



**YELLOW PAGES™**  
ASSOCIATION

PRINT • INTERNET • WIRELESS

December 15, 2009

---

# **Advertising Specifications Manual Changes Only**

820 Kirts Blvd • Suite 100 • Troy, MI 48084 • (248) 244-6200

**YELLOW PAGES ASSOCIATION™**  
**National Yellow Pages Advertising**  
820 Kirts Blvd., Suite 100, Troy, Michigan 48084

***Submit Changes by mail to: Attn: Leslie Pravic or  
Email Changes to Leslie.Pravic@ypassociation.org***

**December 15, 2009**

**NATIONAL YELLOW PAGES ADVERTISING  
SPECIFICATIONS CHANGE MEMORANDUM**

The attached revisions reflect changes to the National Yellow Pages Advertising Specifications publication.

— **SECTION I**

- Replace Active-Adult Yellow Pages 0526 with the attached.
- Insert Adams-Wells Phone Books 0506.
- Replace Ad-Ventures Publishing 0759 with the attached.
- Replace Ambassador Yellow Pages 0726 with the attached.
- Replace Axesa Servicios de Informacion, S. en C. with the attached.
- Replace Best Publications, LLP. 0707 with the attached.
- Insert Choice Directory 0544.
- Insert Community Yellow Pages 0546.
- Insert Connecticut Hispanic Yellow Pages, Inc. 0801.
- Insert Double D Directories 0769.
- Remove Gay & Lesbian Yellow Pages 0771.
- Replace Lakeview Publishing 0639 with the attached.
- Insert Local Yellow Pages 0956 with the attached.
- Remove MEGA Media Group 0806.
- Replace Metropolitan Publishing Co., Inc. 0578 with the attached.
- Replace Nex-Tech Directory Services 0805 with the attached.
- Replace Northern Directory Publishing 0814 with the attached.
- Insert Palmetto Publishing, LLC. 0948.
- Replace Phone Directories Company L.P. 0833 with the attached.
- Insert Pilot-Moore County Telephone 0524 with the attached.
- Replace Press Enterprise 0949 with the attached.
- Replace Sierra West Publishing 0505 with the attached.
- Insert Summit Publications, Inc. 0931.
- Replace Trek Publishing, Inc. 0563 with the attached.
- Replace Valley Yellow Pages 0636 with the attached.
- Insert Vernon Publications 0551.

---

**TRADEMARKS**

2 Column    TM – 15p x 6p

2 Column    CTM – 15p x 12p

---

**SPACE LISTINGS**

2HS 15p x 6p  
4HS 15p x 12p

Art not available.

---

DISPLAY ADS

BORDER CHART

- |   |   |    |
|---|---|----|
| 1) Are Custom Borders Accepted?                       | a) If Yes, What is the Minimum Point Size?        | -- |
| a) Are Free Form Borders Accepted?                    | 8) Can Type/Screens Touch Borders?                |    |
| b) Can Type or Illustration be Part of the Border?    | a) If No, What is Minimum Clearance?              |    |
| 2) What is the Minimum Point Size Allowed for Border? | 9) Are Inside Borders Accepted?                   |    |
| 3) What is the Maximum Point Size Allowed for Border? | a) Is a Full Inside Border Required?              |    |
| 4) Are Square Corners Required?                       | b) What is The Minimum Pt. Size?                  |    |
| 5) Are Round Corners Accepted?                        | c) What is The Maximum Pt. Size?                  |    |
| 6) Are Screened Borders Accepted?                     | d) Can It Be Screened?                            |    |
| 7) Must They be Outlined?                             | e) If Yes, What Percentage of Screen is Accepted? |    |

TYPE

- |   |  |         |
|---|--|---------|
| 1) Is Solid Black Type Accepted?                    | 4) Is Reverse (White) Type Allowed on Screened Background? |         |
| 2) Is Black Type on a Screened Background Accepted? | a) Is Outline Type Required?                               |         |
| a) If Yes, What is the Minimum Pt. Size of Type?    | b) What is Minimum Pt. Size of Type?                       | PT      |
| b) Maximum Screen Percentage Accepted?              | 5) Can Telephone Numbers Appear as Screened Type?          |         |
| 3) Is Screened Type Allowed?                        | 6) Can Telephone Numbers be on a Screened Background?      |         |
| a) Is Outlined Screen Type Required?                | 7) Is Type Accepted Over a Half-Tone?                      |         |
| b) What is the Minimum Pt. Size of Type?            | 8) What is the Maximum Angle Type May be on?               | DEGREES |
| c) Maximum Screen Percentage Accepted?              |  |         |

SCREENS

- |                                      |   |   |   |
|--------------------------------------|---|---|---|
| 1) What Percentages are Used?        | % | 3) Do Items Being Screened Need to be Outlined?       |   |
| 2) How Many Lines Per Inch are Used? |   | a) What is Minimum Line Weight Allowed?               | . |
|                                      |   | 4) What Percent of the Total Ad Area Can Be Screened? | % |
|                                      |   | 5) Telephone Number?                                  |   |

HALF-TONES

- |  |   |   |   |
|--|---|---|---|
| 1) Tone Percentage for a Light Screen? | % | 3) How Many Lines Per Inch are Used?            |   |
| 2) Tone Percentage for a Dark Screen?  | % | 4) Allowable Percentage of Halftone in Ad Area? | % |

SOLID BLACK

- |   |  |  |   |
|---|--|--|---|
| 1) What is the Maximum Size of a Single Solid Black Item? |  | 2) What is the Percentage of the Total Ad Space That Can Be Solid Black? | % |
|   |  | a) Does This Include the Border?   |   |

COLOR ADS

- |   |   |  |   |
|---|---|--|---|
| 1) Are Red Color Ads Offered?                               |   | 5) Are Red Half-Tones Accepted?                                |   |
| 2) How Many Red Items are Allowed Per Ad?                   | % | a) If Yes, What is the Percentage?                             | % |
| 3) Are Red Screens Allowed?                                 |   | 6) What is the Distance Between Red & Black Items?             |   |
| a) If Yes, What Screen Percentage?                          | % | 7) What Distance is Required Between Red Items & Black Border? |   |
| b) What Percentage of Total Ad Space is Allowed Red Screen? | % | 8) Are Trademarks Allowed in Red?                              |   |
| 4) Are Red Border Dimensions the Same as Black?             |   | 9) Are Red Borders Accepted in Display?                        |   |
| a) If No, What are the Dimensions?                          |   | a) TM?   |   |
|   |   | 10) Are Other Colors Available?                                |   |
|   |   | 11) How Much Solid of Any Color?                               |   |

VELOX REQUIREMENTS

- |  |  |
|--|--|
| 1) Is a Small Amount of Touch-Up Paint Accepted? | 2) Is One Layer (One-Ups) Paste-Up Accepted? |
|--|--|

PUB. CO. NAME

**Active Adult Yellow Pages, Inc.**

PUB CODE(S)

**0526**

MISCELLANEOUS

**Data & Media Specifications**

Format: Mac compatible saved as Print Ready High-Res PDF or EPS file.

Software: Photoshop CS3; Illustrator CS3; Freehand MX (version 11)

Fonts: Convert to outlines

Media: Email, CD.

Color: CMYK.

**Send Art to: DMI**

1305 West Main Street  
Greenwood, MO 64034

**Or Email to:** [Art@DirectoryMarketingInc.com](mailto:Art@DirectoryMarketingInc.com)

*Please include the following on the email subject line:*

Directory Name & Number, CMR-Client #, Client Name

DMI prefers to receive AWT's via email at [Art@DirectoryMarketingInc.com](mailto:Art@DirectoryMarketingInc.com). If you cannot email your AWT, please fax it to 816-537-7951 or mail it the address above.

**If you have any questions regarding this Publisher, please contact DMI.**

---

**TRADEMARKS**

TM 177pt W x 72pt H

---

**SPACE LISTINGS**

1HS 177 x 36  
2HS 177 x 72  
3HS 177 x 104  
4HS 177 x 144  
5HS 177 x 180  
6HS 177 x 216

DISPLAY ADS

BORDER CHART

- |   |  |   |    |
|---|--|---|----|
| 1) Are Custom Borders Accepted?                       |  | a) If Yes, What is the Minimum Point Size?        | —  |
| a) Are Free Form Borders Accepted?                    |  | 8) Can Type/Screens Touch Borders?                |    |
| b) Can Type or Illustration be Part of the Border?    |  | a) If No, What is Minimum Clearance?              | —  |
| 2) What is the Minimum Point Size Allowed for Border? |  | 9) Are Inside Borders Accepted?                   |    |
| 3) What is the Maximum Point Size Allowed for Border? |  | a) Is a Full Inside Border Required?              |    |
| 4) Are Square Corners Required?                       |  | b) What is The Minimum Pt. Size?                  | PT |
| 5) Are Round Corners Accepted?                        |  | c) What is The Maximum Pt. Size?                  |    |
| 6) Are Screened Borders Accepted?                     |  | d) Can It Be Screened?                            |    |
| 7) Must They be Outlined?                             |  | e) If Yes, What Percentage of Screen is Accepted? | %  |

TYPE

- |   |    |  |    |
|---|----|--|----|
| 1) Is Solid Black Type Accepted?                    |    | 4) Is Reverse (White) Type Allowed on Screened Background? |    |
| 2) Is Black Type on a Screened Background Accepted? |    | a) Is Outline Type Required?                               |    |
| a) If Yes, What is the Minimum Pt. Size of Type?    | PT | b) What is Minimum Pt. Size of Type?                       | PT |
| b) Maximum Screen Percentage Accepted?              | %  | 5) Can Telephone Numbers Appear as Screened Type?          |    |
| 3) Is Screened Type Allowed?                        |    | 6) Can Telephone Numbers be on a Screened Background?      |    |
| a) Is Outlined Screen Type Required?                |    | 7) Is Type Accepted Over a Half-Tone?                      |    |
| b) What is the Minimum Pt. Size of Type?            | PT | 8) What is the Maximum Angle Type May be on?               |    |
| c) Maximum Screen Percentage Accepted?              | %  |  |    |

SCREENS

- |                                      |   |   |   |
|--------------------------------------|---|---|---|
| 1) What Percentages are Used?        | % | 3) Do Items Being Screened Need to be Outlined?       |   |
| 2) How Many Lines Per Inch are Used? |   | a) What is Minimum Line Weight Allowed?               |   |
|                                      |   | 4) What Percent of the Total Ad Area Can Be Screened? | % |
|                                      |   | 5) Telephone Number?                                  |   |

HALF-TONES

- |  |   |   |  |
|--|---|---|--|
| 1) Tone Percentage for a Light Screen? | % | 3) How Many Lines Per Inch are Used?            |  |
| 2) Tone Percentage for a Dark Screen?  | % | 4) Allowable Percentage of Halftone in Ad Area? |  |

SOLID BLACK

- |   |  |  |  |
|---|--|--|--|
| 1) What is the Maximum Size of a Single Solid Black Item? |  | 2) What is the Percentage of the Total Ad Space That Can Be Solid Black? |  |
|   |  | a) Does This Include the Border?   |  |

COLOR ADS

- |   |  |  |  |
|---|--|--|--|
| 1) Are Red Color Ads Offered?                               |  | 5) Are Red Half-Tones Accepted?                                |  |
| 2) How Many Red Items are Allowed Per Ad?                   |  | a) If Yes, What is the Percentage?                             |  |
| 3) Are Red Screens Allowed?                                 |  | 6) What is the Distance Between Red & Black Items?             |  |
| a) If Yes, What Screen Percentage?                          |  | 7) What Distance is Required Between Red Items & Black Border? |  |
| b) What Percentage of Total Ad Space is Allowed Red Screen? |  | 8) Are Trademarks Allowed in Red?                              |  |
| 4) Are Red Border Dimensions the Same as Black?             |  | 9) Are Red Borders Accepted in Display?                        |  |
| a) If No, What are the Dimensions?                          |  | a) TM?   |  |
|   |  | 10) Are Other Colors Available?                                |  |
|   |  | 11) How Much Solid of Any Color?                               |  |

VELOX REQUIREMENTS

PUB. CO. NAME

**Adams-Wells Phone Books**

PUB CODE(S)

**0506**

MISCELLANEOUS

**Electronic Specifications:**

Accepted file formats are Adobe Illustrator, Version 10 EPS and Adobe Illustrator files.

If you have any questions regarding this publisher, please contact Sarah Walters of Peter Salzberg & Associates at 937-739-7855 or via email at Sarahw@psanda.com.

DISPLAY ADS

BORDER CHART

- |   |   |    |
|---|---|----|
| 1) Are Custom Borders Accepted?                       | a) If Yes, What is the Minimum Point Size?        | -- |
| a) Are Free Form Borders Accepted?                    | 8) Can Type/Screens Touch Borders?                |    |
| b) Can Type or Illustration be Part of the Border?    | a) If No, What is Minimum Clearance?              |    |
| 2) What is the Minimum Point Size Allowed for Border? | 9) Are Inside Borders Accepted?                   |    |
| 3) What is the Maximum Point Size Allowed for Border? | a) Is a Full Inside Border Required?              |    |
| 4) Are Square Corners Required?                       | b) What is The Minimum Pt. Size?                  |    |
| 5) Are Round Corners Accepted?                        | c) What is The Maximum Pt. Size?                  |    |
| 6) Are Screened Borders Accepted?                     | d) Can It Be Screened?                            |    |
| 7) Must They be Outlined?                             | e) If Yes, What Percentage of Screen is Accepted? |    |

TYPE

- |   |  |         |
|---|--|---------|
| 1) Is Solid Black Type Accepted?                    | 4) Is Reverse (White) Type Allowed on Screened Background? |         |
| 2) Is Black Type on a Screened Background Accepted? | a) Is Outline Type Required?                               |         |
| a) If Yes, What is the Minimum Pt. Size of Type?    | b) What is Minimum Pt. Size of Type?                       | PT      |
| b) Maximum Screen Percentage Accepted?              | 5) Can Telephone Numbers Appear as Screened Type?          |         |
| 3) Is Screened Type Allowed?                        | 6) Can Telephone Numbers be on a Screened Background?      |         |
| a) Is Outlined Screen Type Required?                | 7) Is Type Accepted Over a Half-Tone?                      |         |
| b) What is the Minimum Pt. Size of Type?            | 8) What is the Maximum Angle Type May be on?               | DEGREES |
| c) Maximum Screen Percentage Accepted?              |  |         |

SCREENS

- |                                      |   |   |   |
|--------------------------------------|---|---|---|
| 1) What Percentages are Used?        | % | 3) Do Items Being Screened Need to be Outlined?       |   |
| 2) How Many Lines Per Inch are Used? |   | a) What is Minimum Line Weight Allowed?               | . |
|                                      |   | 4) What Percent of the Total Ad Area Can Be Screened? | % |
|                                      |   | 5) Telephone Number?                                  |   |

HALF-TONES

- |  |   |   |   |
|--|---|---|---|
| 1) Tone Percentage for a Light Screen? | % | 3) How Many Lines Per Inch are Used?            |   |
| 2) Tone Percentage for a Dark Screen?  | % | 4) Allowable Percentage of Halftone in Ad Area? | % |

SOLID BLACK

- |   |  |  |   |
|---|--|--|---|
| 1) What is the Maximum Size of a Single Solid Black Item? |  | 2) What is the Percentage of the Total Ad Space That Can Be Solid Black? | % |
|   |  | a) Does This Include the Border?   |   |

COLOR ADS

- |   |   |  |   |
|---|---|--|---|
| 1) Are Red Color Ads Offered?                               |   | 5) Are Red Half-Tones Accepted?                                |   |
| 2) How Many Red Items are Allowed Per Ad?                   | % | a) If Yes, What is the Percentage?                             | % |
| 3) Are Red Screens Allowed?                                 |   | 6) What is the Distance Between Red & Black Items?             |   |
| a) If Yes, What Screen Percentage?                          | % | 7) What Distance is Required Between Red Items & Black Border? |   |
| b) What Percentage of Total Ad Space is Allowed Red Screen? | % | 8) Are Trademarks Allowed in Red?                              |   |
| 4) Are Red Border Dimensions the Same as Black?             |   | 9) Are Red Borders Accepted in Display?                        |   |
| a) If No, What are the Dimensions?                          |   | a) TM?   |   |
|   |   | 10) Are Other Colors Available?                                |   |
|   |   | 11) How Much Solid of Any Color?                               |   |

VELOX REQUIREMENTS

- |  |  |
|--|--|
| 1) Is a Small Amount of Touch-Up Paint Accepted? | 2) Is One Layer (One-Ups) Paste-Up Accepted? |
|--|--|

## MISCELLANEOUS

All artwork must be in one of the following:

1. Illustrator CS2 or lower
2. Freehand MX or lower
3. Quark 6.0 or lower
4. Photoshop CS2 or lower
5. InDesign CS2.

CMYK Coloring (Not RGB)

All display ads & scanned artwork must be at least 300 dpi.

All premier ads & scanned artwork must be at least 600 dpi.

All font must be included (check "include documents fonts" box when exporting)

All ads must be built to the correct size

No HS (D)s will be accepted electronically

We will take the following formats only:

EPS, PSD, AI, Freehand and InDesign Native, as well as Quark native and PDFs.

We do accept JPG, publisher or word files at this time.

Non flattened ads in case we need to fix (no exceptions).

Please include a hard copy of ads with the disk (either CD or Zip disk only) so we know what the final product should look like.

**If you have any questions regarding this Publisher, please contact Anderson Directory Sales.**

**TRADEMARKS**

3 Column TM 11.25p x 6p  
 4 Column TM 10.4064p x 6p

3 Column CTM 11.25p x 12p  
 4 Column CTM 10.4064p x 12p

**EXTRA LINES**

	<b>WORDS PER LINE</b>	<b>CHARACTERS AND SPACES PER LINE</b>	<b>MAXIMUM NO. OF LINES</b>
--	-------------------------------	---	-------------------------------------

.....	5		WP-N/A YP-3
-------	---	--	----------------

Suite numbers are not allowed in address line.  
 You must purchase an EL.

