

High Impact / Yellow Book covers & inserts

technical specs



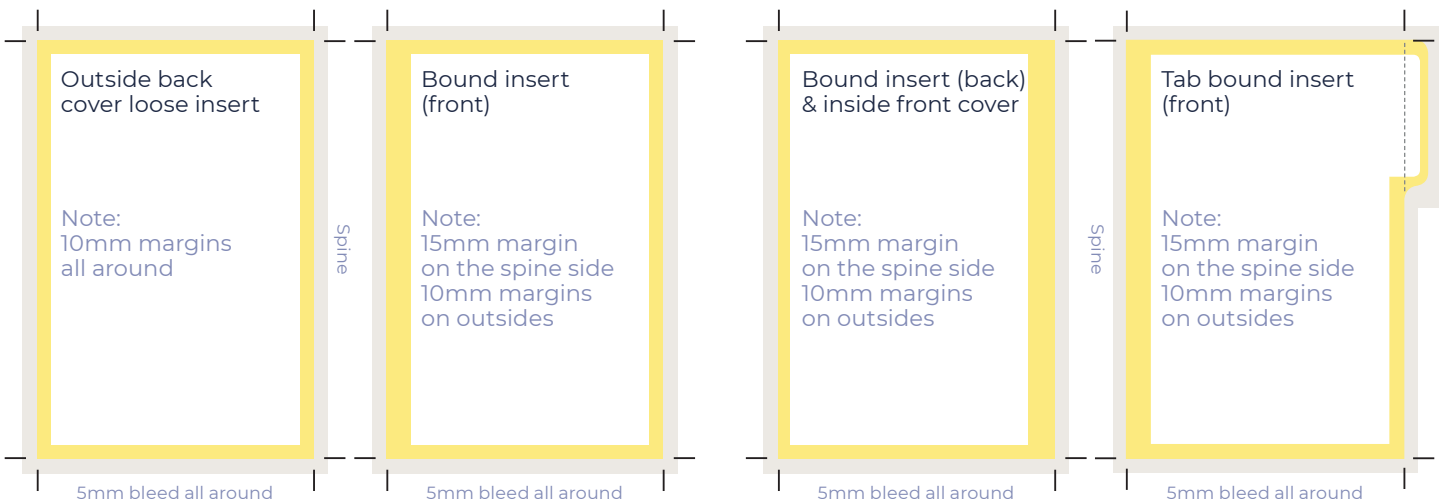
For all ads: Supply files as single page press quality pdfs. Alternatively we can accept Illustrator eps files. Please convert all text to paths/outlines, embed all images, and make sure all colours, scans etc are CMYK.

Image resolution = 300dpi / Bitmap resolution = 600dpi /
Total ink coverage not to exceed 300% (C+M+Y+K = 300% max).

Position	UDAC (yellow code)	Trim size (width x height)	Bleed	Margin
Front Cover Banner	FCBAY	189mm x 48mm	5mm on bottom and right side	Minimum of 5mm all around
Outside Back Cover	OBCA	189mm x 247.5mm	5mm all around	10mm all around
Inside Front Cover Inside Back Cover	IFCA IBCA	189mm x 247.5mm	5mm all around	10mm outside edges and 15mm on the spine side
Gatefold with Inside Front Cover*	GATFA	184.5mm + 100mm (gatefold) x 247.5mm and gatefold front	5mm all around	10mm outside edges and 15mm on the spine side
Bound Insert single sided	BISSA	189mm x 247.5mm	5mm all around	10mm outside edges and 15mm on the spine side
Bound Insert double sided	BDINA	189mm x 247.5mm	5mm all around	10mm outside edges and 15mm on the spine side
Bound Insert double – with tab	BTINA	189mm x 247.5mm + 15mm x 247.5mm (tab)	5mm all around	10mm outside edges and 15mm on the spine side (5mm on the tab)
Bound Insert double – perforated	BPRFA	189mm x 247.5mm	5mm all around	10mm outside edges and 15mm on the spine side (can be perforated anywhere)

Deadline

Please note that the deadline for covers and inserts is two weeks before the production book close date.



Bleed area = Trim area = Type area =

* Not available for Auckland books.

