

# 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 Yellow Code	Trim size width x height	Bleed	Margin
Outside Back Cover	OBC	135mm x 205mm	6mm all round	10mm all round
Inside front cover*	IFC	270mm x 205mm	6mm all round	10mm outside edges and 10mm on the spine side
Inside Back Cover*	IBC	270mm x 205mm	6mm all round	10mm outside edges and 10mm on the spine side

\* These are DPS (double page spread) ads

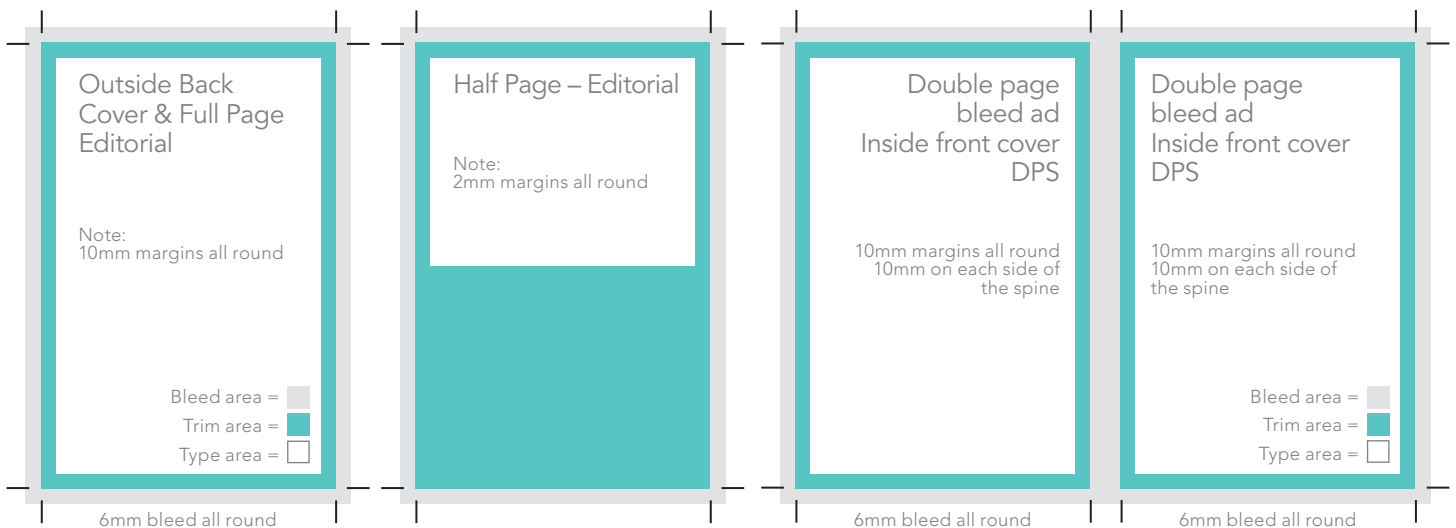


## Editorial Ads

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

Position	UDAC Yellow Code	Trim size width x height	Bleed	Margin
Double page spread	DPSL/R	270mm x 205mm	6mm all round	10mm outside edges and 10mm on the spine side
Full Page - Editorial**	FPB	135mm x 205mm	6mm all round	10mm all round
Half page	HFPH	114mm x 89.5mm	N/A	2mm 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)



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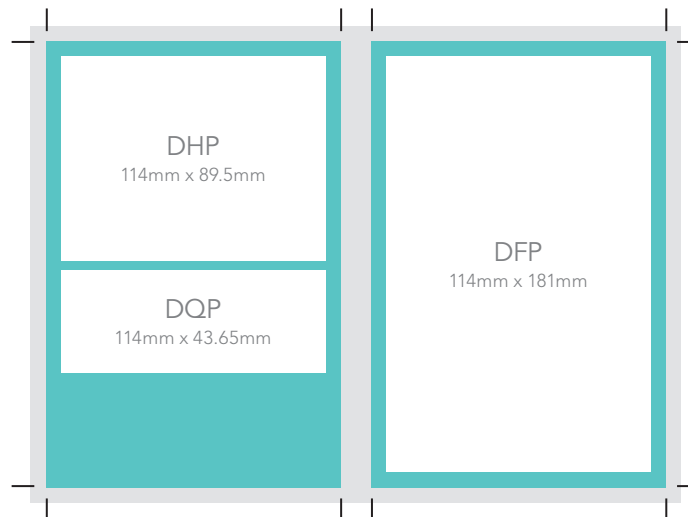


### Directory ads

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

Position	UDAC Yellow 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

**Font size:** We recommend you set text larger than 7pt. Small text should be set in a sans serif typeface for increased legibility. Yellow® takes no responsibility for unreadable content in customer supplied files.



### Colour specs for each section

Finance and legal  
60M 100Y

Retirement Villages  
100C 44Y

Related Services  
29C 90M

Home Support  
95M 60Y

Travel  
85C 15M

Health and wellbeing  
70C 100Y

Rest Homes and Private Hospitals  
60C 47M 30K



### 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)

### 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*

**\* NOTE:**

RBL / RBLCR = TEXT ONLY, NO LOGOS

#### 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 exeraessect verilit ipit il irit nulputem in hent acing ea feu feugait aut vel irilit, quatum zrrilisl 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

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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 exeraessect verilit ipit il irit nulputem in hent acing ea feu feugait aut vel irilit, quatum zrrilisl 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 ine didieo euui.

PHOTO



LOGO

# DHP

To advertiser's specification; Customise your own ads

#### Facility symbols

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

#### Association Membership symbols



Retirement Villages Association of NZ



Healthcare Providers NZ



NZ Council of Christian Social Services



NZ Home Health Association Inc



Quality Health New Zealand