**COUPON SPECIFICATIONS**

Coupons are not offered by Publisher.

**SPACE PRECEDENCE**

Size, Seniority

**SPACE LISTINGS**

Art is available in 3HS or above. Logo must be positioned on the left or in the middle. Maximum logo size is 1 inch by column width. Font is Franklin Gothic. Maximum lines of text in 6pt. type (plus 1 name line and 1 address/phone# line):

- 2HS - 8
- 3HS - 13
- 4HS - 18
- 5HS - 23
- 6HS - 28

---

---

## SPACE LISTINGS

### **3 Column Directory**

2HS 11.25p x 6p  
3HS 11.25p x 9p  
4HS 11.25p x 12p  
5HS 11.25p x 15p  
6HS 11.25p x 18p

### **4 Column Directory**

1HS 10.4064p x 3p  
2HS 10.4064p x 6p  
3HS 10.4064p x 9p  
4HS 10.4064p x 12p  
5HS 10.4064p x 15p  
6HS 10.4064p x 18p  
7HS 10.4064p x 21p  
8HS 10.4064p x 24p

DISPLAY ADS

BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	—
a) Are Free Form Borders Accepted?	YES	8) Can Type/Screens Touch Borders?	YES
b) Can Type or Illustration be Part of the Border?	YES	a) If No, What is Minimum Clearance?	—
2) What is the Minimum Point Size Allowed for Border?	.5PT	9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?	8PT	a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	.5PT
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	8PT
6) Are Screened Borders Accepted?	YES	d) Can It Be Screened?	YES
7) Must They be Outlined?	NO	e) If Yes, What Percentage of Screen is Accepted?	65 LINE

TYPE

1) Is Solid Black Type Accepted?	YES	4) Is Reverse (White) Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	YES
a) If Yes, What is the Minimum Pt. Size of Type?	9PT	b) What is Minimum Pt. Size of Type?	12 PT
b) Maximum Screen Percentage Accepted?	65 LINE	5) Can Telephone Numbers Appear as Screened Type?	YES
3) Is Screened Type Allowed?	YES	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?	YES	7) Is Type Accepted Over a Half-Tone?	YES
b) What is the Minimum Pt. Size of Type?	12PT	8) What is the Maximum Angle Type May be on?	25°
c) Maximum Screen Percentage Accepted?	65 LINE		

SCREENS

1) What Percentages are Used?		3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	65 LINE	a) What is Minimum Line Weight Allowed?	
		4) What Percent of the Total Ad Area Can Be Screened?	ANY
		5) Telephone Number?	

HALF-TONES

1) Tone Percentage for a Light Screen?		3) How Many Lines Per Inch are Used?	65 LINE
2) Tone Percentage for a Dark Screen?		4) Allowable Percentage of Halftone in Ad Area?	100%

SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	No Size Limit	2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	100%
		a) Does This Include the Border?	YES

COLOR ADS

1) Are Red Color Ads Offered?	YES	5) Are Red Half-Tones Accepted?	YES
2) How Many Red Items are Allowed Per Ad?	No Limit	a) If Yes, What is the Percentage?	ANY
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	ANY
a) If Yes, What Screen Percentage?	ANY	7) What Distance is Required Between Red Items & Black Border?	ANY
b) What Percentage of Total Ad Space is Allowed Red Screen?	100%	8) Are Trademarks Allowed in Red?	YES
4) Are Red Border Dimensions the Same as Black?	YES	9) Are Red Borders Accepted in Display?	YES
a) If No, What are the Dimensions?		a) TM?	NO
		10) Are Other Colors Available? Spot Ads can have one color in addition to Black & White.	
		11) How Much Solid of Any Color?	ANY

VELOX REQUIREMENTS

1) Is a Small Amount of Touch-Up Paint Accepted?	YES	2) Is One Layer (One-Ups) Paste-Up Accepted?	YES
--	-----	--	-----

## MISCELLANEOUS

**Directory Size: 6.75" x 10.875" (3 Column Yellow Pages)**

#105758 Nassau North, NY  
#105759 Nassau South, NY  
#108304 Southern Westchester, NY  
#105241 Staten Island, NY

**Directory Size: 8" x 10.875" (4 Column Yellow Pages)**

#102754 Bronx, NY  
#104022 Bronx Spanish, NY  
#102689 Brooklyn, NY  
#101639 Manhattan (Y), NY  
#101946 Queens, NY

**Data and Media Specifications**

Format: Mac Compatible.  
Software: QuarkXpress – saved as Quark 4 document or Quark EPS page (collect for output w/fonts).  
Adobe Illustrator EPS – saved as Illustrator EPS document. Fonts are outlined and included. Photos should be Embedded, not placed. Adobe Indesign – Packaged with fonts and images.  
High Resolution Acrobat PDF.  
Fonts: Supply all fonts if done in Quark. Outline Illustrator fonts.  
Resolution: Minimum 300 dpi for photos.  
Minimum 600 dpi Vector file for logos & line art scans.  
Media: Email – compressed into sit (mac) / zip (pc); CD; DVD, Zip Disk (no Floppy disks)  
Color: CMYK

**Send Art to: DMI**  
1305 West Main Street  
Greenwood, MO 64034

**Or Email to:** [Art@DirectoryMarketingInc.com](mailto:Art@DirectoryMarketingInc.com)

*Please include the following on the email subject line:*  
Directory Name & Number, CMR-Client #, Client Name

DMI prefers to receive AWT's via email at [Art@DirectoryMarketingInc.com](mailto:Art@DirectoryMarketingInc.com). If you cannot email your AWT, please fax it to 816-537-7951 or mail it the address above.

**If you have any questions regarding this Publisher, please contact DMI.**

**TRADEMARKS**

**Trademarks**

Body Text: Will be typed by Axesa in:  
 Font: Helvetica Condensed  
 Size: 8Pt  
 Alignment: Left  
 Logo will be placed in available space.  
 Font and type size will be determined by Axesa's book requirements.

- 2 Column TM 14.63 x 8.5
- 3 Column TM 12 x 9
- 4 Column TM 11 x 6.5

**Custom Trademarks**

Any fonts accepted for body text  
 Minimum Size: 8Pt  
 Maximum Size: 12Pt  
 Alignment: Left or Centered  
 Logo will be placed in available space.

Font and type size will be determined by Axesa's book requirements.  
 Note: Please convert text to paths.

- 4 Column CTM 11 x 11

TN: For multiple listings, the finding line must be printed above each listing (brand name must be repeated whenever there is more than one business name). All TN's need to include an advice line which states that we approve Axesa to print according to their format. NO captions or subcaptions allowed in a TN.

**EXTRA LINES**

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
	6	35	WP-0 YP-2

**COUPON**

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
.....0627			Yes	No	No
.....		2 Col	30 x 10.5		
.....		4 Col	23.5 x 8.5		

---

**SPACE PRECEDENCE**

Axesa does not have seniority. Ads are placed by size first and then alphabetically. Also, all display ads must have anchor listings; NOT an option. Free if it's a local number, otherwise must pay cost of ABL.

---

**SPACE LISTINGS**

**HS Ads:**

No Logo's allowed, no bold font allowed, no bullets allowed (only asterisk's allowed\*), no underlining allowed. Print can only be centered not left or right aligned. Must be submitted in actual size it will print.  
NO ENLARGEMENTS ACCEPTED.

**In Inches:** 1HS 1.83 w x 0.5h  
2HS 1.83w x 1.h  
3HS 1.83w x 1.5h  
4HS 1.83w x 2h

**SRL/WRL:** Must be very basic. Suite numbers and fax#'s are not permitted unless purchased. Effective for both WP & YP. Must include advice stating ok to print per telephone company records.

**Font:** At least 8pt.

**Addresses/Phone Numbers:** Must correspond with Telephone company phone records, will not publish if address does not match telephone records. A CCF (Customer Change Form) may be used in order to establish a number or address. Form must be filled out by the client or CMR, signed, and sent to PR Teleco. If a foreign number is being used in the White Pages only, including ALL-1-800 numbers, a foreign listing fee of \$72 will be applied to establish the new number. WEL item code should be used.

**Translations:** Advice lines need to be included for translations stating that "Axesa is not responsible for errors in translations"

**Maximum Text Lines per ad between Search Lines and Address/Phone Line:**

Font Type: 8 pt Univers 45 light

1HS 2  
2HS 6  
3HS 10  
4HS 14

**DISPLAY ADS**

**BORDER CHART**

1) Are Custom Borders Accepted?	YES (EXCEPT COUPONS)	a) If Yes, What is the Minimum Point Size?	—
a) Are Free Form Borders Accepted?	YES (NOT BORDERLESS)	8) Can Type/Screens Touch Borders?	YES
b) Can Type or Illustration be Part of the Border?	YES	a) If No, What is Minimum Clearance?	—
2) What is the Minimum Point Size Allowed for Border?	1PT	9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?	N/R	a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	1PT
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	N/R
6) Are Screened Borders Accepted?	YES	d) Can It Be Screened?	YES
7) Must They be Outlined?	NO	e) If Yes, What Percentage of Screen is Accepted?	50%

**TYPE**

1) Is Solid Black Type Accepted?	YES	4) Is Reverse (White) Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	NO
a) If Yes, What is the Minimum Pt. Size of Type?	12PT	b) What is Minimum Pt. Size of Type?	10PT
b) Maximum Screen Percentage Accepted?	30%	5) Can Telephone Numbers Appear as Screened Type?	YES
3) Is Screened Type Allowed? YES, BUT NOT RECOMMENDED		6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?	NO	7) Is Type Accepted Over a Half-Tone?	NOT RECOMMENDED
b) What is the Minimum Pt. Size of Type?	12PT	8) What is the Maximum Angle Type May be on?	NO RESTRICTIONS
c) Maximum Screen Percentage Accepted?	80%		

**SCREENS**

1) What Percentages are Used?	30%-80%	3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	85	a) What is Minimum Line Weight Allowed?	N/A
		4) What Percent of the Total Ad Area Can Be Screened?	50%
		5) Telephone Number?	

**HALF-TONES**

1) Tone Percentage for a Light Screen?	%	3) How Many Lines Per Inch are Used?	
2) Tone Percentage for a Dark Screen?	%	4) Allowable Percentage of Halftone in Ad Area?	

**SOLID BLACK**

1) What is the Maximum Size of a Single Solid Black Item?		2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	
		a) Does This Include the Border?	

**COLOR ADS**

1) Are Red Color Ads Offered?		5) Are Red Half-Tones Accepted?	
2) How Many Red Items are Allowed Per Ad?		a) If Yes, What is the Percentage?	
3) Are Red Screens Allowed?		6) What is the Distance Between Red & Black Items?	
a) If Yes, What Screen Percentage?		7) What Distance is Required Between Red Items & Black Border?	
b) What Percentage of Total Ad Space is Allowed Red Screen?		8) Are Trademarks Allowed in Red?	
4) Are Red Border Dimensions the Same as Black?		9) Are Red Borders Accepted in Display?	
a) If No, What are the Dimensions?		a) TM?	
		10) Are Other Colors Available?	
		11) How Much Solid of Any Color?	

**VELOX REQUIREMENTS**

Veloxes are not accepted.

## MISCELLANEOUS

- 1) Must an Address Appear in the Ad? NOT NECESSARILY      2) What is the Acceptable "Toll Free (800)" Designation? Toll Free 800 – xxx – xxxx

All artwork must have borders. Text for Display ads must be inside borders, cannot have a partial border.

All orders with NONE printed for listings, which should not print, must first contact PRT to inform them they do not want the listings printed or, a CCF (Customer Change Form) may be filled out and signed by the client.

**Reverse Ads** – Needs to be bold type and preferably Sans Serif font. Font should also be at least 10pt. to be legible when printing.

**Art Format:** Art should come in Illustrator .eps format in order to be processed correctly. Art submitted as an image will be accepted.

**Text over Pictures in Art:** When text is written over a picture in artwork it must be in Sans Serriff font and in bold. Otherwise may not be legible when printed.

\*Art cannot be smaller than art spec measurements. Spec Sizes must be exact. If art is not exact when submitted, Axesa will change or art will be sent back to CMR for Revision\*

If you have any questions regarding this publisher, please contact National Solutions, Inc.



DISPLAY ADS

BORDER CHART

- |   |   |    |
|---|---|----|
| 1) Are Custom Borders Accepted?                       | a) If Yes, What is the Minimum Point Size?        | -- |
| a) Are Free Form Borders Accepted?                    | 8) Can Type/Screens Touch Borders?                |    |
| b) Can Type or Illustration be Part of the Border?    | a) If No, What is Minimum Clearance?              |    |
| 2) What is the Minimum Point Size Allowed for Border? | 9) Are Inside Borders Accepted?                   |    |
| 3) What is the Maximum Point Size Allowed for Border? | a) Is a Full Inside Border Required?              |    |
| 4) Are Square Corners Required?                       | b) What is The Minimum Pt. Size?                  |    |
| 5) Are Round Corners Accepted?                        | c) What is The Maximum Pt. Size?                  |    |
| 6) Are Screened Borders Accepted?                     | d) Can It Be Screened?                            |    |
| 7) Must They be Outlined?                             | e) If Yes, What Percentage of Screen is Accepted? |    |

TYPE

- |   |  |         |
|---|--|---------|
| 1) Is Solid Black Type Accepted?                    | 4) Is Reverse (White) Type Allowed on Screened Background? |         |
| 2) Is Black Type on a Screened Background Accepted? | a) Is Outline Type Required?                               |         |
| a) If Yes, What is the Minimum Pt. Size of Type?    | b) What is Minimum Pt. Size of Type?                       | PT      |
| b) Maximum Screen Percentage Accepted?              | 5) Can Telephone Numbers Appear as Screened Type?          |         |
| 3) Is Screened Type Allowed?                        | 6) Can Telephone Numbers be on a Screened Background?      |         |
| a) Is Outlined Screen Type Required?                | 7) Is Type Accepted Over a Half-Tone?                      |         |
| b) What is the Minimum Pt. Size of Type?            | 8) What is the Maximum Angle Type May be on?               | DEGREES |
| c) Maximum Screen Percentage Accepted?              |  |         |

SCREENS

- |                                      |   |   |   |
|--------------------------------------|---|---|---|
| 1) What Percentages are Used?        | % | 3) Do Items Being Screened Need to be Outlined?       |   |
| 2) How Many Lines Per Inch are Used? |   | a) What is Minimum Line Weight Allowed?               | . |
|                                      |   | 4) What Percent of the Total Ad Area Can Be Screened? | % |
|                                      |   | 5) Telephone Number?                                  |   |

HALF-TONES

- |  |   |   |   |
|--|---|---|---|
| 1) Tone Percentage for a Light Screen? | % | 3) How Many Lines Per Inch are Used?            |   |
| 2) Tone Percentage for a Dark Screen?  | % | 4) Allowable Percentage of Halftone in Ad Area? | % |

SOLID BLACK

- |   |  |  |   |
|---|--|--|---|
| 1) What is the Maximum Size of a Single Solid Black Item? |  | 2) What is the Percentage of the Total Ad Space That Can Be Solid Black? | % |
|   |  | a) Does This Include the Border?   |   |

COLOR ADS

- |   |   |  |   |
|---|---|--|---|
| 1) Are Red Color Ads Offered?                               |   | 5) Are Red Half-Tones Accepted?                                |   |
| 2) How Many Red Items are Allowed Per Ad?                   | % | a) If Yes, What is the Percentage?                             | % |
| 3) Are Red Screens Allowed?                                 |   | 6) What is the Distance Between Red & Black Items?             |   |
| a) If Yes, What Screen Percentage?                          | % | 7) What Distance is Required Between Red Items & Black Border? |   |
| b) What Percentage of Total Ad Space is Allowed Red Screen? | % | 8) Are Trademarks Allowed in Red?                              |   |
| 4) Are Red Border Dimensions the Same as Black?             |   | 9) Are Red Borders Accepted in Display?                        |   |
| a) If No, What are the Dimensions?                          |   | a) TM?   |   |
|   |   | 10) Are Other Colors Available?                                |   |
|   |   | 11) How Much Solid of Any Color?                               |   |

VELOX REQUIREMENTS

- |  |  |
|--|--|
| 1) Is a Small Amount of Touch-Up Paint Accepted? | 2) Is One Layer (One-Ups) Paste-Up Accepted? |
|--|--|

## MISCELLANEOUS

Directory Size: (3 Column White & Yellow Pages)

Directories: #103317 Pearland-Alvin-Manvel-South Belt, TX.; #103316 Clear Lake, TX;

#103318 Pasadena-Deer Park, TX; #103782 NW Houston, TX; #105385 Humble-Kingwood, TX;

**Data and Media Specifications**

Format: EPS

Software: Adobe Photoshop (only in layers) - Do not flatten the file. Minimum resolution of 300. Adobe Illustrator (all versions)

Photos: Minimum resolution of 227 and saved as JPEG, TIFF or EPS format.

Fonts: All fonts need to be outlined or converted to curves.

Media: CD (Preferred), ZIP Disk, Email, **NO FLOPPY DISKS.**

Color: CMYK.

**SEND ART TO:****NSI****2004 Lewis Turner Blvd., Ste E****Ft. Walton Beach, FL 27332****OR EMAIL TO:****art@national-solutions.com**

*Please include the following on the email subject line:*  
Directory Name & Number, CMR-Client #, Client Name

AWT must be mailed, emailed or faxed to 850-226-7826 for verification of electronic files.