High Impact / Yellow Local covers & inserts technical specs

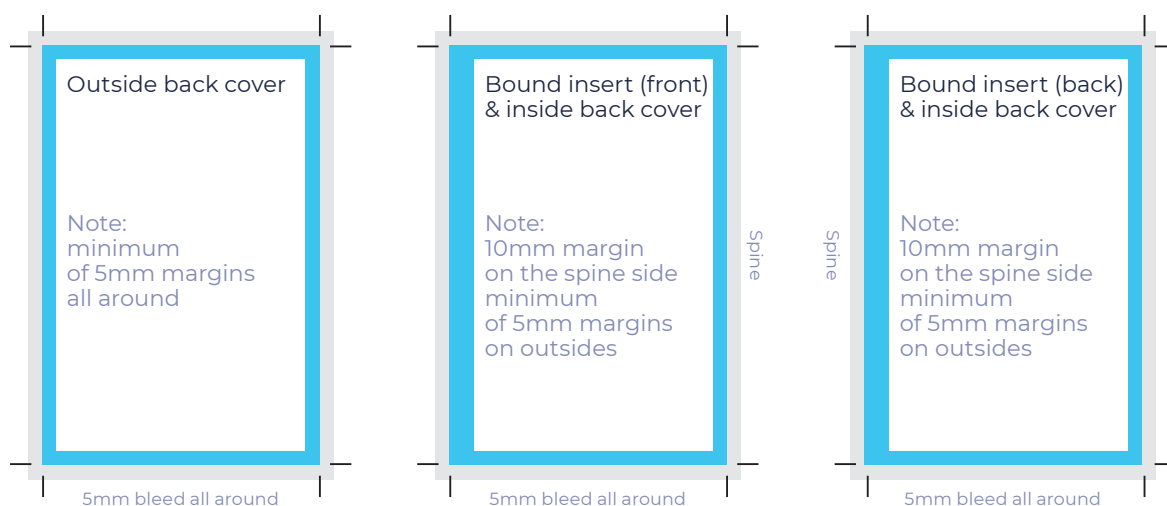
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Image resolution = 300dpi / Bitmap resolution = 600dpi /
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Position	UDAC (yellow code)	Trim size (width x height)	Bleed	Margin
Front Cover Banner	FCBAL	175mm x 46.5mm	5mm on bottom and right side	Minimum of 5mm all around
Outside Back Cover	OBC	175mm x 240mm	5mm all around	Minimum of 5mm all around
Inside Front Cover	IFC	175mm x 240mm	5mm all around	Minimum of 5mm outside edges 10mm on spine side
Inside Back Cover	IBC	175mm x 240mm	5mm all around	Minimum of 5mm outside edges 10mm on spine side
Bound Insert double sided	BDIN	175mm x 275mm	5mm all around	Minimum of 5mm outside edges 10mm on spine side
Bound Insert double – perforated	BPRF	175mm x 275mm	5mm all around	Minimum of 5mm outside edges 10mm on spine side
Bound Insert single side	BISS	175mm x 275mm	5mm all around	Minimum of 5mm outside edges 10mm on spine side
Half Page** outside back cover	OBCH	160mm x 112.5mm	N/A	N/A
Half Page** inside front cover	IFCH	160mm x 112.5mm	N/A	N/A
Half Page** inside back cover	IBCH	160mm x 112.5mm	N/A	N/A
Half Page Bound** Insert – single side	BISH	160mm x 112.5mm	N/A	N/A

Deadline

Please note that the deadline for covers and inserts is two weeks before the production book close date.



Bleed area = Trim area = Type area =

** Half page positions can only be confirmed if both halves are sold.

High Impact / Magnets

technical specs



Image resolution = 300dpi / Bitmap resolution = 600dpi.

Position	UDAC (yellow code)	Trim size (width x height)	Bleed	Margin
Magnet*	MGRS	90mm x 55mm	3mm all around	3mm all around
Multi-magnet**	MMAG	84mm x 44mm	3mm white non image area all around each magnet**	Minimum of 5mm all around



* Please note that the deadline for a magnet is two weeks before book close date.
 ** Multi-magnets comprises two different customers' magnets printed on one sheet (i.e. a double magnet), separated by a perforation. Multimagnets have a 3mm white non image area all round each magnet so that the colours of each magnet cannot blend into each other during printing. The trim size above excludes this 3mm white non image area. This will be added before the magnet artwork goes to print.

High Impact / Advert templates

Banner ads

Layout instructions:

- Banner shape is set with no key line
- Grey bottom line colour and height is set
- Main body white background is set
- Font is set at Roboto
- Main image or logo is to be left or right justified and take no more than 40% of white space
- Where an additional image/logo is required, this is to be right justified
- Main copy must have large phone number in grey font as call to action
- Key message is to appear above phone # in black
- Secondary message is to appear below phone # in black, preferably at a smaller font than the key message
- Logo colours are as per client standards
- Grey bottom box is for website right justified, and email (or directive message) left justified
- Optional 2mm line with client logo colour can be added in bottom box

Regional template (FCBAY)



100% locally owned
0800 131 723
Hire Equipment

See our ad on the back cover

www.cowleyshire.co.nz

48mm

189mm

Local template (FCBAL)



TAXI
PH 578 6086
For Professional Taxi Service



0800 829 477

www.taurangataxis.co.nz

46.5mm

175mm

High Impact / Advert templates front cover banner examples



Regional example

BOP119 OFC YELLOW

yellow Bay of Plenty
2019/2020



BOP Plumbing & Gas

Sarah and Aaron Jamieson from BOP Plumbing and Gas operate their family owned business, providing excellence in Plumbing, Gas and Drainage for 30+ years.

