



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.

Covers

Image resolution = 300dpi / Bitmap resolution = 600dpi

Position	UDAC/ YP code	Trim size (width x height)	Bleed	Margin
Outside back cover	OBC	135mm x 205mm	6mm all 4 sides	10mm margins all 4 sides
Inside front cover*	IFC	270mm x 205mm	6mm all 4 sides	10mm margins outside edges and 10mm each side of the spine
Inside back cover*	IBC	270mm x 205mm	6mm all 4 sides	10mm margins outside edges and 10mm each side of the spine

* These are DPS (double page spread) ads

Editorial ads

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

Position	UDAC/ YP code	Trim size (width x height)	Bleed	Margin
Double page spread	DPSL/R	270mm x 205mm	6mm all 4 sides	10mm margins outside edges and 10mm each side of the spine
Full Page - Editorial**	FPB	135mm x 205mm	6mm all 4 sides	10mm margins all 4 sides
Half page	HFPH	114mm x 89.5mm	N/A	2mm margins all round

**Full Page ads in the Editorial sections are Bleed size. Full page ads booked in the Directory listings DO NOT bleed (114mm x 181mm)

Directory ads

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

Position	UDAC/ YP code	Ad size (width x height)	Margin
Full Page	DFP	114mm wide x 181mm deep	2mm margins all round
Half Page	DHP	114mm wide x 89.5mm deep	2mm margins all round
Quarter page	DQP	114mm wide x 43.65mm deep	2mm margins all round
Enhanced Listing	EL	114mm wide x 20.77mm deep	* See next page for example of layout
EL Cross Reference	ELCR/ ELCR5	114mm wide x 20.77mm deep	* See next page for example of layout
Basic Listing	RBL	114mm wide x 9.35mm deep	* See next page for example of layout
RBL Cross Reference	RBLCR	114mm wide x 9.35mm deep	* See next page for example of layout

Colour specs for each section

Finance and legal 60M 100Y	Health and wellbeing 70C 100Y	Travel 85C 15M	Retirement Villages 100C 44Y	Rest Homes and Private Hospitals 60C 47M 30K	Related Services 29C 90M	Home Support 95M 60Y
-------------------------------	----------------------------------	-------------------	---------------------------------	---	-----------------------------	-------------------------

Continued on next page

Basic Listing – RBL*

Address details character count = 78 max

Basic Listing Cross Ref – RBLCR*

Address details character count = 50 max
(excludes See our display ad on page xxx)

* NOTE:
RBL / RBLCR = TEXT ONLY, NO LOGOS

Enhanced Listing – EL

Character count for description = 220 max

Enhanced Listing Cross Ref – ELCR/ELCR5

Character count for description = 200 max
(excludes See our display ad on page xxx)

Quarter Page – DQP

Character count for description = 420 max

Half Page – DHP

Establishment/Company Name R/Vil; R/Hm; Pr/Hsp

4322 Dorothy Parton Rd East, Papamoa Ph 09 555 800 | www.companyname-abc.co.nz

Establishment/Company Name R/Vil; R/Hm; Pr/Hsp

4322 Dorothy Parton Rd East, Papamoa Ph 09 225 800 *See our display ad on page xxx*

Establishment/Company Name R/Vil; R/Hm; Pr/Hsp

Cnr Parton Rd & Te Okuroa Dr, Papamoa | Ph 07 542 1933, 0800 221 800 | Web address | Email address

Three lines of copy Em exeraessecte verilit ipit il irit nulputem in hent acing ea feu feugait aut vel irilit, quatum zzrilisl dionsed moloborero cwwon ullaorero consequis aliquis at. lamcons equat. Volobvenim eugait

LOGO



Establishment/Company Name R/Vil; R/Hm; Pr/Hsp

Cnr Parton Rd & Te Okuroa Dr, Papamoa | Ph 07 542 1933, 0800 221 800 | Web address | Email address

Three lines of copy Em exeraessecte verilit ipit il irit nulputem in hent acing ea feu feugait aut vel irilit, quatum zzrilisl dionsed moloborero cwwon ullaorero consequis aliquis at. lamcons equat. *See our display ad on page xxx*

LOGO



Establishment/Company Name R/Vil; R/Hm; Pr/Hsp; S/Apt; Sp/Hsp; Dem

Cnr Parton Rd and Te Okuroa Dr, Papamoa, Bay of Plenty | Ph 07 542 1933, 0800 221 800

Web address | Email address

Eight lines of copy Em exeraessecte verilit ipit il irit nulputem in hent acing ea feu feugait aut vel irilit, quatum zzrilisl dionsed moloborero con ullaorero consequis aliquis at. Del iliquat, sis er iniam, veniatinci eliqui ecte feum velesectem nulput num nit lamcons equat. Volobor incilit lumsandre venim eugait. Modo conulla conul put ad ting ea cor ad tat alit alit lamcons equisim adio er suscidunt vel ing ea facipis at. Accum

PHOTO



LOGO

DHP

Facility symbols

- Retirement Village = R/Vil
- Rest Home = R/Hm
- Private Hospital = P/Hsp
- Serviced Apartment = S/Apt
- Dementia Care = Dem
- Specialised Hospital Care = Sp/Hsp

Association Membership symbols

Retirement Villages Association of NZ

New Zealand Aged Care Association

NZ Home Health Association Inc

New Zealand Council Of Christian Social Services

NZ Council of Christian Social Services



Quality Health New Zealand