**If you have any questions regarding this publisher, please contact Sabrina Brletich, 919-499-2831.**

DISPLAY ADS

BORDER CHART

- |   |   |    |
|---|---|----|
| 1) Are Custom Borders Accepted?                       | a) If Yes, What is the Minimum Point Size?        |    |
| a) Are Free Form Borders Accepted?                    | 8) Can Type/Screens Touch Borders?                |    |
| b) Can Type or Illustration be Part of the Border?    | a) If No, What is Minimum Clearance?              | -- |
| 2) What is the Minimum Point Size Allowed for Border? | 9) Are Inside Borders Accepted?                   |    |
| 3) What is the Maximum Point Size Allowed for Border? | a) Is a Full Inside Border Required?              |    |
| 4) Are Square Corners Required?                       | b) What is The Minimum Pt. Size?                  |    |
| 5) Are Round Corners Accepted?                        | c) What is The Maximum Pt. Size?                  |    |
| 6) Are Screened Borders Accepted?                     | d) Can It Be Screened?                            |    |
| 7) Must They be Outlined?                             | e) If Yes, What Percentage of Screen is Accepted? | %  |

TYPE

- |   |  |   |
|---|--|---|
| 1) Is Solid Black Type Accepted?                    | 4) Is Reverse (White) Type Allowed on Screened Background? |   |
| 2) Is Black Type on a Screened Background Accepted? | a) Is Outline Type Required?                               |   |
| a) If Yes, What is the Minimum Pt. Size of Type?    | b) What is Minimum Pt. Size of Type?                       |   |
| b) Maximum Screen Percentage Accepted?              | 5) Can Telephone Numbers Appear as Screened Type?          | % |
| 3) Is Screened Type Allowed?                        | 6) Can Telephone Numbers be on a Screened Background?      |   |
| a) Is Outlined Screen Type Required?                | 7) Is Type Accepted Over a Half-Tone?                      |   |
| b) What is the Minimum Pt. Size of Type?            | 8) What is the Maximum Angle Type May be on?               | o |
| c) Maximum Screen Percentage Accepted?              |  | % |

SCREENS

- |                                      |   |   |   |
|--------------------------------------|---|---|---|
| 1) What Percentages are Used?        | % | 3) Do Items Being Screened Need to be Outlined?       |   |
| 2) How Many Lines Per Inch are Used? |   | a) What is Minimum Line Weight Allowed?               |   |
|                                      |   | 4) What Percent of the Total Ad Area Can Be Screened? | % |
|                                      |   | 5) Telephone Number?                                  |   |

HALF-TONES

- |  |   |   |   |
|--|---|---|---|
| 1) Tone Percentage for a Light Screen? | % | 3) How Many Lines Per Inch are Used?            |   |
| 2) Tone Percentage for a Dark Screen?  | % | 4) Allowable Percentage of Halftone in Ad Area? | % |

SOLID BLACK

- |   |  |  |   |
|---|--|--|---|
| 1) What is the Maximum Size of a Single Solid Black Item? |  | 2) What is the Percentage of the Total Ad Space That Can Be Solid Black? | % |
|   |  | a) Does This Include the Border?   |   |

COLOR ADS

- |   |   |  |  |
|---|---|--|--|
| 1) Are Red Color Ads Offered?                               |   | 5) Are Red Half-Tones Accepted?                                |  |
| 2) How Many Red Items are Allowed Per Ad?                   |   | a) If Yes, What is the Percentage?                             |  |
| 3) Are Red Screens Allowed?                                 |   | 6) What is the Distance Between Red & Black Items?             |  |
| a) If Yes, What Screen Percentage?                          | % | 7) What Distance is Required Between Red Items & Black Border? |  |
| b) What Percentage of Total Ad Space is Allowed Red Screen? | % | 8) Are Trademarks Allowed in Red?                              |  |
| 4) Are Red Border Dimensions the Same as Black?             |   | 9) Are Red Borders Accepted in Display?                        |  |
| a) If No, What are the Dimensions?                          |   | a) TM?   |  |
|   |   | 10) Are Other Colors Available?                                |  |
|   |   | 11) How Much Solid of Any Color?                               |  |

VELOX REQUIREMENTS

- |  |  |
|--|--|
| 1) Is a Small Amount of Touch-Up Paint Accepted? | 2) Is One Layer (One-Ups) Paste-Up Accepted? |
|--|--|

## MISCELLANEOUS

**Digital File Requirements**Electronic Files

Macintosh/PC formatted Media can be submitted. CD or Iomega Zip Disks. Send to address below. (Macintosh format preferred).

Emailing Files

Files can be emailed as: Stuffit (.sea or .sit) files; Winzip (.zip) files or PDF (High Resolution-300dpi fonts embedded) files.

Email: [glenherbel@mac.com](mailto:glenherbel@mac.com) or [glenherbel@comcast.net](mailto:glenherbel@comcast.net)

Accepted File Formats & Applications

These Directories are 4-Color Process Printed. Please convert Spot Colors to CMYK. Convert All Continuous Tone Art to CMYK. Please include ALL FONTS used, including Fonts in Placed Images.

Adobe Photoshop (.eps/.tif/.jpeg); All color images should be saved CMYK, 300dpi @100% of final size. If JPEG compressed file is used, set image quality to 10 maximum.

QuarkXpress; include all artwork, including art embedded in placed images, fonts used (printer and screen). A Quark .eps file can be supplied, with all fonts used (printer and screen).

Adobe Illustrator or Adobe/Macromedia FreeHand; include any placed image(s) include any Fonts used (printer and screen).

For questions regarding this publisher, please contact Peter Salzberg & Associates.

DISPLAY ADS

BORDER CHART

- |   |   |
|---|---|
| 1) Are Custom Borders Accepted?                       | a) If Yes, What is the Minimum Point Size?        |
| a) Are Free Form Borders Accepted?                    | 8) Can Type/Screens Touch Borders?                |
| b) Can Type or Illustration be Part of the Border?    | a) If No, What is Minimum Clearance?              |
| 2) What is the Minimum Point Size Allowed for Border? | 9) Are Inside Borders Accepted?                   |
| 3) What is the Maximum Point Size Allowed for Border? | a) Is a Full Inside Border Required?              |
| 4) Are Square Corners Required?                       | b) What is The Minimum Pt. Size?                  |
| 5) Are Round Corners Accepted?                        | c) What is The Maximum Pt. Size?                  |
| 6) Are Screened Borders Accepted?                     | d) Can It Be Screened?                            |
| 7) Must They be Outlined?                             | e) If Yes, What Percentage of Screen is Accepted? |

TYPE

- |   |  |
|---|--|
| 1) Is Solid Black Type Accepted?                    | 4) Is Reverse (White) Type Allowed on Screened Background? |
| 2) Is Black Type on a Screened Background Accepted? | a) Is Outline Type Required?                               |
| a) If Yes, What is the Minimum Pt. Size of Type?    | b) What is Minimum Pt. Size of Type?                       |
| b) Maximum Screen Percentage Accepted? %            | 5) Can Telephone Numbers Appear as Screened Type?          |
| 3) Is Screened Type Allowed?                        | 6) Can Telephone Numbers be on a Screened Background?      |
| a) Is Outlined Screen Type Required?                | 7) Is Type Accepted Over a Half-Tone?                      |
| b) What is the Minimum Pt. Size of Type?            | 8) What is the Maximum Angle Type May be on?               |
| c) Maximum Screen Percentage Accepted? %            |  |

SCREENS

- |                                      |   |
|--------------------------------------|---|
| 1) What Percentages are Used? %      | 3) Do Items Being Screened Need to be Outlined?         |
| 2) How Many Lines Per Inch are Used? | a) What is Minimum Line Weight Allowed?                 |
|                                      | 4) What Percent of the Total Ad Area Can Be Screened? % |
|                                      | 5) Telephone Number?                                    |

HALF-TONES

- |  |   |
|--|---|
| 1) Tone Percentage for a Light Screen? % | 3) How Many Lines Per Inch are Used?              |
| 2) Tone Percentage for a Dark Screen? %  | 4) Allowable Percentage of Halftone in Ad Area? % |

SOLID BLACK

- |   |  |
|---|--|
| 1) What is the Maximum Size of a Single Solid Black Item? | 2) What is the Percentage of the Total Ad Space That Can Be Solid Black? % |
|   | a) Does This Include the Border?   |

COLOR ADS

- |   |  |
|---|--|
| 1) Are Red Color Ads Offered?                                 | 5) Are Red Half-Tones Accepted?                                |
| 2) How Many Red Items are Allowed Per Ad?                     | a) If Yes, What is the Percentage?                             |
| 3) Are Red Screens Allowed?                                   | 6) What is the Distance Between Red & Black Items?             |
| a) If Yes, What Screen Percentage? %                          | 7) What Distance is Required Between Red Items & Black Border? |
| b) What Percentage of Total Ad Space is Allowed Red Screen? % | 8) Are Trademarks Allowed in Red?                              |
| 4) Are Red Border Dimensions the Same as Black?               | 9) Are Red Borders Accepted in Display?                        |
| a) If No, What are the Dimensions?                            | a) TM?   |
|   | 10) Are Other Colors Available?                                |
|   | 11) How Much Solid of Any Color?                               |

VELOX REQUIREMENTS

- |  |  |
|--|--|
| 1) Is a Small Amount of Touch-Up Paint Accepted? | 2) Is One Layer (One-Ups) Paste-Up Accepted? |
|--|--|

## MISCELLANEOUS

Digital File RequirementsElectronic Files

Photoshop CS (8), Illustrator CS (11). We work in a Macintosh Environment and prefer all files in Mac format.

- If ad is created in a program other than Quark Xpress, or a PC platform, document must be saved as a generic EPS or TIFF file that we can open as art in QuarkXpress or in Photoshop or Illustrator.
- If ad is created in a drawing program, BE SURE TO CREATE OUTLINES or CONVERT TO PATHS FOR ALL FONTS.
- Use only Macintosh Postscript™ fonts – TrueType or PC fonts are unacceptable. We reserve the right to substitute our fonts whenever necessary.

## COLLECT ALL JOB ELEMENTS:

- If using QuarkXpress, use the "Collect For Output" option.
- Include all necessary supporting artwork saved as TIFF & EPS files only.
- Include all necessary screen & printer fonts. Mac Postscript™ fonts only!
- Include hard copy proof for each ad.

## SCANNING RESOLUTIONS:

Grayscale & Color – 300 dpi

Lineart - 600 dpi

Lineart with Screen – 1000 dpi

\*\*Please scan art to the Exact Dimensions and Correct Resolution for finished layout size.

## SPECIAL INSTRUCTIONS:

- A printed proof MUST be included – in color if ad is color. \*\*We are unable to guarantee your file output unless proofs are provided with files! If color proofs cannot be provided, print colors as grays and mark colors.
- All ads must be correct size – see display ad sizes listed here.
- Measurements in picas, please.
- All FONTS used in ad must be included (Macintosh PostScript™ fonts only)

## SPECIAL NOTICE FOR PROCESS COLOR BOOKS:

- All ads, color photos, and logos must be CMYK.
- NO PICTS or JPEG encoding – use only TIFF or EPS formats.
- All RGB/Index files must be converted to CMYK.
- Use the Directory Color Formulas as defined for this particular book.

## LINE SCREEN SPECIFICATIONS:

- 100 Line Screen for yellow page ads.
- 133 Line Screen for color inserts or covers.
- WE WILL NOT ACCEPT Halftones less than 85 line screen.

If you have any questions, please contact Sarah Walters of Peter Salzberg and Associates at 937-739-7880 or via email at [sarahw@psanda.com](mailto:sarahw@psanda.com)

**DISPLAY ADS**

**BORDER CHART**

- |   |   |   |
|---|---|---|
| 1) Are Custom Borders Accepted?                       | a) If Yes, What is the Minimum Point Size?        | — |
| a) Are Free Form Borders Accepted?                    | 8) Can Type/Screens Touch Borders?                |   |
| b) Can Type or Illustration be Part of the Border?    | a) If No, What is Minimum Clearance?              | — |
| 2) What is the Minimum Point Size Allowed for Border? | 9) Are Inside Borders Accepted?                   |   |
| 3) What is the Maximum Point Size Allowed for Border? | a) Is a Full Inside Border Required?              |   |
| 4) Are Square Corners Required?                       | b) What is The Minimum Pt. Size?                  |   |
| 5) Are Round Corners Accepted?                        | c) What is The Maximum Pt. Size?                  |   |
| 6) Are Screened Borders Accepted?                     | d) Can It Be Screened?                            |   |
| 7) Must They be Outlined?                             | e) If Yes, What Percentage of Screen is Accepted? |   |

**TYPE**

- |   |  |   |
|---|--|---|
| 1) Is Solid Black Type Accepted?                    | 4) Is Reverse (White) Type Allowed on Screened Background? |   |
| 2) Is Black Type on a Screened Background Accepted? | a) Is Outline Type Required?                               |   |
| a) If Yes, What is the Minimum Pt. Size of Type?    | b) What is Minimum Pt. Size of Type?                       |   |
| b) Maximum Screen Percentage Accepted? %            | 5) Can Telephone Numbers Appear as Screened Type?          |   |
| 3) Is Screened Type Allowed?                        | 6) Can Telephone Numbers be on a Screened Background?      |   |
| a) Is Outlined Screen Type Required?                | 7) Is Type Accepted Over a Half-Tone?                      |   |
| b) What is the Minimum Pt. Size of Type?            | 8) What is the Maximum Angle Type May be on?               | ° |
| c) Maximum Screen Percentage Accepted? %            |  |   |

**SCREENS**

- |                                      |   |  |
|--------------------------------------|---|--|
| 1) What Percentages are Used? %      | 3) Do Items Being Screened Need to be Outlined?         |  |
| 2) How Many Lines Per Inch are Used? | a) What is Minimum Line Weight Allowed?                 |  |
|                                      | 4) What Percent of the Total Ad Area Can Be Screened? % |  |

**HALF-TONES**

- |  |   |  |
|--|---|--|
| 1) Tone Percentage for a Light Screen? % | 3) How Many Lines Per Inch are Used?              |  |
| 2) Tone Percentage for a Dark Screen? %  | 4) Allowable Percentage of Halftone in Ad Area? % |  |

**SOLID BLACK**

- |   |  |  |
|---|--|--|
| 1) What is the Maximum Size of a Single Solid Black Item? | 2) What is the Percentage of the Total Ad Space That Can Be Solid Black? % |  |
|   | a) Does This Include the Border?   |  |

**COLOR ADS**

- |   |  |  |
|---|--|--|
| 1) Are Red Color Ads Offered?                                 | 5) Are Red Half-Tones Accepted?                                |  |
| 2) How Many Red Items are Allowed Per Ad?                     | a) If Yes, What is the Percentage?                             |  |
| 3) Are Red Screens Allowed?                                   | 6) What is the Distance Between Red & Black Items?             |  |
| a) If Yes, What Screen Percentage? %                          | 7) What Distance is Required Between Red Items & Black Border? |  |
| b) What Percentage of Total Ad Space is Allowed Red Screen? % | 8) Are Trademarks Allowed in Red?                              |  |
| 4) Are Red Border Dimensions the Same as Black?               | 9) Are Red Borders Accepted in Display?                        |  |
| a) If No, What are the Dimensions?                            | a) TM?   |  |

## MISCELLANEOUS

ACCEPTABLE FORMATS**FULL COLOR**

- Ads in full color (any color)
- Black is 100% black with no cyan, magenta or yellow mixed in black.

•

**HARD COPY PROOF**

- CD
- ZIP Disk

**EMAIL ARTWORK**

- PDF
- Illustrator
- GIF
- JPG
- EPS

**ACCEPTABLE FORMATS**

Indesign & Quark Xpress for MAC: Please include all fonts and art work in addition to the Quark file. Do not use any TrueType fonts.

Files imported into the final Quark Xpress layout may be created in Adobe Illustrator or Photoshop. If using ILLUSTRATOR, be sure to "create outlines" on all type.

**PHOTOSHOP for imported art files:**

Resolution:

Photographs: 300 dpi

Line Art: 600dpi

Type: 1200dpi

Please note that this is not our preferred program for type use.

If you have any questions on this publisher, please contact Peter Salzberg & Associates.

DISPLAY ADS

BORDER CHART

- |   |   |   |
|---|---|---|
| 1) Are Custom Borders Accepted?                       | a) If Yes, What is the Minimum Point Size?        | — |
| a) Are Free Form Borders Accepted?                    | 8) Can Type/Screens Touch Borders?                |   |
| b) Can Type or Illustration be Part of the Border?    | a) If No, What is Minimum Clearance?              | — |
| 2) What is the Minimum Point Size Allowed for Border? | 9) Are Inside Borders Accepted?                   |   |
| 3) What is the Maximum Point Size Allowed for Border? | a) Is a Full Inside Border Required?              |   |
| 4) Are Square Corners Required?                       | b) What is The Minimum Pt. Size?                  |   |
| 5) Are Round Corners Accepted?                        | c) What is The Maximum Pt. Size?                  |   |
| 6) Are Screened Borders Accepted?                     | d) Can It Be Screened?                            |   |
| 7) Must They be Outlined?                             | e) If Yes, What Percentage of Screen is Accepted? |   |

TYPE

- |   |  |   |
|---|--|---|
| 1) Is Solid Black Type Accepted?                    | 4) Is Reverse (White) Type Allowed on Screened Background? |   |
| 2) Is Black Type on a Screened Background Accepted? | a) Is Outline Type Required?                               |   |
| a) If Yes, What is the Minimum Pt. Size of Type?    | b) What is Minimum Pt. Size of Type?                       |   |
| b) Maximum Screen Percentage Accepted?              | 5) Can Telephone Numbers Appear as Screened Type?          |   |
| 3) Is Screened Type Allowed?                        | 6) Can Telephone Numbers be on a Screened Background?      |   |
| a) Is Outlined Screen Type Required?                | 7) Is Type Accepted Over a Half-Tone?                      |   |
| b) What is the Minimum Pt. Size of Type?            | 8) What is the Maximum Angle Type May be on?               | ° |
| c) Maximum Screen Percentage Accepted?              |  |   |

SCREENS

- |                                      |   |   |
|--------------------------------------|---|---|
| 1) What Percentages are Used?        | 3) Do Items Being Screened Need to be Outlined?       |   |
| 2) How Many Lines Per Inch are Used? | a) What is Minimum Line Weight Allowed?               |   |
|                                      | 4) What Percent of the Total Ad Area Can Be Screened? | % |
|                                      | 5) Telephone Number?                                  |   |

HALF-TONES

- |  |   |   |   |
|--|---|---|---|
| 1) Tone Percentage for a Light Screen? | % | 3) How Many Lines Per Inch are Used?            |   |
| 2) Tone Percentage for a Dark Screen?  | % | 4) Allowable Percentage of Halftone in Ad Area? | % |

SOLID BLACK

- |   |  |   |
|---|--|---|
| 1) What is the Maximum Size of a Single Solid Black Item? | 2) What is the Percentage of the Total Ad Space That Can Be Solid Black? | % |
|   | a) Does This Include the Border?   |   |

COLOR ADS

- |   |  |   |
|---|--|---|
| 1) Are Red Color Ads Offered?                               | 5) Are Red Half-Tones Accepted?                                |   |
| 2) How Many Red Items are Allowed Per Ad?                   | a) If Yes, What is the Percentage?                             | % |
| 3) Are Red Screens Allowed?                                 | 6) What is the Distance Between Red & Black Items?             |   |
| a) If Yes, What Screen Percentage?                          | 7) What Distance is Required Between Red Items & Black Border? |   |
| b) What Percentage of Total Ad Space is Allowed Red Screen? | 8) Are Trademarks Allowed in Red?                              | % |
| 4) Are Red Border Dimensions the Same as Black?             | 9) Are Red Borders Accepted in Display?                        |   |
| a) If No, What are the Dimensions?                          | a) TM?   |   |

VELOX REQUIREMENTS

- |  |  |
|--|--|
| 1) Is a Small Amount of Touch-Up Paint Accepted? | 2) Is One Layer (One-Ups) Paste-Up Accepted? |
|--|--|

Any Red Ads require color separation.