See their story inside, or at yellow.co.nz

yellow.co.nz

COWLEY'S
HIRE CENTRE LTD

100% locally owned
0800 131 723
Hire Equipment

See our ad on the back cover www.cowleyshire.co.nz

Local example

TGA 119 OFC

yellow Tauranga
2019



Welcome Bay Dental Care

Sara Gregg's dental practice strives to have happy customers leaving with a smile on their faces.

See their story inside or at yellow.co.nz

yellow.co.nz

TAXI
PH 578 6086
For Professional Taxi Service



0800 829 477 www.taurangataxis.co.nz

High Impact / Advert templates

Full page ads

Layout instructions:

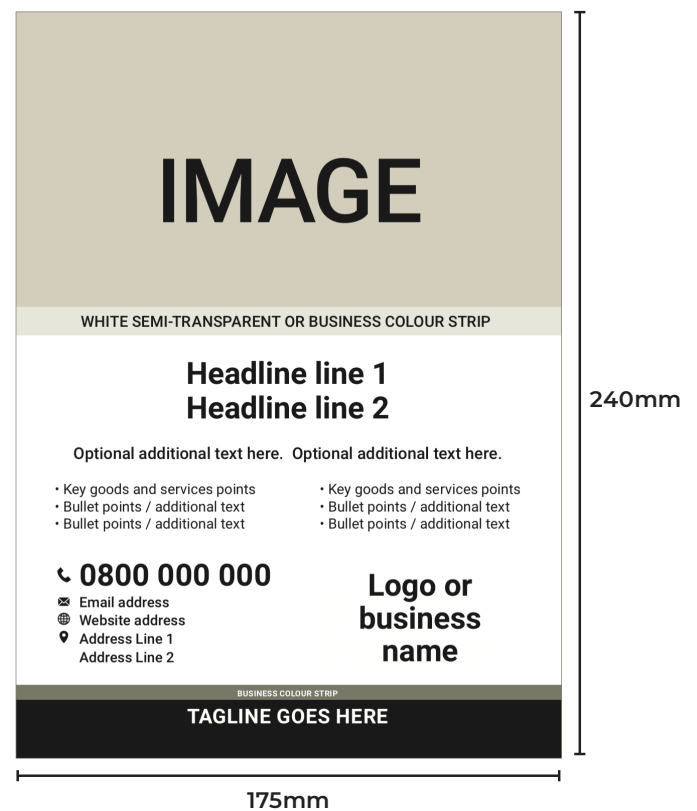
- MANDATORY for Outside Back Cover
- GUIDE for Inside Covers and Inserts
- Main body background is white
- Font is set at Roboto
- Large visual image depicting goods or services at the top. Customer to provide a quality image, otherwise we will resort to a suitable stock image. Image to take up at least 1/3 of page (including strip).
- Main Headline in one of customer's brand colour
- Main body of text (text in bullet points and additional headlines) to be black
- Bullet point can be customer's brand colour. Should be a maximum of 10 bullet points, 5 on each side.
- Logo (Trading Name) to be at the bottom right, next to contact details
- Large phone number in black or customer's logo colour
- Contact details to be in order of: Email, Website, Address
- Thin strip colours are as per client logo/brand colours
- Thick bottom strip is black (or customer's secondary brand colour) with white font

Regional template



- Margins = 10mm top and bottom, 13mm on the inside and outside margins
- Please add 5mm bleed on the sides if the image extends off the page
- For IFC/IBC – Margins = 13mm on the outside and 15mm on the inside (spine side)
- (Template not mandatory for IFC or IBC)

Local template



- Margins = 7mm top and bottom, 12mm on the inside and outside margins
- Please add 5mm bleed on the sides if the image extends off the page
- For IFC/IBC – Margins = 12mm on the outside and 15mm on the inside (spine side)
- (Template not mandatory for IFC or IBC)

High Impact / Advert templates

Outside back cover examples

Regional example



Northland's largest selection

- Earth Moving
- Party Hire
- Truck Rental
- Access Equipment
- Trailers
- Builders & Handymen

Whangarei	54 Commerce Street	0800 131 723
Party Hire	133 Kioreroa Road, Whangarei	0800 030 312
Kamo	5 to 7 Great North Road	09 435 1882
Bay of Islands	28 Klinac Lane, Waipapa	0800 131 743
Ruakaka	Cnr Sime & Marsden Point Roads	09 433 0400

✉ info@cowleyshire.co.nz
 🌐 www.cowleyshire.co.nz

COWLEY'S
 HIRE CENTRE LTD

ENQUIRIES WELCOME

Local example



We'll have it sorted!

Our services include:

- Furniture Removal
- Full Packing Service
- Long and Short Term Storage
- Sale of Packing Materials
- Office Relocations
- Piano Shifts
- Free Quotes

☎ **0800 143 625**
07 981 7133

✉ info@tfr.co.nz
 🌐 www.tfr.co.nz



THE TENDER TOUCH - CALL US TO DISCUSS
 YOUR REQUIREMENTS TODAY!