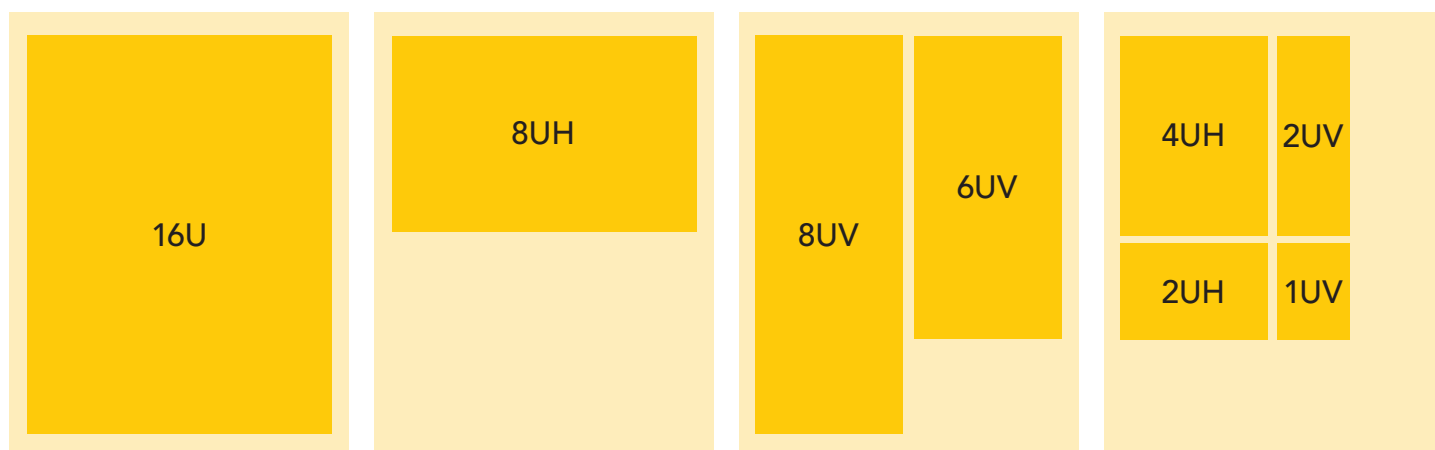


Technical specs for directory ads

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)
Quarter column (half business card size)	1UV	46.5mm x 61.3mm	132pt x 174pt
Eighth page (business card size)	2UH	97.3mm x 61.3mm	276pt x 174pt
Half column	2UV	46.5mm 124.8mm	132pt x 354pt
Quarter page	4UH	97.3mm x 124.8mm	276pt x 354pt
2/3 page, 2 column vertical	6UV	97.3mm x 188.4 mm	276pt x 534pt
Half page horizontal	8UH	198.8mm 124.8mm	564pt x 354pt
Half page vertical	8UV	97.3mm x 251.8mm	276pt 714pt
Full page	16U	198.8mm x 251.8mm	564pt x 714pt
Logo size for Typeset adverts	4TSL	38.1mm x 17.9mm	108pt x 51pt

Yellow pages 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.
 - 'Spot' colours are NOT actually spot colours – they are CMYK but use the name of the colour e.g. RED. This is because customers are billed according to the number of colours used in the ad, e.g. a 2UH2 uses 2 colours, BLACK plus 1 of the colours – RED, YELLOW, GREEN OR BLUE; a 4UH4 uses BLACK plus 3 of the others – RED, YELLOW, GREEN OR BLUE.
- YELLOW = Y100
 RED = M100 Y100
 GREEN = C100 Y100
 BLUE = C100
 BLACK = K100
- Cannot have process colours in a Logo Typeset in Yellow pages. 4TSL – black only, 4TSL2 – 2 spot colours, 4TSLM – 3 or more spot colours.
 - Do not mix or blend Yellow pages 'spot' colours. All colours must knockout (must not overprint).
 - For Yellow pages White Knockout ads, apply normal CMYK process colours.
 - 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.