**Art Submission Guidelines****Art supplied as Hard Copy**

Any camera ready art provided to us, must be on white slick paper, not newsprint. Photos must be original, no second generation copies. Any screens or halftone camera ready art must be provided on disk. \*See below.

**\*Art supplied on Disk**

We can currently receive your ads on 100MB Zip Disks, Superdisks or CD's. The files must be compatible with the MACINTOSH PLATFORM OR THEY WILL BE RETURNED. We prefer to receive ads saved in the following programs:

Adobe Photoshop 6.0 or below, Macromedia Freehand 10 or below, or Quark Xpress 4.1 or below. We can also accept ads built in Adobe Illustrator 9 or below. Your images need to be saved as TIFF or EPS formats. All documents must be submitted in their original format. We prefer to have all fonts converted to lines (or paths). If fonts are not converted all fonts must be submitted with the ad in Mac format. Any files sent from a PC platform must be in the following three formats: ai (Adobe Illustrator), .tif (Tiff), or .eps. All PC fonts must be converted to graphics. All Pagemaker files must be saved as EPS with fonts included.

**Images**

All Photoshop images must be saved as a TIFF or EPS.

Any Bitmap image must be saved at 1200 dpi. Grayscale images must be saved at 200dpi. ALL COLOR IMAGES must be saved in CMYK mode and the resolution needs to be 200dpi for newsprint. Any images for COVERS OR MAGAZINE displays to be saved in CMYK and at 300dpi. AD Ideas cannot guarantee any photo quality if they do not come under these specifications.

**Layout and Saving Process**

You are welcome to send more than one ad per disk, If so, PLEASE LABEL THE FOLDERS AND FILES with the name of the company & the heading in which those ads go under. (Not: "AD Ideas Ad"). Please send a display ad in the correct size as it will be placed in the book. ALL FONTS USED TO CREATE THE DISPLAY AD MUST BE PROVIDED IN THE FOLDER WITH THE AD.

Disks must be attached to the copy sheet.

Any ads provided to AD Ideas will not be trapped. Also, we will not alter any trapping done to the ad provided.

All ads on disk must be accompanied by a color print out of its contents for color verification.

AD Ideas CANNOT alter any customer supplied art, therefore, accuracy, in the instructions above, is extremely important!

**Checklist**

Before turning in artwork to AD Ideas, please take the time to check that you have sufficiently supplied the artwork. (See back for formats, resolutions, sizes, etc.) Any artwork supplied to AD Ideas must be in the correct format and all documents needed must be supplied or they will be sent back (See Above). Any artwork supplied on disk must also accompany a color print of contents on disk.

Document(s) In the correct format \_\_\_\_\_  
 Fonts \_\_\_\_\_  
 Image(s) \_\_\_\_\_  
 Color Print(s) \_\_\_\_\_

AD Ideas does not have the right to alter any artwork sent in that AD Ideas does not own the copyright to, so please be sure to include all fonts, images and needed documents. If there are any questions about the format needed, please call AD Ideas at 210-545-4176.

Please contact Peter Salzberg & Associates with any questions 937-439-7880 or sarahw@psanda.com.

---

**TRADEMARKS**

---

**Trademarks**

3 Column      13.6p x 9p

**Custom Trademarks**

3 Column      13.6p x 12p

DISPLAY ADS

BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	--
a) Are Free Form Borders Accepted?	YES	8) Can Type/Screens Touch Borders?	YES
b) Can Type or Illustration be Part of the Border?	YES	a) If No, What is Minimum Clearance?	
2) What is the Minimum Point Size Allowed for Border?	.5 PT	9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?	12 PT	a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	.5PT
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	4 PT
6) Are Screened Borders Accepted?	NO	d) Can It Be Screened?	NO
7) Must They be Outlined?	NO	e) If Yes, What Percentage of Screen is Accepted?	

TYPE

1) Is Solid Black Type Accepted?	YES	4) Is Reverse (White) Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	YES
a) If Yes, What is the Minimum Pt. Size of Type?	10PT	b) What is Minimum Pt. Size of Type?	10PT
b) Maximum Screen Percentage Accepted?	50%	5) Can Telephone Numbers Appear as Screened Type?	YES
3) Is Screened Type Allowed?	NO	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?		7) Is Type Accepted Over a Half-Tone?	YES
b) What is the Minimum Pt. Size of Type?		8) What is the Maximum Angle Type May be on?	90 DEGREES
c) Maximum Screen Percentage Accepted?			

SCREENS

1) What Percentages are Used?	30%, 50%, 100%	3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	100 LPI	a) What is Minimum Line Weight Allowed?	.5 PT
	- W/200 PPI IMAGES	4) What Percent of the Total Ad Area Can Be Screened?	100%
		5) Telephone Number?	YES

HALF-TONES

1) Tone Percentage for a Light Screen?	30%	3) How Many Lines Per Inch are Used?	100 LPI (Min)
2) Tone Percentage for a Dark Screen?	50%	4) Allowable Percentage of Halftone in Ad Area?	100%

SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	100% OF AD SIZE	2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	33%
		a) Does This Include the Border?	YES

COLOR ADS

1) Are Red Color Ads Offered?	YES	5) Are Red Half-Tones Accepted?	YES
2) How Many Red Items are Allowed Per Ad?	50%	a) If Yes, What is the Percentage?	50%
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	
a) If Yes, What Screen Percentage?	50% & 30%	7) What Distance is Required Between Red Items & Black Border?	
b) What Percentage of Total Ad Space is Allowed Red Screen?	100%	8) Are Trademarks Allowed in Red?	YES
4) Are Red Border Dimensions the Same as Black?	YES	9) Are Red Borders Accepted in Display?	YES
a) If No, What are the Dimensions?		a) TM?	YES
		10) Are Other Colors Available?	YES
		11) How Much Solid of Any Color?	

VELOX REQUIREMENTS

1) Is a Small Amount of Touch-Up Paint Accepted?	YES	2) Is One Layer (One-Ups) Paste-Up Accepted?	YES
--	-----	--	-----

## DISPLAY AD SIZES

## MISCELLANEOUS

- |                                      |    |  |                      |
|--------------------------------------|----|--|----------------------|
| 1) Must an Address Appear in the Ad? | NO | 2) What is the Acceptable "Toll Free (800)" Designation? | TOLL FREE 1-800-.... |
|--------------------------------------|----|--|----------------------|

**All disks must be sent and labeled with the following:**

1. Directory Name & Directory Code.
2. CMR & Client Number.
3. Client Number.
4. Close Date.
5. Issue Date.
6. Files Labeled (TIFF, EPS, JPEG...etc).

\*All Art must have a Hard Copy Proof of the Ad attached with Art Work Transmittal.

**Acceptable Disk Format:**

Mac Format: Quark Xpress, Photoshop, Illustrator, EPS, TIFF, JPEG.

If you have any questions, please contact Sarah Walters of Peter Salzberg and Associates at 937-739-7880 or via email at [sarahw@psanda.com](mailto:sarahw@psanda.com)

DISPLAY ADS

BORDER CHART

- |   |   |     |
|---|---|-----|
| 1) Are Custom Borders Accepted?                       | a) If Yes, What is the Minimum Point Size?        | .PT |
| a) Are Free Form Borders Accepted?                    | 8) Can Type/Screens Touch Borders?                |     |
| b) Can Type or Illustration be Part of the Border?    | a) If No, What is Minimum Clearance?              |     |
| 2) What is the Minimum Point Size Allowed for Border? | 9) Are Inside Borders Accepted?                   |     |
| 3) What is the Maximum Point Size Allowed for Border? | a) Is a Full Inside Border Required?              |     |
| 4) Are Square Corners Required?                       | b) What is The Minimum Pt. Size?                  | PT  |
| 5) Are Round Corners Accepted?                        | c) What is The Maximum Pt. Size?                  | PT  |
| 6) Are Screened Borders Accepted?                     | d) Can It Be Screened?                            |     |
| 7) Must They be Outlined?                             | e) If Yes, What Percentage of Screen is Accepted? | %   |

TYPE

- |   |  |    |
|---|--|----|
| 1) Is Solid Black Type Accepted?                    | 4) Is Reverse (White) Type Allowed on Screened Background? |    |
| 2) Is Black Type on a Screened Background Accepted? | a) Is Outline Type Required?                               |    |
| a) If Yes, What is the Minimum Pt. Size of Type?    | b) What is Minimum Pt. Size of Type?                       | PT |
| b) Maximum Screen Percentage Accepted?              | 5) Can Telephone Numbers Appear as Screened Type?          |    |
| 3) Is Screened Type Allowed?                        | 6) Can Telephone Numbers be on a Screened Background?      |    |
| a) Is Outlined Screen Type Required?                | 7) Is Type Accepted Over a Half-Tone?                      |    |
| b) What is the Minimum Pt. Size of Type?            | 8) What is the Maximum Angle Type May be on?               |    |
| c) Maximum Screen Percentage Accepted?              |  | %  |

SCREENS

- |                                      |   |   |
|--------------------------------------|---|---|
| 1) What Percentages are Used?        | % | 3) Do Items Being Screened Need to be Outlined?       |
| 2) How Many Lines Per Inch are Used? |   | a) What is Minimum Line Weight Allowed?               |
|                                      |   | 4) What Percent of the Total Ad Area Can Be Screened? |
|                                      |   | 5) Telephone Number?                                  |

HALF-TONES

- |  |   |   |
|--|---|---|
| 1) Tone Percentage for a Light Screen? | % | 3) How Many Lines Per Inch are Used?            |
| 2) Tone Percentage for a Dark Screen?  | % | 4) Allowable Percentage of Halftone in Ad Area? |

SOLID BLACK

- |   |  |
|---|--|
| 1) What is the Maximum Size of a Single Solid Black Item? | 2) What is the Percentage of the Total Ad Space That Can Be Solid Black? |
|   | a) Does This Include the Border?   |

COLOR ADS

- |   |  |   |
|---|--|---|
| 1) Are Red Color Ads Offered?                               | 5) Are Red Half-Tones Accepted?                                |   |
| 2) How Many Red Items are Allowed Per Ad?                   | a) If Yes, What is the Percentage?                             |   |
| 3) Are Red Screens Allowed?                                 | 6) What is the Distance Between Red & Black Items?             |   |
| a) If Yes, What Screen Percentage?                          | 7) What Distance is Required Between Red Items & Black Border? |   |
| b) What Percentage of Total Ad Space is Allowed Red Screen? | 8) Are Trademarks Allowed in Red?                              |   |
| 4) Are Red Border Dimensions the Same as Black?             | 9) Are Red Borders Accepted in Display?                        |   |
| a) If No, What are the Dimensions?                          | a) TM?   |   |
|   | 10) Are Other Colors Available?                                |   |
|   | 11) How Much Solid of Any Color?                               | % |

VELOX REQUIREMENTS

- |  |  |
|--|--|
| 1) Is a Small Amount of Touch-Up Paint Accepted? | 2) Is One Layer (One-Ups) Paste-Up Accepted? |
|--|--|

ELECTRONIC SPECIFICATIONS

Two departments handle production for this publisher. Please see list below for software specs by book.

104923	Cranford	Option 1
104924	Union	Option 1
104925	Chester	Option 1
104926	Somerset Hills	Option 1
104927	Westfield	Option 1
104928	Watchung	Option 1
104929	Bridgewater	Option 1
104930	Summit	Option 1
104931	Millburn	Option 1
104932	Maplewood	Option 1
104933	Madison	Option 1
104934	Livingston	Option 1
105397	Montclair	Option 1
105472	Old Bridge	Option 2
105473	Freehold	Option 2
105474	Ocean Twp-	
	Manasquan	Option 2
105475	Middletown	Option 2
105476	Marlboro	Option 2
105477	Eatontown	Option 2
106350	Caldwell	Option 1
106351	East Brunswick	Option 1
106404	Princeton	Option 2
106406	New Hope	Option 2
108325	Jersey Shore	Option 2

**Option 1 Electronic Specifications**

Please submit files as:

- PC Based.
- Adobe Illustrator Version 10.0.3, Adobe Photoshop Version 7.0, or CorelDraw Version 9.
- EPS files should be converted to curves/outlines – We do not accept TIF files.
- Red spot color should be created with Pantone 185 CVC.

**Option 2 Electronic Specifications**

Please submit files as:

- MAC Based.
- Illustrator CS2 & Photoshop CS2. We don't use CorelDraw.
- EPS files should be converted to curves/outlines.
- Red spot color should be created with Pantone 185 CVC.

If you have any questions, please contact Sarah Walters-Maher of Peter Salzberg and Associates at 937-439-7880 or via email at sarahw@psanda.com

**DISPLAY ADS**

**BORDER CHART**

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	—
a) Are Free Form Borders Accepted?	YES	8) Can Type/Screens Touch Borders?	NO
b) Can Type or Illustration be Part of the Border?	YES	a) If No, What is Minimum Clearance?	—
2) What is the Minimum Point Size Allowed for Border?		9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?		a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	
6) Are Screened Borders Accepted?	NO	d) Can It Be Screened?	
7) Must They be Outlined?		e) If Yes, What Percentage of Screen is Accepted?	

**TYPE**

1) Is Solid Black Type Accepted?	NO	4) Is Reverse (White) Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	NO
a) If Yes, What is the Minimum Pt. Size of Type?		b) What is Minimum Pt. Size of Type?	
b) Maximum Screen Percentage Accepted?		5) Can Telephone Numbers Appear as Screened Type?	NO
3) Is Screened Type Allowed?	YES	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?	NO	7) Is Type Accepted Over a Half-Tone?	YES
b) What is the Minimum Pt. Size of Type?		8) What is the Maximum Angle Type May be on?	*
c) Maximum Screen Percentage Accepted?			

**SCREENS**

1) What Percentages are Used?	10-75%	3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	100	a) What is Minimum Line Weight Allowed?	
		4) What Percent of the Total Ad Area Can Be Screened?	
		5) Telephone Number?	

**HALF-TONES**

1) Tone Percentage for a Light Screen?	10%	3) How Many Lines Per Inch are Used?	100
2) Tone Percentage for a Dark Screen?	75%	4) Allowable Percentage of Halftone in Ad Area?	

**SOLID BLACK**

1) What is the Maximum Size of a Single Solid Black Item?		2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	
		a) Does This Include the Border?	

**COLOR ADS**

1) Are Red Color Ads Offered?	YES	5) Are Red Half-Tones Accepted?	YES
2) How Many Red Items are Allowed Per Ad?		a) If Yes, What is the Percentage?	
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	
a) If Yes, What Screen Percentage?		7) What Distance is Required Between Red Items & Black Border?	
b) What Percentage of Total Ad Space is Allowed Red Screen?		8) Are Trademarks Allowed in Red?	YES
4) Are Red Border Dimensions the Same as Black?	YES	9) Are Red Borders Accepted in Display?	YES
a) If No, What are the Dimensions?		a) TM?	NO
		10) Are Other Colors Available?	PROCESSED COLOR
		11) How Much Solid of Any Color?	

**VELOX REQUIREMENTS**

1) Is a Small Amount of Touch-Up Paint Accepted?	NO	2) Is One Layer (One-Ups) Paste-Up Accepted?	NO
--	----	--	----

## MISCELLANEOUS

## Submission Guidelines:

All artwork must be in one of the following either by email, CD, or DVD:

Adobe Photoshop (EPS, PS, TIFF, JPEG)  
Adobe Acrobat (PDF)

All artwork must be accompanied by a hard copy or handout.  
All files must be at least 300 dpi.  
All color must be CMYK.

**SEND ART TO:**  
NSI

2004 Lewis Turner Blvd., Ste E  
Ft. Walton Beach, FL 27332

**OR EMAIL TO:**  
art@national-solutions.com

*Please include the following on the email subject line:*  
Directory Name & Number, CMR-Client #, Client Name

AWT must be mailed, emailed or faxed to 850-226-7826 for verification of electronic files.

If you have any questions regarding this publisher, please contact National Solutions, Inc. at 919-499-2831.

