

## Compact technical specs

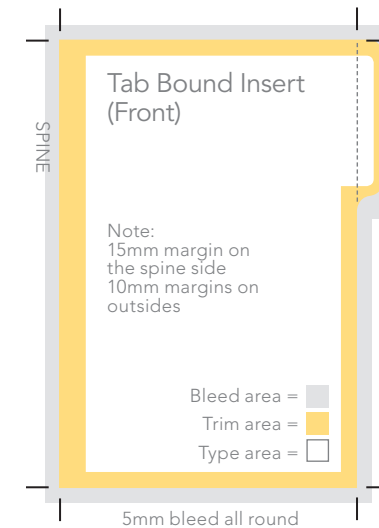
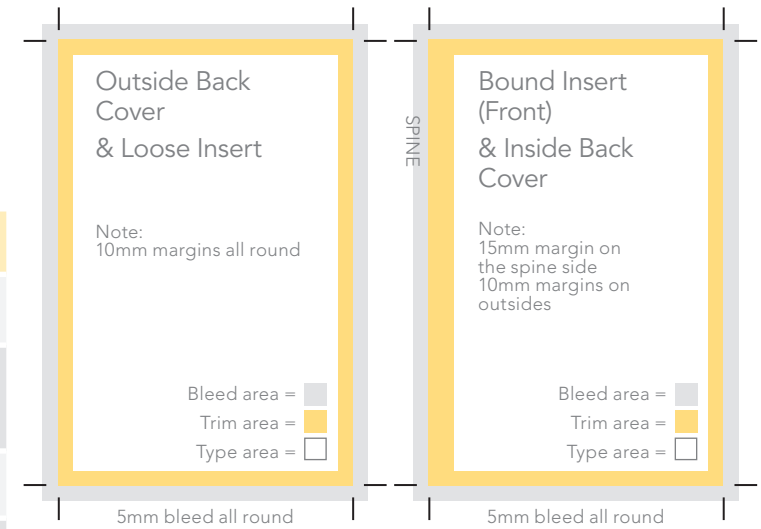
**For all ads:** Supply files as single page press quality pdfs. Alternatively we will accept Illustrator CS3 (or earlier) eps files. Please convert all text to paths/outlines, embed all images, and make sure all colours, scans etc are CMYK.



### Yellow pages® / White pages® Covers and Inserts (Magnets page 2, On the Go page 3, Yellow Local® books page 4 & 5)

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	OBCA	189mm x 247.5mm	5mm all round	10mm all round
Gatefold with Inside Front Cover	GATFA	184.5mm + 100mm (gatefold) x 247.5mm and gatefold front	5mm all round	10mm outside edges and 15mm on the spine side
Inside Back Cover	IBCA	189mm x 247.5mm	5mm all round	10mm outside edges and 15mm on the spine side
Spine Ad – large*	SPNAY	25mm x 59mm	N/A	N/A but the ad must have rounded corners (3mm radius)
Spine Ad – small	SPN** SPNAW***	13mm x 45mm	N/A	N/A but the ad must have rounded corners (3mm radius)
Bound Insert double sided	BDINA	189mm x 247.5mm	5mm all round	10mm outside edges and 15mm on the spine side
Bound Insert double – with tab	BTINA	189mm x 247.5mm + 15mm x 247.5mm (tab)	5mm all round	10mm outside edges and 15mm on the spine side (5mm on the tab)
Bound Insert double – perforated	BPRFA	189mm x 247.5mm	5mm all round	10mm outside edges and 15mm on the spine side (can be perforated anywhere)
Loose Insert	LINSA	189mm x 247.5mm	5mm all round	10mm all round
Bound Insert single side	BISSA	189mm x 247.5mm	5mm all round	10mm outside edges and 15mm on the spine side



### Deadline

Please note that the deadline for covers and inserts is two weeks before the production book close date.



\* SPNAY (Spine ad large = Yellow pages) – Auckland, Christchurch, Wellington

\*\* SPN (Spine ad – FLIP books) = Hawke’s Bay, Manawatu, Nelson & Bays, Northland, Otago, Southland and Taranaki

\*\*\* SPNAW (Spine ad = White pages) – Auckland, Christchurch, Wellington

Call your sales rep today or phone 0800 803 803

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### Magnets

Image resolution = 300dpi / Bitmap resolution = 600dpi

Position	UDAC Yellow Code	Trim size width x height	Bleed	Margin
Magnet	MGRS	90mm x 55mm	3mm all round	3mm all round

### Deadline

Please note that the deadline for magnets is one month before book close date.



