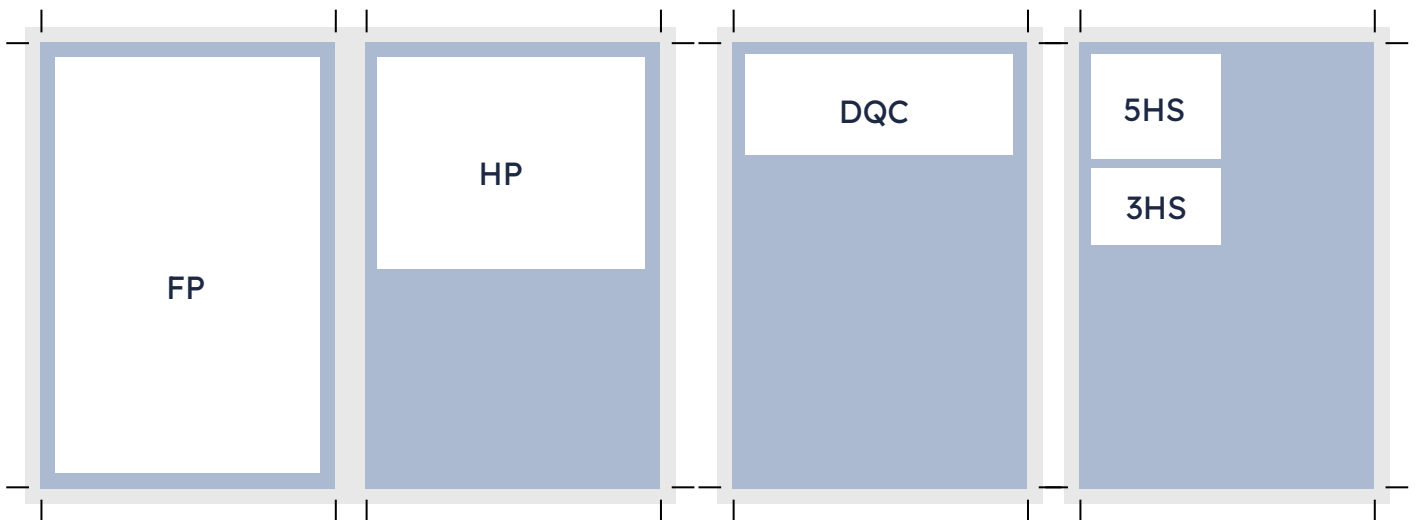# Yellow Local directory ad technical specs

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. All images should not be scaled.

Newsprint = 40gsm / Image resolution = 300dpi / Bitmap resolution = 400dpi / Total ink coverage not to exceed 270% (C+M+Y+K = 270 max).

Advert size	UDAC (yellow code)	Artwork size (width x height)
Double Quarter Column	DQC	138.3mm x 50mm (392pt x 142pt)
Double Half Column	HP	138.3mm x 102.6mm (392pt x 291pt)
Full page	FP	138.3mm x 207.4mm (392pt x 588pt)
Logo size for Typeset adverts	5HS	67.0mm x 63.5mm (190pt x 180pt)
Typeset adverts	3HS	67.0mm x 38.1mm (190pt x 108pt)

- 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.

- All colours must knockout (must not overprint).