---

**TRADEMARKS****Trademarks**

2 Column	TM	174pt x 72pts
2 Column	TM	162pt x 72pts (#027635 Kanzaland)
3 Column	TM	154pt x 72pts

---

**SPACE LISTINGS**

2 Col	1HS	174 x 36pt
2 Col	2HS	174 x 72pt
2 Col	3HS	174 x 108pt
2 Col	4HS	174 x 144pt
2 Col	5HS	174 x 180pt
2 Col	6HS	174 x 216pt

**(#027635 Kanzaland)**

2 Col	1HS	162 x 36pt
2 Col	2HS	162 x 72pt
2 Col	3HS	162 x 108pt
2 Col	4HS	162 x 144pt
2 Col	5HS	162 x 180pt
2 Col	6HS	162 x 216pt

3 Col	1HS	154 x 36pt
3 Col	2HS	154 x 72pt
3 Col	3HS	154 x 108pt
3 Col	4HS	154 x 144pt
3 Col	5HS	154 x 180pt
3 Col	6HS	154 x 216pt

DISPLAY ADS

BORDER CHART

- |   |   |    |
|---|---|----|
| 1) Are Custom Borders Accepted?                       | a) If Yes, What is the Minimum Point Size?        | -- |
| a) Are Free Form Borders Accepted?                    | 8) Can Type/Screens Touch Borders?                |    |
| b) Can Type or Illustration be Part of the Border?    | a) If No, What is Minimum Clearance?              |    |
| 2) What is the Minimum Point Size Allowed for Border? | 9) Are Inside Borders Accepted?                   |    |
| 3) What is the Maximum Point Size Allowed for Border? | a) Is a Full Inside Border Required?              |    |
| 4) Are Square Corners Required?                       | b) What is The Minimum Pt. Size?                  |    |
| 5) Are Round Corners Accepted?                        | c) What is The Maximum Pt. Size?                  |    |
| 6) Are Screened Borders Accepted?                     | d) Can It Be Screened?                            |    |
| 7) Must They be Outlined?                             | e) If Yes, What Percentage of Screen is Accepted? |    |

TYPE

- |   |  |         |
|---|--|---------|
| 1) Is Solid Black Type Accepted?                    | 4) Is Reverse (White) Type Allowed on Screened Background? |         |
| 2) Is Black Type on a Screened Background Accepted? | a) Is Outline Type Required?                               |         |
| a) If Yes, What is the Minimum Pt. Size of Type?    | b) What is Minimum Pt. Size of Type?                       | PT      |
| b) Maximum Screen Percentage Accepted?              | 5) Can Telephone Numbers Appear as Screened Type?          |         |
| 3) Is Screened Type Allowed?                        | 6) Can Telephone Numbers be on a Screened Background?      |         |
| a) Is Outlined Screen Type Required?                | 7) Is Type Accepted Over a Half-Tone?                      |         |
| b) What is the Minimum Pt. Size of Type?            | 8) What is the Maximum Angle Type May be on?               | DEGREES |
| c) Maximum Screen Percentage Accepted?              |  |         |

SCREENS

- |                                      |   |   |   |
|--------------------------------------|---|---|---|
| 1) What Percentages are Used?        | % | 3) Do Items Being Screened Need to be Outlined?       |   |
| 2) How Many Lines Per Inch are Used? |   | a) What is Minimum Line Weight Allowed?               | . |
|                                      |   | 4) What Percent of the Total Ad Area Can Be Screened? | % |
|                                      |   | 5) Telephone Number?                                  |   |

HALF-TONES

- |  |   |   |   |
|--|---|---|---|
| 1) Tone Percentage for a Light Screen? | % | 3) How Many Lines Per Inch are Used?            |   |
| 2) Tone Percentage for a Dark Screen?  | % | 4) Allowable Percentage of Halftone in Ad Area? | % |

SOLID BLACK

- |   |  |  |   |
|---|--|--|---|
| 1) What is the Maximum Size of a Single Solid Black Item? |  | 2) What is the Percentage of the Total Ad Space That Can Be Solid Black? | % |
|   |  | a) Does This Include the Border?   |   |

COLOR ADS

- |   |   |  |   |
|---|---|--|---|
| 1) Are Red Color Ads Offered?                               |   | 5) Are Red Half-Tones Accepted?                                |   |
| 2) How Many Red Items are Allowed Per Ad?                   | % | a) If Yes, What is the Percentage?                             | % |
| 3) Are Red Screens Allowed?                                 |   | 6) What is the Distance Between Red & Black Items?             |   |
| a) If Yes, What Screen Percentage?                          | % | 7) What Distance is Required Between Red Items & Black Border? |   |
| b) What Percentage of Total Ad Space is Allowed Red Screen? | % | 8) Are Trademarks Allowed in Red?                              |   |
| 4) Are Red Border Dimensions the Same as Black?             |   | 9) Are Red Borders Accepted in Display?                        |   |
| a) If No, What are the Dimensions?                          |   | a) TM?   |   |
|   |   | 10) Are Other Colors Available?                                |   |
|   |   | 11) How Much Solid of Any Color?                               |   |

VELOX REQUIREMENTS

- |  |  |
|--|--|
| 1) Is a Small Amount of Touch-Up Paint Accepted? | 2) Is One Layer (One-Ups) Paste-Up Accepted? |
|--|--|

## MISCELLANEOUS

Data & Media Specifications:**Important Guidelines:**

- Must be saved in CMYK process color. (Can not have any RGB in ad, even with images imported into ad).
- All artwork must be at least 300dpi in resolution.
- All Yellow & Black ads must use 30% Yellow & 100% Black. (All Gray colors must also contain 30% Yellow.)
- All used Font Files must be included – or -Text must be created to Paths/Outlines.  
(It text cannot be created to Paths/Outlines or embedded, please include copies of the font files with the artwork file.)

**Acceptable File Formats:**

- (All Artwork must be at least 300dpi in resolution & in CMYK process color.)

**Adobe Illustrator (.ai) or (.eps)**

- Embed all images and include all used font files –or- convert all text to outlines.
- Must be in CMYK process color.

**Adobe Photoshop (.psd)**

- Must be at least 300dpi and CMYK process color.
- Include all used font files or rasterize fonts.

**Adobe Acrobat (.pdf)**

- Must be at least 300dpi and CMYK process color.
- Embed all fonts within PDF.
- Use "Press Quality" settings when creating print ready PDFs.

**Other Acceptable File Formats** (if the above mentioned formats are not an option)

EPS – (Encapsulated Postscript)

TIFF – (Tagged Information File Format)

JPEG – (Joint Photographs Experts Group)

**SEND ART TO:**

NSI

2004 Lewis Turner Blvd., Ste E  
Ft. Walton Beach, FL 27332**OR EMAIL TO:**

art@national-solutions.com

*Please include the following on the email subject line:*  
Directory Name & Number, CMR-Client #, Client Name

AWT must be mailed, emailed or faxed to 850-226-7826 for verification of electronic files.

**If you have any questions regarding this publisher, please contact National Solutions.**

TRADEMARKS

---

**6" x 9" Directory**

2 Column	TM	14.58p x 6p
2 Column	CTM	14.58p x 12p

**7" x 10.5" Directory**

2 Column	TM	17.334p x 6p
2 Column	CTM	17.334 x 12p

**8" x 10.5" Directory**

3 Column	TM	13.164p x 6p
3 Column	CTM	13.164p x 12p

SPACE LISTINGS

---

**TYPOGRAPHY SPECIFICATIONS**

**6" x 9" 2 Column Directory**

1HS	14.58p x 3p
2HS	14.58p x 6p
3HS	14.58p x 9p
4HS	14.58p x 12p
5HS	14.58p x 15p
6HS	14.58p x 18p
8HS	14.58p x 24p

**7" x 10.5" 2 Column Directory**

1HS	17.334p x 3p
2HS	17.334p x 6p
3HS	17.334p x 9p
4HS	17.334p x 12p
5HS	17.334p x 15p
6HS	17.334p x 18p
8HS	17.334p x 24p

**8" x 10.5" 3 Column Directory**

1HS	13.164p x 3p
2HS	13.164p x 6p
3HS	13.164p x 9p
4HS	13.164p x 12p
5HS	13.164p x 15p
6HS	13.164p x 18p
8HS	13.164p x 24p

Finding line is 9 points Helvetica Black All Caps. Text that is black must be 100% Black. Minimum point size is 7. Trademark ad captions are in Times Italic 8 points with quotations.

DISPLAY ADS

BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	—
a) Are Free Form Borders Accepted?	NO	8) Can Type/Screens Touch Borders?	YES
b) Can Type or Illustration be Part of the Border?	NO	a) If No, What is Minimum Clearance?	—
2) What is the Minimum Point Size Allowed for Border?		9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?		a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	
6) Are Screened Borders Accepted?	YES	d) Can It Be Screened?	
7) Must They be Outlined?	NO	e) If Yes, What Percentage of Screen is Accepted?	

TYPE

1) Is Solid Black Type Accepted?	YES	4) Is Reverse (White) Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	NO
a) If Yes, What is the Minimum Pt. Size of Type?		b) What is Minimum Pt. Size of Type?	
b) Maximum Screen Percentage Accepted?		5) Can Telephone Numbers Appear as Screened Type?	NO
3) Is Screened Type Allowed?	YES	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?	NO	7) Is Type Accepted Over a Half-Tone?	YES
b) What is the Minimum Pt. Size of Type?		8) What is the Maximum Angle Type May be on?	*
c) Maximum Screen Percentage Accepted?			

SCREENS

1) What Percentages are Used?	15%-75%	3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	85	a) What is Minimum Line Weight Allowed?	
		4) What Percent of the Total Ad Area Can Be Screened?	
		5) Telephone Number?	

HALF-TONES

1) Tone Percentage for a Light Screen?	15%	3) How Many Lines Per Inch are Used?	100
2) Tone Percentage for a Dark Screen?	75%	4) Allowable Percentage of Halftone in Ad Area?	

SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?		2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	
		a) Does This Include the Border?	

COLOR ADS

1) Are Red Color Ads Offered?	YES	5) Are Red Half-Tones Accepted?	YES
2) How Many Red Items are Allowed Per Ad?		a) If Yes, What is the Percentage?	
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	
a) If Yes, What Screen Percentage?		7) What Distance is Required Between Red Items & Black Border?	
b) What Percentage of Total Ad Space is Allowed Red Screen?		8) Are Trademarks Allowed in Red?	YES
4) Are Red Border Dimensions the Same as Black?	YES	9) Are Red Borders Accepted in Display?	YES
a) If No, What are the Dimensions?		a) TM?	NO
		10) Are Other Colors Available?	PROCESS COLOR
		11) How Much Solid of Any Color?	

VELOX REQUIREMENTS

1) Is a Small Amount of Touch-Up Paint Accepted?	NO	2) Is One Layer (One-Ups) Paste-Up Accepted?	NO
--	----	--	----

## MISCELLANEOUS

- 1) Must an Address Appear in the Ad? NO                      2) What is the Acceptable "Toll Free (800)" Designation?

**Directory Size – 8" x 10.5" (3 Column Yellow Pages)**

Directory: #008300 Eastern Colorado Regional, CO  
 #055562 NW North Dakota Regional, ND  
 #100225 RT Communications-Big Horn Regional, WY  
 #100223 RT Regional, WY

**Directory Size – 6" x 9" (2 Column Narrow Yellow Pages)**

Directory: #106081 Buchanan County Community, IA  
 #043550 Central Montana Community Directory, MT  
 #083150 Chugwater, WY  
 #103381 Great Falls Community, MT  
 #100612 Haxtun Phillips County, CO  
 #017610 Mud Lake, ID  
 #043677 North Tri-Central, MT  
 #106319 Range Telephone Directory, MT  
 #083267 Silver Star Communications, WY  
 #077657 St. John Pioneer, WA  
 #043750 Yellowstone Valley Community Directory, MT

**Directory Size – 7" x 10.5" (2 Column Yellow Pages)**

Directory: #042573 3 Rivers North, MT  
 #043633 3 Rivers South, MT  
 #083807 Big Horn Regional, WY  
 #043257 Northeast Montana Regional, MT

**Data and Media Specifications**

Format: Mac compatible saved as EPS (vector), PDF, JPG, TIF (editable & can be resized).  
 Software: Illustrator CS2, Photoshop CS2, InDesign CS2. Acrobat 5 & 6, QuarkXpress 5 & 6.  
 Resolution: 300dpi or higher.  
 Fonts: Convert all fonts to curves, Flatten, Embed.  
 Color: CMYK, Black must be 100% Black.  
 Media: Email, Data CD, DVD.

Send Art to: DMI  
 1305 West Main Street  
 Greenwood, MO 64034

Or Email to: [Art@DirectoryMarketingInc.com](mailto:Art@DirectoryMarketingInc.com)

*Please include the following on the email subject line:*

Directory Name & Number, CMR-Client #, Client Name

DMI prefers to receive AWT's via email at [Art@DirectoryMarketingInc.com](mailto:Art@DirectoryMarketingInc.com). If you cannot email your AWT, please fax it to 816-537-7951 or mail it the the address above.

**If you have any questions regarding this publisher, please contact DMI.**

---

**SPACE LISTINGS**

1MS	1.931 x .5
2HS	1.931 x 1.0
3HS	1.931 x 1.5
4HS	1.931 x 2.0
5HS	1.931 x 2.5
6HS	1.931 x 3.0

DISPLAY ADS

BORDER CHART

1) Are Custom Borders Accepted?		a) If Yes, What is the Minimum Point Size?	PT
a) Are Free Form Borders Accepted?		8) Can Type/Screens Touch Borders?	
b) Can Type or Illustration be Part of the Border?		a) If No, What is Minimum Clearance?	PT
2) What is the Minimum Point Size Allowed for Border?	PT.	9) Are Inside Borders Accepted?	
3) What is the Maximum Point Size Allowed for Border?	PT.	a) Is a Full Inside Border Required?	
4) Are Square Corners Required?		b) What is The Minimum Pt. Size?	PT.
5) Are Round Corners Accepted?		c) What is The Maximum Pt. Size?	PT.
6) Are Screened Borders Accepted?		d) Can It Be Screened?	
7) Must They be Outlined?		e) If Yes, What Percentage of Screen is Accepted?	%

TYPE

1) Is Solid Black Type Accepted?		4) Is Reverse (White) Type Allowed on Screened Background?	
2) Is Black Type on a Screened Background Accepted?		a) Is Outline Type Required?	
a) If Yes, What is the Minimum Pt. Size of Type?	PT.	b) What is Minimum Pt. Size of Type?	PT.
b) Maximum Screen Percentage Accepted?	%	5) Can Telephone Numbers Appear as Screened Type?	
3) Is Screened Type Allowed?		6) Can Telephone Numbers be on a Screened Background?	
a) Is Outlined Screen Type Required?		7) Is Type Accepted Over a Half-Tone?	
b) What is the Minimum Pt. Size of Type?	PT.	8) What is the Maximum Angle Type May be on?	
c) Maximum Screen Percentage Accepted?	%		

SCREENS

1) What Percentages are Used?	%	3) Do Items Being Screened Need to be Outlined?	
2) How Many Lines Per Inch are Used?		a) What is Minimum Line Weight Allowed?	
		4) What Percent of the Total Ad Area Can Be Screened?	%
		5) Telephone Number?	

HALF-TONES

1) Tone Percentage for a Light Screen?	1%	3) How Many Lines Per Inch are Used?	
2) Tone Percentage for a Dark Screen?	%	4) Allowable Percentage of Halftone in Ad Area?	%

SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?		2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	
		a) Does This Include the Border?	

COLOR ADS

1) Are Red Color Ads Offered?		5) Are Red Half-Tones Accepted?	
2) How Many Red Items are Allowed Per Ad?	%	a) If Yes, What is the Percentage?	%
3) Are Red Screens Allowed?		6) What is the Distance Between Red & Black Items?	
a) If Yes, What Screen Percentage?	%	7) What Distance is Required Between Red Items & Black Border?	
b) What Percentage of Total Ad Space is Allowed Red Screen?	%	8) Are Trademarks Allowed in Red?	
4) Are Red Border Dimensions the Same as Black?		9) Are Red Borders Accepted in Display?	
a) If No, What are the Dimensions?		a) TM?	
		10) Are Other Colors Available?	
		11) How Much Solid of Any Color?	

VELOX REQUIREMENTS

1) Is a Small Amount of Touch-Up Paint Accepted?		2) Is One Layer (One-Ups) Paste-Up Accepted?	
--	--	--	--

**SPACE LISTINGS**

**TYPOGRAPHY SPECIFICATIONS**

STYLE OF DIRECTORY	2 - COLUMN						4 - COLUMN				
	1HS	2HS	3HS	4HS	5HS	6HS	1HS	2HS	3HS	4HS	6HS
Space Listing Size											
Maximum Lines of Text in 6 Pt. Type Including Address and Tel. Number Line	4	9	15	17	21		4	9	15	17	21
Maximum Lines of Text Permitted in All Capital Letters Using Maximum Type Size	2	2	2	3	3		2	2	2	3	3
Maximum Depth of Copy (In Points)	25	54	90	102	110		25	54	90	102	110
6 Pt. - All Caps											
6 Pt. - Caps and Lower Case	43	43	43	43	43		35	35	35	35	35
8 Pt. - All Caps											
8 Pt. - Caps and Lower Case	36	36	36	36	36		30	30	30	30	30
10 Pt. - All Caps											
10 Pt. - Caps and Lower Case	-	28	28	28	28		-	25	25	25	25
12 Pt. - All Caps											
12 Pt. - Caps and Lower Case	-	-	25	25	25		-	-	22	22	22
14 Pt. - All Caps											
14 Pt. - Caps and Lower Case	-	-	23	23	23		-	-	17	17	17
18 Pt. - All Caps											
18 Pt. - Caps and Lower	-	-	-	20	20		-	-	-	16	16
Are Cuts Acceptable											
Placement of Cuts (L-Left, R-Right, C-Center)—											
Must All Type Be in The Same Family											
Pt. Size of Finding Line											

**EXTRA LINES**

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES

45

N/R

**COUPON SPECIFICATIONS**

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.

0833

Call for info.