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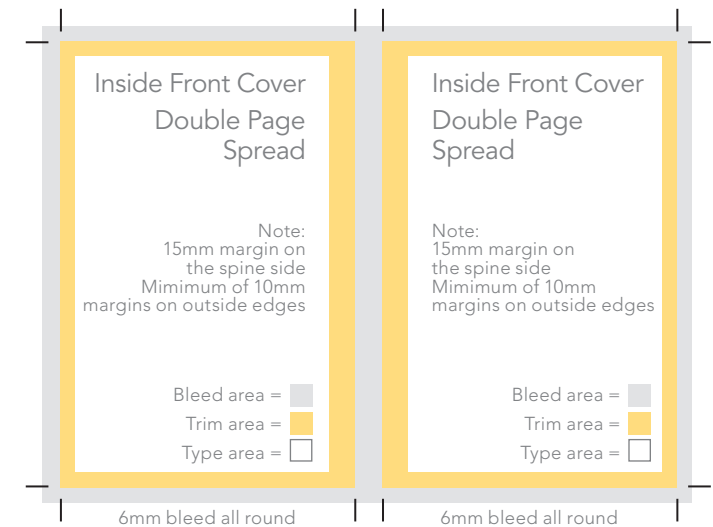
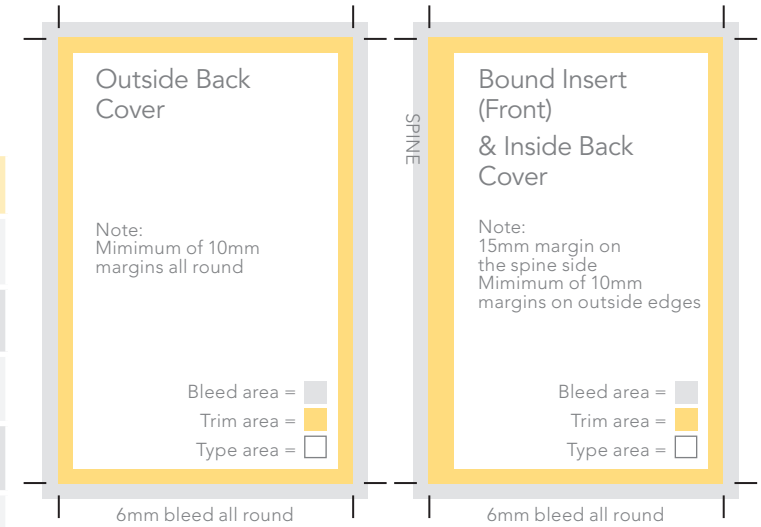
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## Yellow® On the GO – Covers and Inserts

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	OBCX	135mm x 180mm	6mm all round	10mm all round
Inside Back Cover	IBCX	135mm x 180mm	6mm all round	10mm outside edges and 15mm on the spine side
Inside Front Cover	IFCX	135mm x 180mm	6mm all round	10mm outside edges and 15mm on the spine side
Double Page Spread	IFCDX	270mm x 180mm	6mm all round	10mm outside edges and 15mm on the spine side
	IBCDX	270mm x 180mm	6mm all round	10mm outside edges and 15mm on the spine side
Spine Ad	SPNX	12mm x 50mm	N/A	N/A but the ad must have rounded corners (3mm radius)
Bound Insert double sided	BDIN	135mm x 180mm	6mm all round	10mm outside edges and 15mm on the spine side



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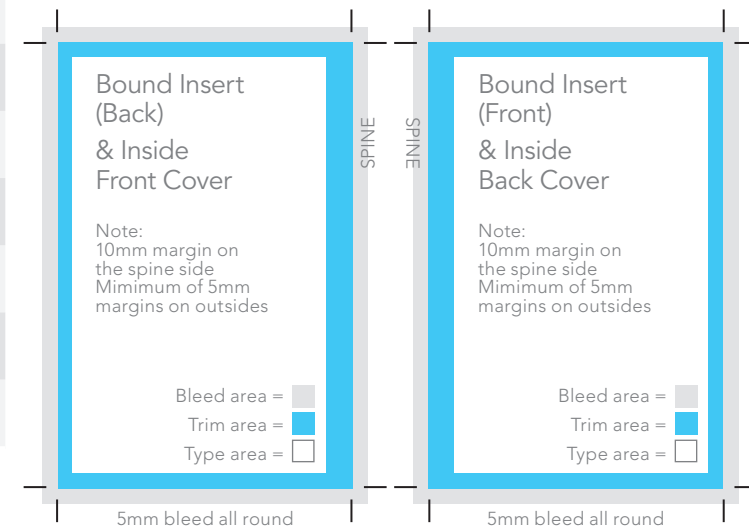
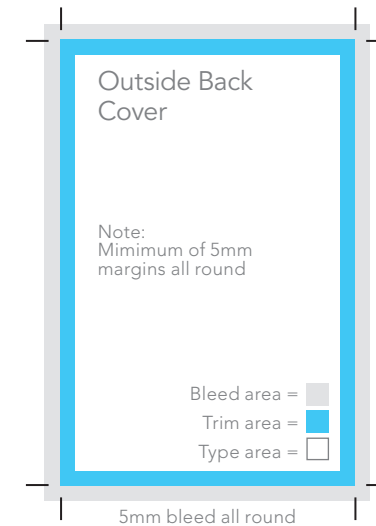
## Yellow Local® Covers and Inserts

