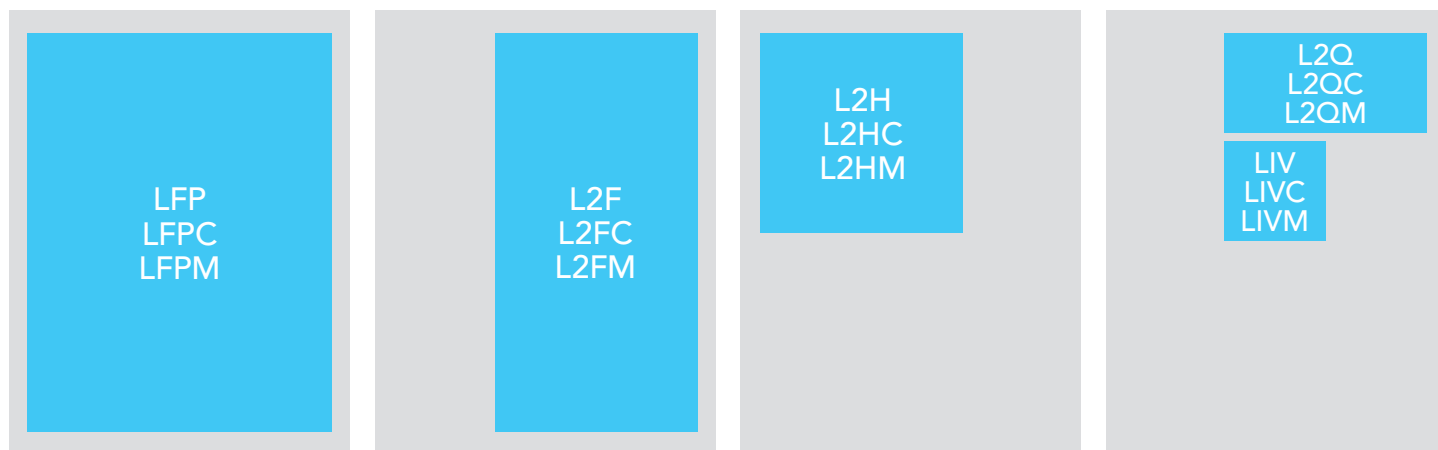


Technical specs for directory ads

Newsprint = 40gsm / Image resolution = 200dpi / Bitmap resolution = 400dpi / Total ink coverage not to exceed 270% (C+M+Y+K = 270 max)

Advert size	UDAC (YP Code)	Millimetres (width x height)	Points (width x height)
1 column / Eighth page (half business card size)	LIV / LIVC / LIVM	46.6mm x 52.2mm	132pt x 148pt
2 column / Quarter page (business card size)	L2Q / L2QC / L2QM	95.9mm x 52.2mm	272pt x 148pt
2 column / Half page	L2H / L2HC / L2HM	95.9mm 106.5mm	272pt x 302pt
2 column	L2F / L2FC / L2FM	95.9mm x 215.2mm	272pt x 610pt
Full page	LFP / LFPC / LFPM	145.3mm x 215.2mm	412pt x 610pt
Logo size for Typeset adverts	L3TL	38.1mm x 17.9mm	108pt x 51pt

Yellow Local ad sizes (UDACs)



Important information

- Files to be supplied as press quality pdfs. Alternatively Illustrator CS3 (or earlier) eps files are acceptable. Convert all text to paths/outlines.
- We recommend using text larger than 7pt – any smaller than this and it will not be legible. Small text should be set in a sans serif font. We take no responsibility for unreadable content in customer supplied files.
- Yellow Local colours are normal CMYK process colours. Customers are billed according to the number of colours used in the ad, i.e. a L2Q uses BLACK only.
- All ad sizes above ending with C are 2 colour ads i.e. LFPC, L2FC, L2HC, L2QC, L1VC and L3TLC but only can contain greyscale images. The two colours can be any combination and do not need to include black.
- All ad sizes above ending with M (LFPM, L2FM, L2HM, L2QM, L1VM and L3TLM) must contain 3 or more colours or full colour photos.
- All colours must knockout (must not overprint).
- Embed all images/links and make sure colour images are CMYK. All images should be 200dpi and should not be scaled. Line art/bitmaps should be 400dpi.