Yes

No

No

**SPACE PRECEDENCE**

Size, Seniority, Alphabetical

## DISPLAY ADS

## BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	N/A
a) Are Free Form Borders Accepted?	YES	8) Can Type/Screens Touch Borders?	YES
b) Can Type or Illustration be Part of the Border?	YES	a) If No, What is Minimum Clearance?	N/A
2) What is the Minimum Point Size Allowed for Border?	ANY	9) Are Inside Borders Accepted?	YES
3) What is the Maximum Point Size Allowed for Border?	ANY	a) Is a Full Inside Border Required?	NO
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	ANY
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	
6) Are Screened Borders Accepted?	YES	d) Can It Be Screened?	YES
7) Must They be Outlined?	NO	e) If Yes, What Percentage of Screen is Accepted?	ANY

## TYPE

1) Is Solid Black Type Accepted?	YES	4) Is Reverse (White) Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	NO
a) If Yes, What is the Minimum Pt. Size of Type?	6 PT.	b) What is Minimum Pt. Size of Type?	6 PT.
b) Maximum Screen Percentage Accepted?	6 PT.	5) Can Telephone Numbers Appear as Screened Type?	YES
3) Is Screened Type Allowed?	YES	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?	NO	7) Is Type Accepted Over a Half-Tone?	YES
b) What is the Minimum Pt. Size of Type?	6 PT.	8) What is the Maximum Angle Type May be on?	*ANY
c) Maximum Screen Percentage Accepted?	6 PT.		

## SCREENS

1) What Percentages are Used?	ANY	3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	*85 (60-85)	a) What is Minimum Line Weight Allowed?	N/A
		4) What Percent of the Total Ad Area Can Be Screened?	ANY
		5) Telephone Number?	

## HALF-TONES

1) Tone Percentage for a Light Screen?	ANY	3) How Many Lines Per Inch are Used?	85
2) Tone Percentage for a Dark Screen?	ANY	4) Allowable Percentage of Halftone in Ad Area?	ANY

## SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	ANY	2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	ANY
		a) Does This Include the Border?	N/A

## COLOR ADS

1) Are Red Color Ads Offered?	YES	5) Are Red Half-Tones Accepted?	YES, IF THEY LOOK OK
2) How Many Red Items are Allowed Per Ad?	ANY	a) If Yes, What is the Percentage?	ANY
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items? USE 1 PT. TRAP WE TRY FOR 1 TO 2 PTS. REGISTRATION.	
a) f Yes, What Screen Percentage?		7) What Distance is Required Between Red Items	ANY
b) What Percentage of Total Ad Space is & Black Border?	ANY	8) Are Trademarks Allowed in Red?	NO
Allowed Red Screen?	ANY	9) Are Red Borders Accepted in Display?	YES
4) Are Red Border Dimensions the Same as Black?	YES	a) TM?	NO
a) If No, What are the Dimensions?	N/A	10) Are Other Colors Available?	
		11) How Much Solid of Any Color?	

## VELOX REQUIREMENTS

1) Is a Small Amount of Touch-Up Paint Accepted?	YES	2) Is One Layer (One-Ups) Paste-Up Accepted?	YES
--	-----	--	-----

## MISCELLANEOUS

- 1) Must an Address Appear in the Ad? NO                      2) What is the Acceptable "Toll Free (800)" Designation? ANYTHING

Digital Ad Specifications

Illustrator 9 or 10 – Macintosh.

Mail all artwork to:

**Phone Directories Company**  
135 S. Mountain Way Drive  
Orem, UT 84058

Email: [nationals@pdcpages.com](mailto:nationals@pdcpages.com)

If you have any questions about your orders or artwork, feel free to email us at the same address or please call 800-443-0801 x 1787.

10 Digit Dialing

Please make note that the following Phone Directories Company (0833) directories are being formatted for 10-digit dialing. As a result, we require that all ads and listings appearing in the directory include the area code before the phone number. If you have any questions regarding this policy, please call us at 800-443-0801 x 1787 or email us at [nationals@pdcpages.com](mailto:nationals@pdcpages.com)

#104969 Bainbridge Island, WA  
 #104136 Clark County, WA  
 #105559 Carbon Valley, CO  
 #106686 Duluth, MN  
 #105760 Gaston, Lncln, Clvnd Co, NC  
 #105047 Gresham East County, OR  
 #108098 Katonah, NY  
 #105412 Lane County, OR  
 #104203 Lewis County, WA  
 #107543 Lower Fairfield, CT  
 #104395 Littleton/Berlin & Johnsbury/Newbury, NH/VT  
 #100192 Lakeview, UT  
 #104204 Lincoln-Tillamook Co., OR  
 #081232 Monroe/Jackson, WI  
 #006517 Morgan Hill/South Valley, CA  
 #074558 Mt. Nebo/Central Utah, UT  
 #107200 Northwest Surburban, MN  
 #102437 Ogden, UT  
 #108099 Peekskill, NY  
 #074819 Provo/Orem, UT  
 #104201 Puyallup, WA  
 #003756 South Central Arizona, AZ  
 #104736 Scotland, NC  
 #101638 Salt Lake City, UT  
 #106685 South of the River, MN  
 #104200 Tacoma, WA  
 #107176 West Orlando Directory, FL  
 #104205 Yamhill County, OR

---

**TRADEMARK**

**(Lee County Telephone Directory) #105092**

TM 11p6.8808 x 15p0+

\*TM ads may include logo artwork and height is based on amount of content.

**(Moore County Telephone Directory) #105093**

TM 2.25 x 1

---

**SPACE LISTINGS**

**(Lee County Telephone Directory) #105092**

2HS 11p6.8808 x 7p6  
4HS 11p6.8808 x 15p0

\*4HS ads may include logo artwork.

**(Moore County Telephone Directory) #105093**

2HS 2.25 x 1  
4HS 2.25 x 2

\*4HS ads may include artwork.

---

**COUPON**

**(Moore County Telephone Directory) #105093**

3.25 x 1.8

DISPLAY ADS

BORDER CHART

- |   |     |   |     |
|---|-----|---|-----|
| 1) Are Custom Borders Accepted?                       |     | a) If Yes, What is the Minimum Point Size?        | PT  |
| a) Are Free Form Borders Accepted?                    |     | 8) Can Type/Screens Touch Borders?                |     |
| b) Can Type or Illustration be Part of the Border?    |     | a) If No, What is Minimum Clearance?              | PT  |
| 2) What is the Minimum Point Size Allowed for Border? | PT. | 9) Are Inside Borders Accepted?                   |     |
| 3) What is the Maximum Point Size Allowed for Border? | PT. | a) Is a Full Inside Border Required?              |     |
| 4) Are Square Corners Required?                       |     | b) What is The Minimum Pt. Size?                  | PT. |
| 5) Are Round Corners Accepted?                        |     | c) What is The Maximum Pt. Size?                  | PT. |
| 6) Are Screened Borders Accepted?                     |     | d) Can It Be Screened?                            |     |
| 7) Must They be Outlined?                             |     | e) If Yes, What Percentage of Screen is Accepted? | %   |

TYPE

- |   |     |  |     |
|---|-----|--|-----|
| 1) Is Solid Black Type Accepted?                    |     | 4) Is Reverse (White) Type Allowed on Screened Background? |     |
| 2) Is Black Type on a Screened Background Accepted? |     | a) Is Outline Type Required?                               |     |
| a) If Yes, What is the Minimum Pt. Size of Type?    | PT. | b) What is Minimum Pt. Size of Type?                       | PT. |
| b) Maximum Screen Percentage Accepted?              | %   | 5) Can Telephone Numbers Appear as Screened Type?          |     |
| 3) Is Screened Type Allowed?                        |     | 6) Can Telephone Numbers be on a Screened Background?      |     |
| a) Is Outlined Screen Type Required?                |     | 7) Is Type Accepted Over a Half-Tone?                      |     |
| b) What is the Minimum Pt. Size of Type?            | PT. | 8) What is the Maximum Angle Type May be on?               |     |
| c) Maximum Screen Percentage Accepted?              | %   |  |     |

SCREENS

- |                                      |   |   |   |
|--------------------------------------|---|---|---|
| 1) What Percentages are Used?        | % | 3) Do Items Being Screened Need to be Outlined?       |   |
| 2) How Many Lines Per Inch are Used? |   | a) What is Minimum Line Weight Allowed?               |   |
|                                      |   | 4) What Percent of the Total Ad Area Can Be Screened? | % |
|                                      |   | 5) Telephone Number?                                  |   |

HALF-TONES

- |  |    |   |   |
|--|----|---|---|
| 1) Tone Percentage for a Light Screen? | 1% | 3) How Many Lines Per Inch are Used?            |   |
| 2) Tone Percentage for a Dark Screen?  | %  | 4) Allowable Percentage of Halftone in Ad Area? | % |

SOLID BLACK

- |   |  |  |  |
|---|--|--|--|
| 1) What is the Maximum Size of a Single Solid Black Item? |  | 2) What is the Percentage of the Total Ad Space That Can Be Solid Black? |  |
|   |  | a) Does This Include the Border?   |  |

COLOR ADS

- |   |   |  |   |
|---|---|--|---|
| 1) Are Red Color Ads Offered?                               |   | 5) Are Red Half-Tones Accepted?                                |   |
| 2) How Many Red Items are Allowed Per Ad?                   | % | a) If Yes, What is the Percentage?                             | % |
| 3) Are Red Screens Allowed?                                 |   | 6) What is the Distance Between Red & Black Items?             |   |
| a) If Yes, What Screen Percentage?                          | % | 7) What Distance is Required Between Red Items & Black Border? |   |
| b) What Percentage of Total Ad Space is Allowed Red Screen? | % | 8) Are Trademarks Allowed in Red?                              |   |
| 4) Are Red Border Dimensions the Same as Black?             |   | 9) Are Red Borders Accepted in Display?                        |   |
| a) If No, What are the Dimensions?                          |   | a) TM?   |   |
|   |   | 10) Are Other Colors Available?                                |   |
|   |   | 11) How Much Solid of Any Color?                               |   |

VELOX REQUIREMENTS

- |  |  |  |  |
|--|--|--|--|
| 1) Is a Small Amount of Touch-Up Paint Accepted? |  | 2) Is One Layer (One-Ups) Paste-Up Accepted? |  |
|--|--|--|--|

## MISCELLANEOUS

**Electronic Specifications**

- Please submit art in Illustrator EPS version CS2 or lower with Vector Artwork converted to Outlines or TIFF/JPEG file with resolution of at least 300 dpi.
- Colors must be set to CMYK.
- Always send an Artwork Transmittal.
- Submit a CD or email to [sarahw@psanda.com](mailto:sarahw@psanda.com).
- We will not accept Floppy Disks.

If you have any questions, please contact Sarah Walters of Peter Salzberg and Associates at 937-739-7880 or via email at [sarahw@psanda.com](mailto:sarahw@psanda.com)

---

**TRADEMARKS**

**Trademarks**

**R TM** 2 ¼" x 1 ¼"

**Custom Trademarks**

**R CTM** 2 ¼" x 2 ¼"

---

**SPACE LISTINGS**

2HS 2 ¼" x 1"  
3HS 2 ¼" x 1 ½"  
4HS 2 ¼" x 2"  
5HS 2 ¼" x 2 ½"  
6HS 2 ¼" x 3"  
8HS 2 ¼" x 4"

DISPLAY ADS

BORDER CHART

- |   |   |    |
|---|---|----|
| 1) Are Custom Borders Accepted?                       | a) If Yes, What is the Minimum Point Size?        | -- |
| a) Are Free Form Borders Accepted?                    | 8) Can Type/Screens Touch Borders?                |    |
| b) Can Type or Illustration be Part of the Border?    | a) If No, What is Minimum Clearance?              |    |
| 2) What is the Minimum Point Size Allowed for Border? | 9) Are Inside Borders Accepted?                   |    |
| 3) What is the Maximum Point Size Allowed for Border? | a) Is a Full Inside Border Required?              |    |
| 4) Are Square Corners Required?                       | b) What is The Minimum Pt. Size?                  |    |
| 5) Are Round Corners Accepted?                        | c) What is The Maximum Pt. Size?                  |    |
| 6) Are Screened Borders Accepted?                     | d) Can It Be Screened?                            |    |
| 7) Must They be Outlined?                             | e) If Yes, What Percentage of Screen is Accepted? |    |

TYPE

- |   |  |         |
|---|--|---------|
| 1) Is Solid Black Type Accepted?                    | 4) Is Reverse (White) Type Allowed on Screened Background? |         |
| 2) Is Black Type on a Screened Background Accepted? | a) Is Outline Type Required?                               |         |
| a) If Yes, What is the Minimum Pt. Size of Type?    | b) What is Minimum Pt. Size of Type?                       | PT      |
| b) Maximum Screen Percentage Accepted?              | 5) Can Telephone Numbers Appear as Screened Type?          |         |
| 3) Is Screened Type Allowed?                        | 6) Can Telephone Numbers be on a Screened Background?      |         |
| a) Is Outlined Screen Type Required?                | 7) Is Type Accepted Over a Half-Tone?                      |         |
| b) What is the Minimum Pt. Size of Type?            | 8) What is the Maximum Angle Type May be on?               | DEGREES |
| c) Maximum Screen Percentage Accepted?              |  |         |

SCREENS

- |                                      |   |   |   |
|--------------------------------------|---|---|---|
| 1) What Percentages are Used?        | % | 3) Do Items Being Screened Need to be Outlined?       |   |
| 2) How Many Lines Per Inch are Used? |   | a) What is Minimum Line Weight Allowed?               | . |
|                                      |   | 4) What Percent of the Total Ad Area Can Be Screened? | % |
|                                      |   | 5) Telephone Number?                                  |   |

HALF-TONES

- |  |   |   |   |
|--|---|---|---|
| 1) Tone Percentage for a Light Screen? | % | 3) How Many Lines Per Inch are Used?            |   |
| 2) Tone Percentage for a Dark Screen?  | % | 4) Allowable Percentage of Halftone in Ad Area? | % |

SOLID BLACK

- |   |  |  |   |
|---|--|--|---|
| 1) What is the Maximum Size of a Single Solid Black Item? |  | 2) What is the Percentage of the Total Ad Space That Can Be Solid Black? | % |
|   |  | a) Does This Include the Border?   |   |

COLOR ADS

- |   |   |  |   |
|---|---|--|---|
| 1) Are Red Color Ads Offered?                               |   | 5) Are Red Half-Tones Accepted?                                |   |
| 2) How Many Red Items are Allowed Per Ad?                   | % | a) If Yes, What is the Percentage?                             | % |
| 3) Are Red Screens Allowed?                                 |   | 6) What is the Distance Between Red & Black Items?             |   |
| a) If Yes, What Screen Percentage?                          | % | 7) What Distance is Required Between Red Items & Black Border? |   |
| b) What Percentage of Total Ad Space is Allowed Red Screen? | % | 8) Are Trademarks Allowed in Red?                              |   |
| 4) Are Red Border Dimensions the Same as Black?             |   | 9) Are Red Borders Accepted in Display?                        |   |
| a) If No, What are the Dimensions?                          |   | a) TM?   |   |
|   |   | 10) Are Other Colors Available?                                |   |
|   |   | 11) How Much Solid of Any Color?                               |   |

VELOX REQUIREMENTS

- |  |  |
|--|--|
| 1) Is a Small Amount of Touch-Up Paint Accepted? | 2) Is One Layer (One-Ups) Paste-Up Accepted? |
|--|--|

## MISCELLANEOUS

- 1) Must an Address Appear in the Ad?
- 2) What is the Acceptable "Toll Free (800)" Designation?

**Data & Media Specifications:**

1 file in MacIntosh platform and 1 file in Windows preferred, saved in EPS format.

If emailing artwork, please include directory number in the subject line of the email. In the body of the email, please include CMR and Client Number.

**WHERE TO SEND ARTWORK:**

Mailing Address & Overnight:  
National Solutions, Inc.  
Attn: Art Director  
7837 Rolling Road, Suite C  
Springfield, VA 22153

Email: [art@national-solutions.com](mailto:art@national-solutions.com)

For additional information, call 703-455-5870.

If you have any questions regarding this Publisher, please contact National Solutions, Inc. at 850-729-1141.