(See page 5 for new Auckland Yellow Local® books – Central City, Albert-Eden, Central South)

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	175mm x 240mm	5mm all round	Minimum of 5mm all round
Inside Front Cover	IFC	175mm x 240mm	5mm all round	Minimum of 5mm outside edges 10mm on spine side
Inside Back Cover	IBC	175mm x 240mm	5mm all round	Minimum of 5mm outside edges 10mm on spine side
Bound Insert double sided	BDIN	175mm x 240mm	5mm all round	Minimum of 5mm outside edges 10mm on spine side
Bound Insert double – perforated	BPRF	175mm x 240mm	5mm all round	Minimum of 5mm outside edges 10mm on spine side
Bound Insert single side	BISS	175mm x 240mm	5mm all round	Minimum of 5mm outside edges 10mm on spine side
Half Page outside back cover	OBCH	160mm x 112.5mm	N/A	N/A
Half Page inside front cover	IFCH	160mm x 112.5mm	N/A	N/A
Half Page inside back cover	IBCH	160mm x 112.5mm	N/A	N/A
Half Page Bound Insert – single side	BISH	160mm x 112.5mm	N/A	N/A
Spine Ad*	SPN	15mm x 50mm	N/A	N/A but the ad must have rounded corners (3mm radius)

\* Spine advertising is available only for these four Yellow Local books – North Shore, Manukau & Papakura, Rodney and West Auckland.



## Deadline

Please note that the deadline for covers and inserts is two weeks before the production book close date.

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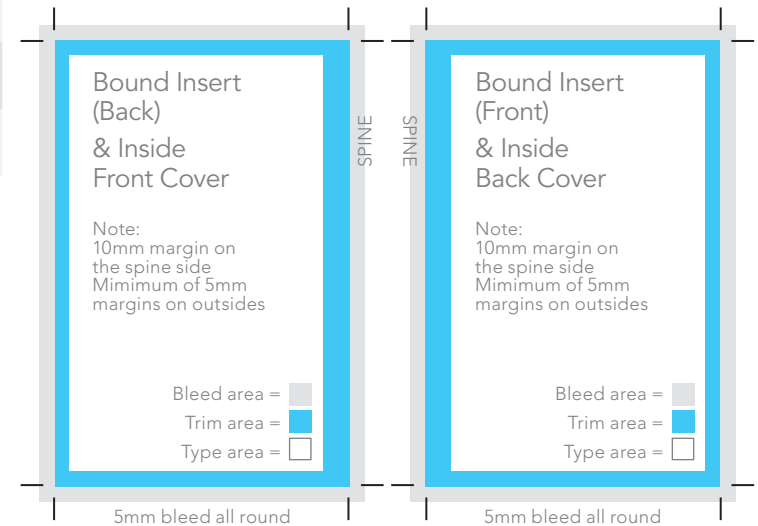
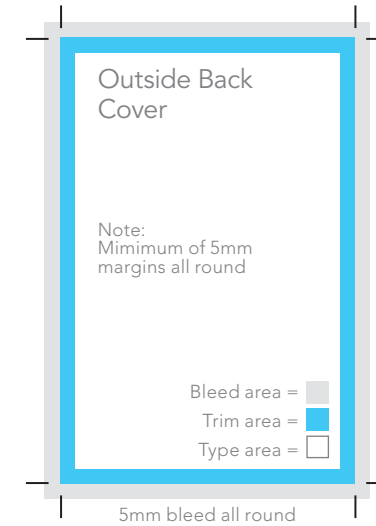
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## Yellow Local® Covers and Inserts (New Yellow Local® – Central City, Albert-Eden, Central South)

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	135mm x 205mm	5mm all round	Minimum of 5mm all round
Inside Front Cover	IFC	135mm x 205mm	5mm all round	Minimum of 5mm outside edges 10mm on spine side
Inside Back Cover	IBC	135mm x 205mm	5mm all round	Minimum of 5mm outside edges 10mm on spine side
Bound Insert double sided	BDIN	135mm x 205mm	5mm all round	Minimum of 5mm outside edges 10mm on spine side
Bound Insert double – perforated	BPRF	135mm x 205mm	5mm all round	Minimum of 5mm outside edges 10mm on spine side
Bound Insert single side	BISS	135mm x 205mm	5mm all round	Minimum of 5mm outside edges 10mm on spine side
Half Page Bound Insert – single side	BISH	120mm x 95mm	N/A	N/A



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