

Technical specs

For all ads: Supply files as single page press quality pdfs. Alternatively we will accept Illustrator CS3 (or earlier) eps files. Please convert all text to paths/outlines, embed all images, and make sure all colours, scans etc are CMYK.



Editorial ads

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

Position	UDAC Yellow Code	Trim size width x height	Bleed	Margin
Double page spread	DPSL and DPSR	270 x 180mm	6mm all round	10mm all round and 15mm on each side of the spine
Full page	FPB	135 x 180mm	6mm all round	10mm all round
Half page horizontal	HFPH	114 x 89.5mm*	N/A	N/A
Double sided bound insert	BDIN	135 x 180mm	6mm all round	10mm outside edges and 15mm on each side of the spine

* Final printed ad size will be scaled to 90%.



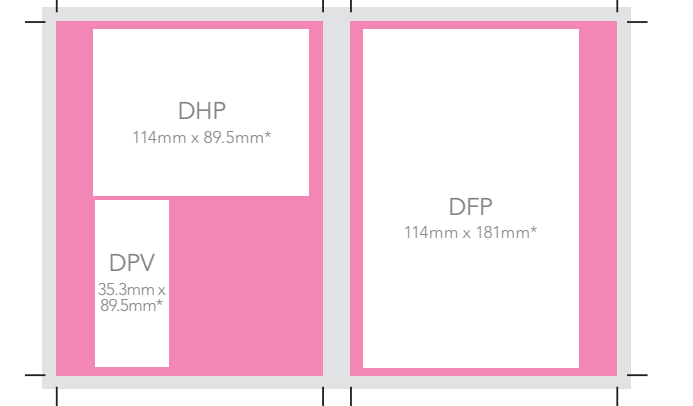
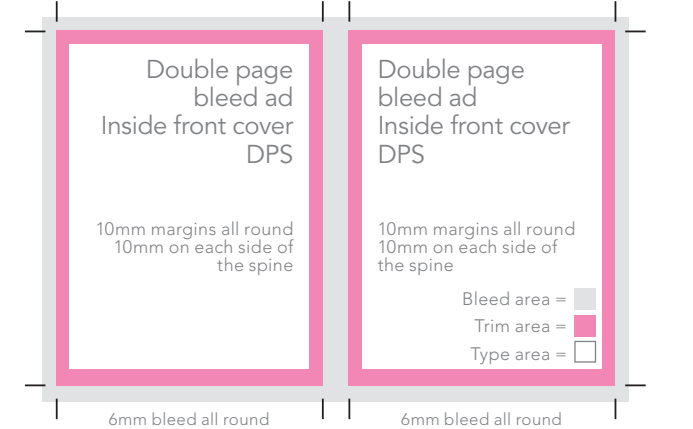
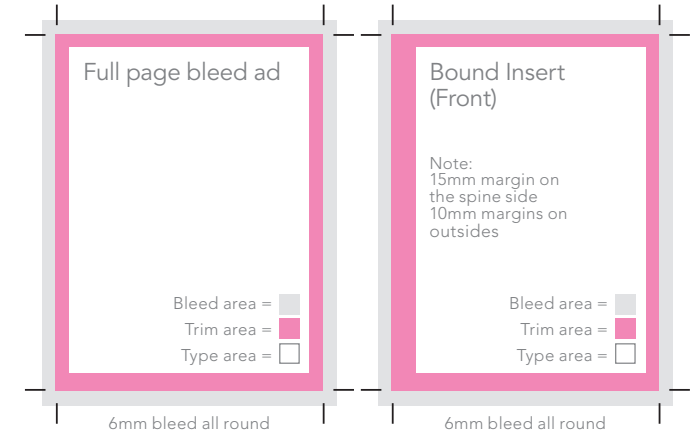
Directory ads

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

Position	UDAC Yellow Code	Ad size width x height
Full Page	DFP	114 x 181mm*
Half Page	DHP	114 x 89.5mm*
1/6th Page	DPV	35.3 x 89.5mm*

* Final printed ad size will be scaled to 90%.

Font size: We recommend you set text larger than 7pt. Small text should be set in a sans serif typeface for increased legibility. Yellow® takes no responsibility for unreadable content in customer supplied files.



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