23	23	23	23	23	23	23	23
14 Pt. - All Caps	15	15	15	15	15	-	12	12	12	12	12
14 Pt. - Caps and Lower Case	20	20	20	20	20	-	16	16	16	16	16
16 Pt. - All Caps	-	13	13	13	13	-	-	-	10	10	10
16 Pt. - Caps and Lower	-	17.5	17.5	17.5	17.5	-	-	-	14	14	14
18 Pt. - All Caps	-	-	-	11.5	11.5	-	-	-	9	9	9
18 Pt. - Caps & Lower Case				15.5	15.5				12	12	12

EXTRA LINES

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
2 Column	5	42	5
5 Column	5	39	5

COUPON

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
	0921	2 Col. 17 x 9.6	No	Yes	Yes

(Cincinnati Eastern, Cincinnati NE, Cincinnati Western, Cincinnati NW) (Kenton Co, Campbell Co and Boone Co)
8 coupons per page - 4 column. Point Size: Minimum 6 points - Maximum 42 Points.

5 Col. 24 x 10.6 Yes Yes Yes

10 Coupons per page - 5 per column. Point Size Minimum 6 pts. - Maximum 60 points.

MISCELLANEOUS

Border: Publisher will set standard border.

Color: Red & Black.

Type Style: Helvetica or Bodini Bold.

Reference to

Coupon: 4HS and above - The Coupon reference logo may be used. 2HS and 3HS the phrase "SEE OUR VALUABLE" Yellow Bucks Coupon must be used. Illustrations and text may appear only on the front of coupon. An expiration date is required and must not exceed 30 days past life of directory. If firm name logo is used, the style must be easily legible or the name must be repeated as a text line in the coupon. Offers of free products, services or gifts must be specific as to what is free. Specific dollar value or percentage discount must be for a stated product or service. Coupon limit must be clearly stated. Example: "ONE COUPON PER CUSTOMER."

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?	N/R	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?	N/R
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?	30-50%

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?	20-30%	a) Is Outline Type Required?	20-30%
a) If Yes, What is the Minimum Pt. Size of Type?	N/R	b) What is Minimum Pt. Size of Type?	10
b) Maximum Screen Percentage Accepted?	N/R	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?	6	8) What is the Maximum Angle Type May be on?	
c) Maximum Screen Percentage Accepted?	50%		

SCREENS

1) What Percentages are Used?	20%, 30%, 50%	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?	HAIRLINE
		4) What Percent of the Total Ad Area Can Be Screened?	100%
		5) Telephone Number?	

HALF-TONES

1) Tone Percentage for a Light Screen?	N/R	3) How Many Lines Per Inch are Used?	NO
2) Tone Percentage for a Dark Screen?	N/R	4) Allowable Percentage of Halftone in Ad Area?	100%

SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	100% OF AD	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?	N/R	a) If Yes, What is the Percentage?	100%
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	1/16"
a) If Yes, What Screen Percentage?	20%, 30%, 50%	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?	YES
		11) How Much Solid of Any Color?	50%

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?

Toll Free 800 TEL# or
Dial 1-800 TEL**Media Type**

- 3.5" diskette
- Zip 100 disk
- CD-Rom (burn CD as ISO 9660)
- SuperDisk
- Compact Flash Cards
- Mac or PC Formatted

Always supply a business card/contact information with all media. Always supply a complete return address with all media to be returned.

File Formats:

We will accept the following file formats only.

- EPS
- PDF
- TIFF
- JPEG
- PSD

Software:

Due to file conversion issues, we DO NOT accept Quark files. Export as PDF.

We do NOT accept password protected files.

We will accept the following graphics software only.

- Adobe Illustrator 10 or earlier
- Freehand (Exported as EPS only)
- Corel Draw (exported as EPS only)
- Photoshop 6

All files must be saved as one of the file formats accepted. All text MUST have outlines created, or converted to paths to insure that fonts do not default. (Outlining of fonts is a function in Illustrator and some other programs that converts text to non-editable artwork.)

The ad must be sized correctly, according to UDAC Chart attached.

Colors must be in CMYK, and in the color mixes supplied.

Process color ads may be in any CMYK color combination and may contain color photos, whereas all other UDAC's must use grayscale photos, and only the spot colors indicated in UDAC.

There can be nothing (art, photos, boxes, etc.) hanging outside the ad. Masks are not acceptable. The photos must be cropped to fit in the ad exactly as shown.

All images must be parsed or embedded, not placed. Do Not Link.

Photos must have a minimum final size of 140 dpi and Bitmap or Graphics images must have a final size of 800 dpi.

All support images must be supplied with the ad.

Ad should have a final size of minimum 240 dpi. (Photoshop ads only)

PDF files should be optimized for press output, not screen.

Tiff, Jpeg, PDF, and some PSD files are not an editable format. We can not make changes to these files. If you opt to supply one of these file types, please supply the file ready for print with no changes. *Jpeg files from Word, Publisher, Power Point, etc. are not print quality.

All ads need to have a border of some sort. If one is not provided, a one point rule will be added.

Color Mixes

Red: 65% Yellow - 100% Magenta, Green – 80% Yellow – 100% Cyan, Blue – 100% Cyan, Black – 100%.

**Due to copyright laws and low resolution, we cannot accept artwork obtained from the Internet. *For further information, contact your sales representative.

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.

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 (HLM) 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”.

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 Annuares 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.

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 2nd line.
- Address & Telephone number line exceeds 39 characters & splits onto a 2nd 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.

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.
--	-------------	--------------	----------------	------------------	---------------

..... 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 side 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**SPOT COLOR ADS**

- | | | | |
|--|--------------------------|---|-------------------------------------|
| 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 | | |

PROCESS COLOR ADS

- | | | | |
|--|------|--|-------------------------------|
| 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. | | | |

VELOX REQUIREMENTS

- | | | | |
|--|---------|--|----|
| 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

VELOX REQUIREMENTS

- 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
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 (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.

PUB. CO. NAME

Yellow Pages Digital & Media Solutions

PUB CODE(S)

0671

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.

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.

10 Digit Dialing – Ziplocal strongly urges the use of 10 digit phone numbers in all listings and ad copy to ensure the best possible consumer experience. If you have any questions regarding this policy, please call us at 1-855-283-1523 or email us at Nationaldept@ziplocalinc.com.