

Technical specs

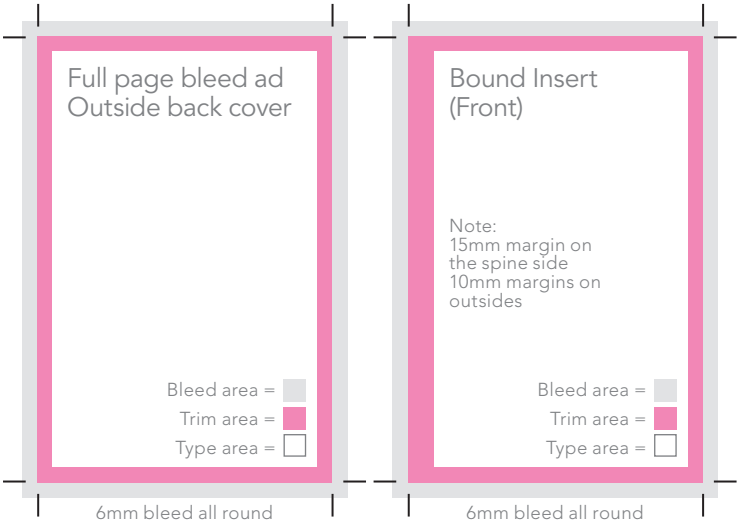
For all ads: Supply files as single page press quality pdfs. Alternatively we will accept Illustrator CS3 (or earlier) eps files. Please convert all text to paths/outlines, embed all images, and make sure all colours, scans etc are CMYK.



Covers

Image resolution = 300dpi / Bitmap resolution = 600dpi / Total ink coverage not to exceed 300% (C+M+Y+K = 300% max)

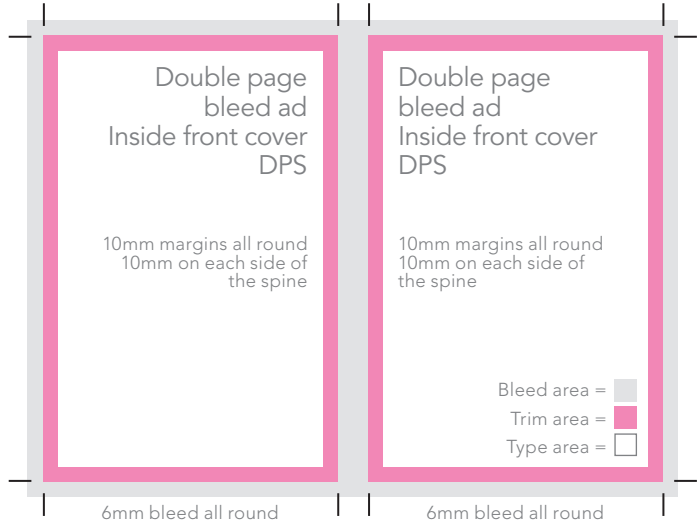
Position	UDAC Yellow Code	Trim size width x height	Bleed	Margin
Outside back cover	OBC	135 x 205mm	6mm all round	10mm all round
Inside back cover	IBC	135 x 205mm	6mm all round	10mm all round
Inside front cover double page spread	IFC	270 x 205mm	6mm all round	10mm outside edges and 10mm on each side of the spine
Double sided bound insert	BDIN	135 x 205mm	6mm all round	10mm outside edges and 15mm on each side of the spine



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 205mm	6mm all round	10mm outside edges and 10mm on each side of the spine
Full page	FPB	135 x 205mm	6mm all round	10mm all round
Half page horizontal	HFPH	114 x 89.5mm	N/A	N/A



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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

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.