DISPLAY ADS

BORDER CHART

- |   |   |   |
|---|---|---|
| 1) Are Custom Borders Accepted?                       | a) If Yes, What is the Minimum Point Size?        | — |
| a) Are Free Form Borders Accepted?                    | 8) Can Type/Screens Touch Borders?                |   |
| b) Can Type or Illustration be Part of the Border?    | a) If No, What is Minimum Clearance?              | — |
| 2) What is the Minimum Point Size Allowed for Border? | 9) Are Inside Borders Accepted?                   |   |
| 3) What is the Maximum Point Size Allowed for Border? | a) Is a Full Inside Border Required?              |   |
| 4) Are Square Corners Required?                       | b) What is The Minimum Pt. Size?                  |   |
| 5) Are Round Corners Accepted?                        | c) What is The Maximum Pt. Size?                  |   |
| 6) Are Screened Borders Accepted?                     | d) Can It Be Screened?                            |   |
| 7) Must They be Outlined?                             | e) If Yes, What Percentage of Screen is Accepted? |   |

TYPE

- |   |  |
|---|--|
| 1) Is Solid Black Type Accepted?                    | 4) Is Reverse (White) Type Allowed on Screened Background? |
| 2) Is Black Type on a Screened Background Accepted? | a) Is Outline Type Required?                               |
| a) If Yes, What is the Minimum Pt. Size of Type?    | b) What is Minimum Pt. Size of Type?                       |
| b) Maximum Screen Percentage Accepted?              | 5) Can Telephone Numbers Appear as Screened Type?          |
| 3) Is Screened Type Allowed?                        | 6) Can Telephone Numbers be on a Screened Background?      |
| a) Is Outlined Screen Type Required?                | 7) Is Type Accepted Over a Half-Tone?                      |
| b) What is the Minimum Pt. Size of Type?            | 8) What is the Maximum Angle Type May be on?               |
| c) Maximum Screen Percentage Accepted?              |  |

SCREENS

- |                                      |   |
|--------------------------------------|---|
| 1) What Percentages are Used?        | 3) Do Items Being Screened Need to be Outlined?       |
| 2) How Many Lines Per Inch are Used? | a) What is Minimum Line Weight Allowed?               |
|                                      | 4) What Percent of the Total Ad Area Can Be Screened? |
|                                      | 5) Telephone Number?                                  |

HALF-TONES

- |  |   |
|--|---|
| 1) Tone Percentage for a Light Screen? | 3) How Many Lines Per Inch are Used?            |
| 2) Tone Percentage for a Dark Screen?  | 4) Allowable Percentage of Halftone in Ad Area? |

SOLID BLACK

- |   |  |
|---|--|
| 1) What is the Maximum Size of a Single Solid Black Item? | 2) What is the Percentage of the Total Ad Space That Can Be Solid Black? |
|   | a) Does This Include the Border?   |

COLOR ADS

- |   |  |
|---|--|
| 1) Are Red Color Ads Offered?                               | 5) Are Red Half-Tones Accepted?                                |
| 2) How Many Red Items are Allowed Per Ad?                   | a) If Yes, What is the Percentage?                             |
| 3) Are Red Screens Allowed?                                 | 6) What is the Distance Between Red & Black Items?             |
| a) If Yes, What Screen Percentage?                          | 7) What Distance is Required Between Red Items & Black Border? |
| b) What Percentage of Total Ad Space is Allowed Red Screen? | 8) Are Trademarks Allowed in Red?                              |
| 4) Are Red Border Dimensions the Same as Black?             | 9) Are Red Borders Accepted in Display?                        |
| a) If No, What are the Dimensions?                          | a) TM?   |
|   | 10) Are Other Colors Available?                                |
|   | 11) How Much Solid of Any Color?                               |

VELOX REQUIREMENTS

- |  |  |
|--|--|
| 1) Is a Small Amount of Touch-Up Paint Accepted? | 2) Is One Layer (One-Ups) Paste-Up Accepted? |
|--|--|

## MISCELLANEOUS

**Customer Built Ads Must be Supplied on Disk**

Artwork submitted by the customer must follow these specifications:

**Acceptable Ad Formats:**

- EPS
- PDF
- PSD
- TIF
- JPG

- EPS and PDF files must be saved compatible with Adobe Illustrator Version 9.
- NO LIVE TEXT. – Fonts need to be converted to outlines
- NO Quark Documents
- We DO NOT accept ads built in: Corel Draw, Corel Ventura Paint, PaintShop Pro, Word, Publisher, Powerpoint, Pagemaker, Multi-Ad Creator or Word Perfect.
- Ads need to be built in CMYK & 250 resolution.

**LOGOS:**

Preferably EPS Vector artwork.

**PHOTOS:**

All photos need to be at least 200 resolution and saved as jpg, tif, psd, or eps format.

**MISCELLANEOUS:**

Veloxes (Camera-Ready) ads are acceptable, however they will be scanned, and the halftone quality will be less than what was submitted.

**Submit Disks To:**

Sierra West Company  
Attn: Art Department  
170 North 200 West  
St. George, UT 84770

Email Image To: [production@sierrawestpub.com](mailto:production@sierrawestpub.com)

~ Please list name of business in the subject line.

~ Sent to [production@sierrawestpub.com](mailto:production@sierrawestpub.com) only.

~ For questions contact production department: 888 602-4800.

If you have any questions regarding this publisher, please contact Publishers' Placement Group at 573-369-3600

## TRADEMARK

TM 2 Column 14p x 6p  
TM 3 Column 11.6p x 6p

CTM 2 Column 14p x 12p  
CTM 3 Column 11.6p x 12p

---

## SPACE LISTINGS

### 2 Column Directory

2HS 14p x 6p  
3HS 14p x 9p  
4HS 14p x 12p  
5HS 14p x 15p

### 3 Column Directory

2HS 11.6p x 6p  
3HS 11.6p x 9p  
4HS 11.6p x 12p  
5HS 11.6p x 15p

- Art is available in 3HS or larger.
- Red is allowed in the text.
- Finding line – all caps and must be Helvetica Black Condensed, 9pt.
  - Maximum number of characters in two column directory – 30
  - Maximum number of characters in three column directory – 24
- Phone Number – (in address line) must be Helvetica Black Condensed, 9pt
- Address – (in the address line) upper and lower case and Helvetica Medium Condensed 7pt.
- Text – Times or Helvetica (except Helvetica Black), Minimum point size 7.

DISPLAY ADS

BORDER CHART

- |   |    |   |    |
|---|----|---|----|
| 1) Are Custom Borders Accepted?                       |    | a) If Yes, What is the Minimum Point Size?        |    |
| a) Are Free Form Borders Accepted?                    |    | 8) Can Type/Screens Touch Borders?                |    |
| b) Can Type or Illustration be Part of the Border?    |    | a) If No, What is Minimum Clearance?              |    |
| 2) What is the Minimum Point Size Allowed for Border? | PT | 9) Are Inside Borders Accepted?                   |    |
| 3) What is the Maximum Point Size Allowed for Border? |    | a) Is a Full Inside Border Required?              |    |
| 4) Are Square Corners Required?                       |    | b) What is The Minimum Pt. Size?                  | PT |
| 5) Are Round Corners Accepted?                        |    | c) What is The Maximum Pt. Size?                  | PT |
| 6) Are Screened Borders Accepted?                     |    | d) Can It Be Screened?                            |    |
| 7) Must They be Outlined?                             |    | e) If Yes, What Percentage of Screen is Accepted? |    |

TYPE

- |   |   |  |   |
|---|---|--|---|
| 1) Is Solid Black Type Accepted?                    |   | 4) Is Reverse (White) Type Allowed on Screened Background? |   |
| 2) Is Black Type on a Screened Background Accepted? |   | a) Is Outline Type Required?                               |   |
| a) If Yes, What is the Minimum Pt. Size of Type?    |   | b) What is Minimum Pt. Size of Type?                       |   |
| b) Maximum Screen Percentage Accepted?              | % | 5) Can Telephone Numbers Appear as Screened Type?          |   |
| 3) Is Screened Type Allowed?                        |   | 6) Can Telephone Numbers be on a Screened Background?      |   |
| a) Is Outlined Screen Type Required?                |   | 7) Is Type Accepted Over a Half-Tone?                      |   |
| b) What is the Minimum Pt. Size of Type?            |   | 8) What is the Maximum Angle Type May be on?               | ° |
| c) Maximum Screen Percentage Accepted?              | % |  |   |

SCREENS

- |                                      |   |   |  |
|--------------------------------------|---|---|--|
| 1) What Percentages are Used?        | % | 3) Do Items Being Screened Need to be Outlined?       |  |
| 2) How Many Lines Per Inch are Used? |   | a) What is Minimum Line Weight Allowed?               |  |
|                                      |   | 4) What Percent of the Total Ad Area Can Be Screened? |  |
|                                      |   | 5) Telephone Number?                                  |  |

HALF-TONES

- |  |   |   |   |
|--|---|---|---|
| 1) Tone Percentage for a Light Screen? | % | 3) How Many Lines Per Inch are Used?            |   |
| 2) Tone Percentage for a Dark Screen?  | % | 4) Allowable Percentage of Halftone in Ad Area? | % |

SOLID BLACK

- |   |  |  |  |
|---|--|--|--|
| 1) What is the Maximum Size of a Single Solid Black Item? |  | 2) What is the Percentage of the Total Ad Space That Can Be Solid Black? |  |
|   |  | a) Does This Include the Border?   |  |

PROCESS COLOR ADS

- |   |   |  |   |
|---|---|--|---|
| 1) Are Process Color Ads Offered?                               |   | 5) Are Red Half-Tones Accepted?                                |   |
| 2) How Many Process Items are Allowed Per Ad? NO LIMIT          |   | a) If Yes, What is the Percentage?                             | % |
| 3) Are Red Screens Allowed?                                     |   | 6) What is the Distance Between Red & Black Items?             |   |
| a) If Yes, What Screen Percentage?                              | % | 7) What Distance is Required Between Red Items & Black Border? |   |
| b) What Percentage of Total Ad Space is Allowed Process Screen? |   | 8) Are Trademarks Allowed in Red?                              |   |
| 4) Are Red Border Dimensions the Same as Black?                 |   | 9) Are Red Borders Accepted in Display?                        |   |
| a) If No, What are the Dimensions?                              |   | a) TM?   |   |
|   |   | 10) Are Other Colors Available?                                |   |
|   |   | 11) How Much Solid of Any Color?                               |   |

VELOX REQUIREMENTS

- |  |  |  |  |
|--|--|--|--|
| 1) Is a Small Amount of Touch-Up Paint Accepted? |  | 2) Is One Layer (One-Ups) Paste-Up Accepted? |  |
|--|--|--|--|

## MISCELLANEOUS

**2 Column 6" x 9" White & Yellow Pages**

#103986 Blue Springs-Summit, MO; #103987 Bonner Springs-Summit, KS; #103977 Cass County-Summit, MO;  
#104338 Gladstone, MO; #107577 Independence, MO; #103988 Kearney-Excelsior Springs-Summit, MO;  
#103985 Lee's Summit-Summit, MO; #104336 Liberty, MO; #103979 Miami Country, KS; #105210 Midtown Kansas City, MO;  
#104339 Platte County, MO; #105181 Raytown-Summit, MO; #105182 St. Joseph-Summit, MO

**3 Column 7" x 9 3/4" White & Yellow Pages**

#103978 Blue Valley-Summit, KS; #103981 Olathe Regional-Summit, KS; #103984 Shawnee Mission, KS

**Data & Media Specifications**

Format: Mac compatible saved as an EPS file.  
Software: Adobe Illustrator CS3 - convert fonts to outlines.  
Resolution: 300dpi  
Media: Email, CD  
Color: CMYK

**Send Art to:**

DMI  
1305 West Main Street  
Greenwood, MO 64034

**Or Email to:**

Art@DirectoryMarketingInc.com

*Please include the following on the email subject line:*  
Directory Name & Number, CMR-Client #, Client Name

DMI prefers to receive AWT's via email at [Art@DirectoryMarketingInc.com](mailto:Art@DirectoryMarketingInc.com). If you cannot email your AWT, please fax it to 816-537-7951 or mail it the address above.

**If you have any questions regarding this publisher, please contact DMI.**

---

**SPACE LISTINGS**

**TYPOGRAPHY SPECIFICATIONS**

1HS	2.8125w x 1.0h
2HS	2.8125w x 1.5h
3HS	2.8125w x 2.0h
4HS	2.8125w x 2.5h
5HS	2.8125w x 3.0h
6HS	2.8125w x 3.5h
7HS	2.8125w x 4.0h

## DISPLAY ADS

## BORDER CHART

- |   |   |   |
|---|---|---|
| 1) Are Custom Borders Accepted?                       | a) If Yes, What is the Minimum Point Size?        | — |
| a) Are Free Form Borders Accepted?                    | 8) Can Type/Screens Touch Borders?                |   |
| b) Can Type or Illustration be Part of the Border?    | a) If No, What is Minimum Clearance?              | — |
| 2) What is the Minimum Point Size Allowed for Border? | 9) Are Inside Borders Accepted?                   |   |
| 3) What is the Maximum Point Size Allowed for Border? | a) Is a Full Inside Border Required?              |   |
| 4) Are Square Corners Required?                       | b) What is The Minimum Pt. Size?                  |   |
| 5) Are Round Corners Accepted?                        | c) What is The Maximum Pt. Size?                  |   |
| 6) Are Screened Borders Accepted?                     | d) Can It Be Screened?                            |   |
| 7) Must They be Outlined?                             | e) If Yes, What Percentage of Screen is Accepted? |   |

## TYPE

- |   |  |   |
|---|--|---|
| 1) Is Solid Black Type Accepted?                    | 4) Is Reverse (White) Type Allowed on Screened Background? |   |
| 2) Is Black Type on a Screened Background Accepted? | a) Is Outline Type Required?                               |   |
| a) If Yes, What is the Minimum Pt. Size of Type?    | b) What is Minimum Pt. Size of Type?                       |   |
| b) Maximum Screen Percentage Accepted?              | 5) Can Telephone Numbers Appear as Screened Type?          |   |
| 3) Is Screened Type Allowed?                        | 6) Can Telephone Numbers be on a Screened Background?      |   |
| a) Is Outlined Screen Type Required?                | 7) Is Type Accepted Over a Half-Tone?                      |   |
| b) What is the Minimum Pt. Size of Type?            | 8) What is the Maximum Angle Type May be on?               | * |
| c) Maximum Screen Percentage Accepted?              |  |   |

## SCREENS

- |                                      |   |   |
|--------------------------------------|---|---|
| 1) What Percentages are Used?        | % | 3) Do Items Being Screened Need to be Outlined?       |
| 2) How Many Lines Per Inch are Used? |   | a) What is Minimum Line Weight Allowed?               |
|                                      |   | 4) What Percent of the Total Ad Area Can Be Screened? |
|                                      |   | 5) Telephone Number?                                  |

## HALF-TONES

- |  |   |   |
|--|---|---|
| 1) Tone Percentage for a Light Screen? | % | 3) How Many Lines Per Inch are Used?            |
| 2) Tone Percentage for a Dark Screen?  | % | 4) Allowable Percentage of Halftone in Ad Area? |

## SOLID BLACK

- |   |  |
|---|--|
| 1) What is the Maximum Size of a Single Solid Black Item? | 2) What is the Percentage of the Total Ad Space That Can Be Solid Black? |
|   | a) Does This Include the Border?   |

## COLOR ADS

- |   |  |
|---|--|
| 1) Are Red Color Ads Offered?                               | 5) Are Red Half-Tones Accepted?                                |
| 2) How Many Red Items are Allowed Per Ad?                   | a) If Yes, What is the Percentage?                             |
| 3) Are Red Screens Allowed?                                 | 6) What is the Distance Between Red & Black Items?             |
| a) If Yes, What Screen Percentage?                          | 7) What Distance is Required Between Red Items & Black Border? |
| b) What Percentage of Total Ad Space is Allowed Red Screen? | 8) Are Trademarks Allowed in Red?                              |
| 4) Are Red Border Dimensions the Same as Black?             | 9) Are Red Borders Accepted in Display?                        |
| a) If No, What are the Dimensions?                          | a) TM?   |
|   | 10) Are Other Colors Available?                                |
|   | 11) How Much Solid of Any Color?                               |

## VELOX REQUIREMENTS

- |  |  |
|--|--|
| 1) Is a Small Amount of Touch-Up Paint Accepted? | 2) Is One Layer (One-Ups) Paste-Up Accepted? |
|--|--|

PUB. CO. NAME

**Trek Publishing Inc.**

PUB CODE(S)

**0563**

MISCELLANEOUS

**Submission Guidelines**

All artwork must be one of the following either by email, CD, or DVD:

Adobe Illustrator (EPS)

Must be formatted for PC only.

All artwork must be accompanied by a hard copy or handout.

All files must be at least 300dpi.

All color must be CMYK.

If you have any questions regarding this Publisher, please contact Genesis Publisher Services.

**TRADEMARKS**

4 Column Dir.—TM 11p8pts x 6p CTM 11p8 pts x 12p

All artwork must be submitted in digital format, Velox only is unacceptable; see display ad section for disk requirements specs.

- Trademark Finding Line will be set Franklin Gothic ITC Demi BT 7.75 point.
- Finding Line must match exactly.
- Interior text to be set with Franklin Gothic ITC BT 6 point.
- Maximum 10 lines of text including “Buy Line”
- Maximum characters per line 4 col = 36.
- “Buy Line” set American Garamond Italic Bold BT 8 point.
- No side rules on left or right of TM logo.
- No addresses or phone numbers allowed in TM text.
- Text will NOT appear above the logo.
- Text may appear to the left or below the logo.
- When the text is confined to the space to the left of the logo and is greater in depth than the logo, the logo would be centered top to bottom of text.
- Find line, logo and text will be set in black for TM.
- For TMR only the finding line must be set in black, logo and text may be blue, green, or red.
- Interior text can have two colors in one line.

**TRADEMARK UDAC’s**

TM Trademark CTM Custom Trademark  
 TMR Color Trademark CTMR Custom Trademark Color

**New Policy effective 6/2008**

All web address appearing in yellow pages must use new UDAC: “ELF, TEB or TNEB”, and they must be on separate line from other verbiage. At this time white page web addresses are coded as extra lines “WEL”.

**EXTRA LINES**

	WORDS PER LINE	CHARACTERS AND SPACES PER LINE	MAXIMUM NO. OF LINES
--	----------------	--------------------------------	----------------------

EL= Extra Line 4 Column 36 Char per line/upper/lower max.  
 ELB=Web Address TEB=Trade Web Address

All full addresses require zip codes.

- All phone numbers will print with area codes.
- Extra line appears as upper/lower case characters.
- Web addresses are always considered extra lines for pricing.
- The “EL” is placed after the name line and before the address line(s).

Valley Yellow Pages Name Line  
 The Better Book Extra Line  
 1850 N. Gateway Bl. Fresno 93728 559 251-8888 Address/Phone line

- Any “Toll Free” dialing instructions has been and continues to be a paid item, & never prints on the address line.
- Valley Yellow Pages considers “city captions” as extra lines that require UDAC item code and are paid items.

**COUPON SPECIFICATIONS**

	PUB CODE	PICA SIZE	COPY 2-SIDE	TEL. NO. REQ.	ADDR. REQ.
--	-------------	--------------	----------------	------------------	---------------

R ..... 0636 23p1pt x 8.11pts No Yes No

Coupon logo is always red.

Use our Coupon and Senior Specials logos only.

Ad verbiage must be applicable to the heading placement.

Name, address/or phone number must appear in the ad.

- Name and address do not have to match exactly for display advertising.
- Phone numbers must match the anchor exactly.

