

Yellow Pages section directory ad technical specs



For all ads: Supply files as single page press quality pdfs. Alternatively we will accept Illustrator eps files. Please convert all text to paths/outlines, embed all images, and make sure all colours, scans etc are CMYK. Images should not be scaled.

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

Advert size	UDAC (yellow code)	Supplied artwork size* (width x height)	Published size** (width x height)
Cyclic Display ad† (matchbox size)	CYDY1-7	46.5mm x 61.3mm (132pt x 174pt)	40.05mm x 52.79mm (114pt x 150pt)
Quarter column (matchbox size)	1UV	52.6mm x 69.1mm (149pt x 196pt)	45.4mm x 59.6mm (128pt x 169pt)
Eighth page (business card size)	2UH	109.3mm x 69.1mm (310pt x 196pt)	94.3mm x 59.6mm (267pt x 169pt)
Quarter page	4UH	109.3mm x 140.4mm (310pt x 398pt)	94.3mm x 120.3mm (267pt x 341pt)
Half column	2UV	52.6mm x 140.4mm (149pt x 398pt)	45.4mm x 120.3mm (128pt x 341pt)
Half page vertical	8UV	109.3mm x 282.9mm (310pt x 802pt)	94.3mm x 242.7mm (267pt x 688pt)
Half page horizontal	8UH	223mm x 140.4mm (632pt x 398pt)	191.1mm x 120.3mm (541pt x 341pt)
Full page	16U	223mm x 282.9mm (632pt x 802pt)	191.1mm x 242.7mm (541pt x 688pt)

Please supply artwork made up to these sizes

- 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.
 - '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

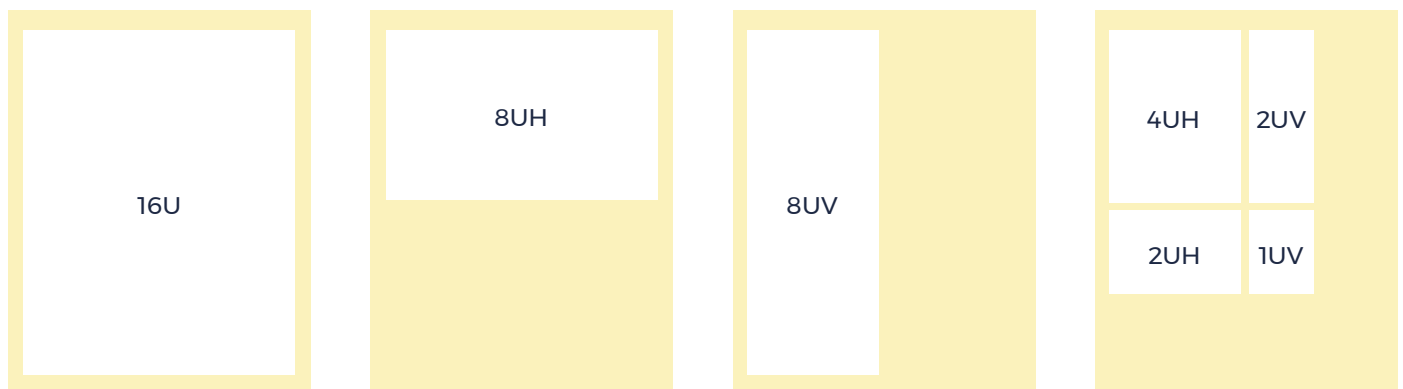
RED = M100 Y100

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.

Yellow Pages ad sizes (UDACs)



† Quarter column full colour ad appears every 3-7 pages on the top right or left hand side in the White Pages listing section. Placements are limited.
 * Supplied ad size has not changed. Any artwork already provided does not need to be resized.
 **The book size will be reduced to 10% shorter and 10% narrower during the pre-press process which will reduce the actual size of the published ad, however ads will be in the proportions shown above.