



Yellow pages® / White pages® / Yellow Local®

Spine advertisement specifications

Yellow pages and White pages

There are 2 sizes – SPNL and SPN/SPNR*

Yellow Local

There is 1 size – SPN

 <p>SPNL</p>	<p>Auckland Yellow pages A-K, L-Z, and these Yellow pages SPLIT books only: Christchurch, Wellington, Bay of Plenty, and Waikato, King Country and Thames Valley Size = 20mm x 66mm</p>	 <p>SPN/SPNR*</p>	<p>Auckland White pages Residential (SPNR), Auckland White pages Business, Wellington and Christchurch White pages, and the following FLIP books – Hawkes Bay, Manawatu, Nelson & Bays, Northland, Otago, Southland and Taranaki Size = 15mm x 50mm</p>	 <p>SPN</p>	<p>Only the following 4 Yellow Local books have a spine ad (SPN) North Shore, Manukau & Papakura, Rodney and West Auckland Size = 15mm x 50mm</p>
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Document set-up

- The advertisement area on the spine has curved corners. (Radius = 3mm for both sizes)
- The advertisement area is differentiated with the other elements on the spine by 1 pt, 60% Black outline.

File formats

- Please supply press quality pdfs. Alternatively we will accept Illustrator CS3 (or earlier) eps files. Before exporting your document to eps or pdf, please convert all text to paths/outlines, embed all images, and make sure all colours, scans etc are CMYK.
- CMYK and greyscale art should be 300dpi and line art/bitmaps 600dpi. Total ink coverage not to exceed 300% (C+M+Y+K = 300%)

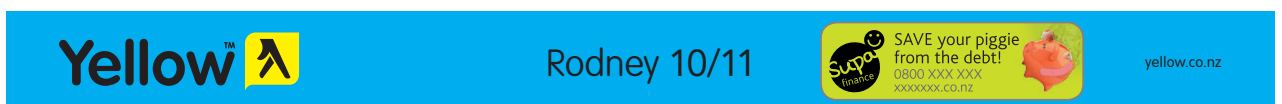
Deadline


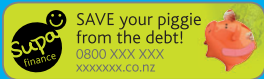

- The deadline for spine ads is 2 weeks prior to normal production book close.

*SPNR - this ad is specific to Auckland White pages Residential



Yellow   Auckland 10  SAVE your piggy from the debt! 0800 XXX XXX xxxxxx.co.nz  yellow.co.nz



Yellow  Rodney 10/11  SAVE your piggy from the debt! 0800 XXX XXX xxxxxx.co.nz  yellow.co.nz