

Technical specs for high impact ads

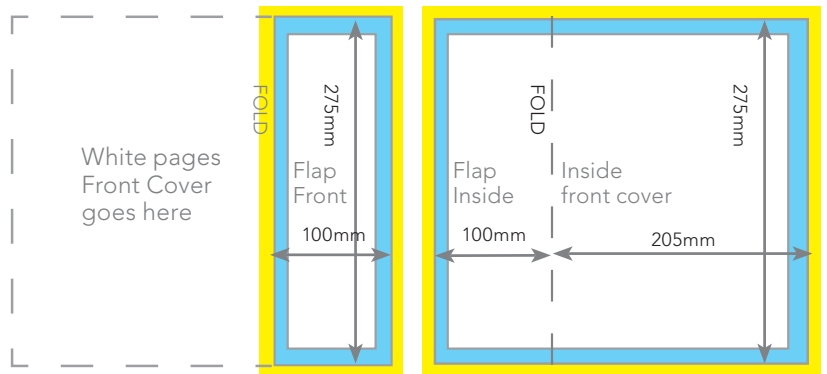
For all ads: Supply files as single page press quality pdfs with fonts embedded. Alternatively we will accept Illustrator CS3 (or earlier) eps files. Please embed all images, and make sure all colours, scans etc are CMYK.

Covers and inserts

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

Position	UDAC/ YP code	Trim size/document size (width x height)	Bleed	Margin (Type area)
Outside back cover	OBC/OBCR [†]	210 x 275mm	5mm all 4 sides	10mm all 4 sides
Gatefold with IFC ^{**}	GATF/GATFR [†]	(205 + 100mm gatefold) x 275mm & flap front ^{**}	5mm all 4 sides	10mm all 4 sides + extra 5mm on the spine side
Inside back cover	IBC	210mm x 275mm	5mm all 4 sides	10mm all 4 sides + extra 5mm on the spine side
Spine ad – large*	SPNL	20mm x 66mm	N/A	N/A, but the ad must have rounded corners (3mm radius)
Spine ad – small**	SPN/SPNR [†]	15mm x 50mm	N/A	N/A, but the ad must have rounded corners (3mm radius)
Bound insert double side	BDIN/BDINR [†]	210mm x 275mm	5mm all 4 sides	10mm all 4 sides + extra 5mm on the spine side
Bound insert double – with tab	BTIN/BTINR [†]	210mm x 275mm + 15 x 275mm tab	5mm all 4 sides	10mm all 4 sides (5mm on the tab) + extra 5mm on the spine
Bound insert double – perforated	BPRF/BPRFR [†]	210mm x 275mm	5mm all 4 sides	10mm all 4 sides + extra 5mm on the spine (can be perforated anywhere)
Loose insert	LINS/LINSR [†]	210mm x 275mm	5mm all 4 sides	10mm all 4 sides
Bound Insert Single Side	BISS/BISSR [†]	210mm x 275mm	5mm all 4 sides	10mm all 4 sides + extra 5mm on the spine side

- * SPNL (Spine ad large) = Auckland Yellow pages A-K, L-Z, and these Yellow pages books only: Christchurch, Wellington, Bay of Plenty, Waikato, King Country and Thames Valley
- ** SPN / SPNR[†] (Spine ad small) = Auckland Residential White pages, Auckland Business White pages, Christchurch and Wellington White pages, and the following books: Hawke's Bay, Manawatu, Nelson & Bays, Northland, Otago, Southland and Taranaki
- ** See diagram on right for visual example of Gatefold with IFC
- † UDAC/YP codes ending with R are to be used specifically for Auckland Residential White pages



Gatefold with IFC White pages

Bleed area =
 Trim area =
 Type area =

Magnet

Image resolution = 300dpi / Bitmap resolution = 600dpi

Position	UDAC/ YP code	Trim size (width x height)	Bleed	Margin
Magnet	MGRS/MGRSR [†]	90mm x 55mm	3mm all 4 sides	3mm all 4 sides

Important information

Please refer to the next page for a visual example of margin / bleed.

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

For magnets the deadline is one month before book close date.

Continued on next page

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Covers and inserts

Image resolution = 300dpi / Bitmap resolution = 600dpi

Position	UDAC / YP Code	Trim size (width x height)	Bleed	Margin
Outside back cover	OBC	175mm x 240mm	5mm all 4 sides	Minimum 5mm all 4 sides
Inside front cover	IFC	175mm x 240mm	5mm all 4 sides	Minimum 5mm all 4 sides + extra 5mm on the spine side
Inside back cover	IBC	175mm x 240mm	5mm all 4 sides	Minimum 5mm all 4 sides + extra 5mm on the spine side
Bound insert single side	BISS	175mm x 240mm	5mm all 4 sides	Minimum 5mm all 4 sides + extra 5mm on the 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	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 following 4 Yellow Local books – North Shore, Manukau & Papakura, Rodney and West Auckland. Please note that the deadline for the covers and inserts is 2 weeks prior to the production book close date.

To contact a sales rep, call 0800 803 803 or visit yellowpagesgroup.co.nz

Examples of Trim/Bleed/Margin – Yellow pages, White pages and Yellow Local