Publisher provides standard border.

Velox is unacceptable – All artwork must be submitted in Digital Format.

Artwork is acceptable, including logos, and trademarks.

**SPACE PRECEDENCE**

Size, Seniority

**SPACE LISTINGS**

Space Ad Composition Specifications:

The following composition specifications will be followed at all times.

Finding Line:

\*Finding line set Franklin Gothic Demi 7.75 point type, must match order name line exactly.

\*Maximum characters per line: 4 col = 36.

\*Line Break by Space or back slash (/), no hyphen allowed on finding line.

\*All Caps

\*No punctuation marks except apostrophe, back slash, or single quotation mark.

\*Set in black except for HFC's which can be red, blue or green.

\*Left rule is indent 6 points from the beginning of the line.

Interior Text:

\*Fonts and point sizes for HS, HSR ad:

\*All fonts can be set at 6 through 24 points.

\*No vertical rule.

\*No Artwork except TM, CTM, HSA, HSAC.

\*Colors: Red, Blue, Green and Black available.

\*Can have two colors within the same line.

## SPACE LISTINGS

**Color Lines in Text:**

- Ads containing color UDACs will end with "3" or "4".
- Colored text must be submitted in color or with color call out.

**Ad Size:**

Width for space ads is 142 points

Depth for space ad:

3,4,5,6 – HSF & YFL Incolumn finding lines set at 14 points.

**Control Lines:**

Complete street addresses, require city, and zip codes.

Complete 10 digit phone number.

Omit address if none to appear.

Street – if street is the designation the abbreviation will not appear, unless the street name is the same as the directory name or city name.

- 1234 Fresno St, Fresno 93721
- Letter street can be confused with direction North, East, South, West
  - 1234 N St, San Francisco 94101

If location contains same name as an Avenue and street

- Elm Av and Elm St

Avenue	Av	Boulevard	Bl	Center	Ctr	Circle	Cir
Court	CT	Drive	Dr	Expressway	Epxy	Extension	Ext
Floor	Fl	Fort	Ft	Freeway	Fwy	Highway	Hwy
International	Int'l	Lane	Ln	Manufacturer	Mft	Mount	Mt
Parkway	Pkwy	Place	Pl	Plaza	Plz	Road	Rd
Route	Rte	Square	Sq	Suite	Ste	Terrace	Terr

**Address Lines/Control Line/Keyline:**

\*Zip codes are required on full address lines.

\*Area Codes are required on all phone numbers.

\*Address lines on order and artwork must match exactly.

\*VYP will adjust order and advise CMR.

\*Addresses set Bell Centennial address 7 point type.

\*Telephone numbers set Futura Heavy 7 point type.

\*4 Pt. Clearance between the base line of address and the bottom rule of the ad, except for anchor space ads.

\*A space will fall between each word in the address line.

\*Address lines may break on locality, but not on or before the zip code.

\*A space appears after the area code, before the phone number, no hyphen.

\*A hyphen appears between the prefix and body of phone number.

Address/Control Line must be the last line of space ad and match order exactly; the order will be adjusted to match the art.

---

**SPACE LISTINGS**

**Address Lines/Control Line/Keyline:**

\*Additional address lines will only be inserted above the control line as text, be sure to deduct from space allowance.

- \*Extra lines of information may be inserted above the control line as text. Exception: "Toll Free" dialing instructions.

\*No punctuation allowed in the control line,

\*City names, license numbers, or other text message allowed as control line, except "Toll Free" dialing instructions.

- Sacramento 800 350-8887
- License #123456789 800 350-8887

**Artwork:**

\*All Artwork must be submitted in Digital format - Velox only is unacceptable.

\*Artwork refers to logos, line art, etc. in AS/FS space ad.

\*One piece of art per space ad.

\*UDAC's TM, TMR, CTM, CTMR, 3HSA/HSAR etc.

\*Artwork may be more than one color, (Including touch color).

\*Artwork may be contone, screen or reverse.

\*2pt clearance on either side of logo and up to 2/3 of ad.

\*Position of art may vary except in TM.

\*Locality boxes allowed.

Box appears 11 ½ pts from finding line, 5 pts indented for left rule.

Locality box rule weight: 1 pt

Locality box measures 42pt x 42pt

\*Text appears flush left or centered.

**Incolumn Lines of Text Specs**

4 Column Space Ads 11p8 pts or 1.944in

2HS 1-6 lines of text

3HS 1-8 lines of text

4HS 1-10 lines of text

5HS 1-14 lines of text

6HS 1-16 lines of text

8HS 1-20 lines of text

\*Credit card and coupon logos are not considered art; space must be accounted for text allowance.

\*Feature Space Ads have 2 lines less than indicated above.

\*Artwork Space Ads are not included with above approximations.

**Fonts:**

Approximately 30 Fonts to choose from:

Adobe Caslon, Bell Centennial, Bell Gothic, Bodoni, Brush Script, Cascade, Dom Casual, Eurostile, Franklin Gothic, Frutiger, Futura 1, Gill Sans 1, Helvetica, Insignia, ITC Avant Garde 1, ITC Bauhaus, ITC Eras, Medici, Nuptial, Palatino, Present, Revue, Times, Times Roman, Times Ten.

**TYPOGRAPHY SPECIFICATIONS**

**4 Column Incolumn**

**Picas**

2HS 11p8pts x 6p

3HS 11p8pts x 9p

4HS 11p8pts x 12p

5HS 11p8pts x 15p

6HS 11p8pts x 18p

8HS 11p8pts x 24p

DISPLAY ADS

BORDER CHART

1) Are Custom Borders Accepted?	YES	a) If Yes, What is the Minimum Point Size?	—
a) Are Free Form Borders Accepted?	NO	8) Can Type/Screens Touch Borders?	YES
b) Can Type or Illustration be Part of the Border?	YES	a) If No, What is Minimum Clearance?	—
2) What is the Minimum Point Size Allowed for Border?	.25	9) Are Inside Borders Accepted?	
3) What is the Maximum Point Size Allowed for Border? CUST. DISCRETION		a) Is a Full Inside Border Required?	YES, NO BROKEN LINES – CPN APPEARANCE
4) Are Square Corners Required?	NO	b) What is The Minimum Pt. Size?	.25
5) Are Round Corners Accepted?	YES	c) What is The Maximum Pt. Size?	CUST. DISCRETION
6) Are Screened Borders Accepted?	YES	d) Can It Be Screened?	YES
7) Must They be Outlined?	NO	e) If Yes, What Percentage of Screen is Accepted?	20%

TYPE

1) Is Solid Black Type Accepted?	YES	4) Is Reverse (White) Type Allowed on Screened Background?	YES
2) Is Black Type on a Screened Background Accepted?	YES	a) Is Outline Type Required?	NO
a) If Yes, What is the Minimum Pt. Size of Type?	6PT	b) What is Minimum Pt. Size of Type?	6PT
b) Maximum Screen Percentage Accepted?	30%	5) Can Telephone Numbers Appear as Screened Type?	YES
3) Is Screened Type Allowed?	YES	6) Can Telephone Numbers be on a Screened Background?	YES
a) Is Outlined Screen Type Required?	NO	7) Is Type Accepted Over a Half-Tone?	YES
b) What is the Minimum Pt. Size of Type?	6PT	8) What is the Maximum Angle Type May be on?	CUST. DISCRETION
c) Maximum Screen Percentage Accepted?	60%		

SCREENS

1) What Percentages are Used?	20-80%	3) Do Items Being Screened Need to be Outlined?	NO
2) How Many Lines Per Inch are Used?	110	a) What is Minimum Line Weight Allowed?	1/2PT
		4) What Percent of the Total Ad Area Can Be Screened?	100%
		5) Telephone Number?	YES

HALF-TONES

1) Tone Percentage for a Light Screen?	20%	3) How Many Lines Per Inch are Used?	85
2) Tone Percentage for a Dark Screen?	80%	4) Allowable Percentage of Halftone in Ad Area?	10-90%

SOLID BLACK

1) What is the Maximum Size of a Single Solid Black Item?	75%	2) What is the Percentage of the Total Ad Space That Can Be Solid Black?	100%
		a) Does This Include the Border?	NO

COLOR ADS

1) Are Red Color Ads Offered?	YES	5) Are Red Half-Tones Accepted?	YES
2) How Many Red Items are Allowed Per Ad?	CUST. DISCRETION	a) If Yes, What is the Percentage?	80%
3) Are Red Screens Allowed?	YES	6) What is the Distance Between Red & Black Items?	N/A
a) If Yes, What Screen Percentage?	20-80%	7) What Distance is Required Between Red Items & Black Border?	CAN TOUCH
b) What Percentage of Total Ad Space is Allowed Red Screen?	80%	8) Are Trademarks Allowed in Red?	YES
4) Are Red Border Dimensions the Same as Black?	YES	9) Are Red Borders Accepted in Display?	YES
a) If No, What are the Dimensions?		a) TM?	N/A
		10) Are other colors Available?	YES
		11) How much Solid of Any Color?	100%

VELOX REQUIREMENTS

VELOX NOT ACCEPTED.

## MISCELLANEOUS

- |                                      |     |  |      |
|--------------------------------------|-----|--|------|
| 1) Must an Address Appear in the Ad? | YES | 2) What is the Acceptable "Toll Free (800)" Designation? | NONE |
|--------------------------------------|-----|--|------|

## DIGITAL ART REQUIREMENTS

**New Policy effective 06/2008**

All web address appearing in yellow pages must use new udac "ELF, TEB or TNEB", and they must be on separate line from other verbiage. At the time white page web addresses are coded as extra lines "WEL"

**Standing Policies**

Digital Files are required for all Display Ads, Coupons, TradeMarks, and Space Ads with art.

All full addresses require zip codes.

Every line of printed information must have a UDAC.

Captions are extra lines and must be coded as ELs.

All art is due 10 days after the close date.

Discount Advice Lines need to be clearly defined to the negotiation and UDAC specific.

Discounts are not automatically renewed, except as part of on going program. Contact the national department prior to the close date.

**Additional Addresses/Extra Line Policy effective 02/2004.**

We allow one free additional address/extra line for every paid line item.

Ex: 1RL - 1 AL - or EL

Local to National Lead,

Valley Yellow Pages requests follow-up to our notification of local client transfer lead in a timely manner.

## MISCELLANEOUS

All artwork requires digital format disk or email.

Graphic Program Formats:

\*Adobe Illustrator 8.0.

\*Adobe PhotoShop 6.0.

\*MacroMedia Freehand 10.

\*Acrobat PDF. All documents must be submitted in their original format. All fonts converted to outlines. Any files sent from a PC platform must be in the following three formats:

- AI (Adobe Illustrator)
- Tif (TIF),
- EPS.

All PC fonts must be converted to graphics or outlines.

Disk Types

\*Superdisks

\*CD

\*Screen prints of all digital files required.

\*AWT (Art Work Transmittal)

\*Send pre-build display ads in the correct UDAC size, as it will appear in the directory.

\*Please note all ads need to be to our ad specs.

Images

\*All Photoshop images must be saved as a TIFF, EPS or .pdf

\*Any Bitmap image must be saved at 1000dpi. Grayscale images must be saved at 300dpi for newsprint. Any images for Cover display must be saved in CMYK and at 300dpi. Valley Yellow Pages cannot guarantee any photo quality if they are not saved to these specifications.

\*All process color photographs should be saved as a .TIFF. Tiff's are smaller in file size than raster based .EPS images and provide a better preview.

\*We will accept restore or vector based .EPS files. The only time you would need to save a photo as an .EPS is when there is a clipping path involved.

Saving & Layout

\*All Fonts Used To Create The Display Ad Must Be Provided In The Folder With The Ad.

\*Convert all fonts to outlines.

\*Any ads provided to Valley Yellow Pages will not be trapped. Also, we will not alter any trapping done to the ad.

\*ALL ADS ON DISK must be accompanied by a color print out, for content and layout position verification.

## MISCELLANEOUS

Disk Labeling

- \*Directory Code
- \*Client Name and Phone number from the anchor listing.
- \*UDAC & Heading Name
- \*CMR Name and phone number.
- \*PC format.

Email Requirements

- \*Same requirements as disk, with the addition of a .pdf file to verify from.
- Provide Directory name/number, client name/number on the subject line of the email.
- \*Send to: [nationalart@valleyyellowpages.com](mailto:nationalart@valleyyellowpages.com)

Photos & Halftones

- \*1000 DPI Black and White Bitmap Images.
- \*200 DPI Gray Scale
- \*200 DPI Process Color
- \*10% to 90% Tonal Range
- \*Must be supplied actual size
- \*10% to 90% Gradient Range: Color Ads gradient cannot graduate from one color to another.

Scanning

- \*Single color art should be scanned at 1000 DPI to reduce jagged edges.
- \*Process color photos should be scanned at 200DPI.
- \*All scans should be of a single subject only.
- \*Images should be cropped as tightly as possible to reduce file size.
- \*Non-standard fonts that are converted to paths or made into TIFFs are acceptable if used in logos and art.
- \*Valley Yellow Pages will accept B&W Tiffs as line art.
- \*Files must be at 100%.
- \*NO scans of previously printed photographic images (halftones) will be accepted.
- \* A separate line art file should be supplied for each color plane, if supplied in composite form and VYP is required to make separations.
- \*Only CMYK process color photos are acceptable (NO RGB)
- \*Raster images may be embedded within vector based applications.

Rejection Criteria

- \*Art does not meet specs.
- \*Artwork cannot be verified (image does not appear on AWT or attachment, or in case of e-mail .pdf file not received).
- \*Digital art/file cannot be opened.
- \*Digital art is not in appropriate format.
- \*File contains a virus.
- \*Digital file does not meet size limitations.
- \*MAC formatted files.

MISCELLANEOUS

Borders

- \*All Border styles, both stock and custom must be a minimum of one (1) point.
- \*Free form borders are permitted and must be provided as artwork.
- \*Color ads, border may be shown in single color (blue, green, red or black)
- \*Multiple color borders must be Process Color Ads.

Colors

- \*Colors available in display advertising include:  
Black, Blue, Green, Red, & Yellow
- \*Process colors also available
  - \*Cyan & Magenta
  - \*Yellow can overprint or touch Black & Red.
  - \*Yellow must always print solid (no screening)
- If Yellow stands alone, it must be outlined in black.

Screens

- \*Gradient Screens are available in tones of 10% through 80%
- \*Light screen should be used with black type for headlines. Features or company name.
- \*When black type or illustrations are to appear with a screen, a maximum 30% tone is required to provide good contrast.
- \*Dark screen should be used to highlight an illustration and with reverse type.
- \*Screened letters within a screen are not permitted.
- Minimum point size for text on screened material is 10 pts.

UDAC's

- \*Dimensions of Display ads:
- \*See Valley Yellow Page specs
- \*Ads that are to appear as white knockout will have "W" in the UDAC.
- \*Ads that are to appear as Process Color will have "P" at the end.

Miscellaneous:

- \*All full addresses require zip code.
- \*Coupon logos are always red.
- \*Use our *coupon* and *Senior Specials logos* only.
- \*Ad verbiage must be applicable to the heading placement.
- \*Name, address/or phone number must appear in the ad.
- \*Name and Address do not have to match exactly for display advertising.
- \*Phone Numbers must match the anchor exactly

License numbers are required for the following headings:

All Contractor Heading	state contractor license
Automobile Dismantlers	dismantlers number
Bail Bonds	Agent's name or number
Funeral Directors	Directors number
Limousine	TCP number
Marriage Counselors	License number
Movers & Full Service Storage	CAL PUC-T number or ICC number

## SPACE LISTINGS

### TYPOGRAPHY SPECIFICATIONS

**Picas**

2HS	6p6 x 14p
3HS	9p6 x 14p
4HS	12p6 x 14p
5HS	15p6 x 14p
6HS	18p6 x 14p

**DISPLAY ADS**

**BORDER CHART**

- |   |   |   |
|---|---|---|
| 1) Are Custom Borders Accepted?                       | a) If Yes, What is the Minimum Point Size?        | — |
| a) Are Free Form Borders Accepted?                    | 8) Can Type/Screens Touch Borders?                |   |
| b) Can Type or Illustration be Part of the Border?    | a) If No, What is Minimum Clearance?              | — |
| 2) What is the Minimum Point Size Allowed for Border? | 9) Are Inside Borders Accepted?                   |   |
| 3) What is the Maximum Point Size Allowed for Border? | a) Is a Full Inside Border Required?              | — |
| 4) Are Square Corners Required?                       | b) What is The Minimum Pt. Size?                  |   |
| 5) Are Round Corners Accepted?                        | c) What is The Maximum Pt. Size?                  |   |
| 6) Are Screened Borders Accepted?                     | d) Can It Be Screened?                            |   |
| 7) Must They be Outlined?                             | e) If Yes, What Percentage of Screen is Accepted? | % |

**TYPE**

- |   |  |   |
|---|--|---|
| 1) Is Solid Black Type Accepted?                    | 4) Is Reverse (White) Type Allowed on Screened Background? |   |
| 2) Is Black Type on a Screened Background Accepted? | a) Is Outline Type Required?                               |   |
| a) If Yes, What is the Minimum Pt. Size of Type?    | b) What is Minimum Pt. Size of Type?                       |   |
| b) Maximum Screen Percentage Accepted?              | 5) Can Telephone Numbers Appear as Screened Type?          | % |
| 3) Is Screened Type Allowed?                        | 6) Can Telephone Numbers be on a Screened Background?      |   |
| a) Is Outlined Screen Type Required?                | 7) Is Type Accepted Over a Half-Tone?                      |   |
| b) What is the Minimum Pt. Size of Type?            | 8) What is the Maximum Angle Type May be on?               |   |
| c) Maximum Screen Percentage Accepted?              |  | % |

**SCREENS**

- |                                      |   |   |   |
|--------------------------------------|---|---|---|
| 1) What Percentages are Used?        | % | 3) Do Items Being Screened Need to be Outlined?       |   |
| 2) How Many Lines Per Inch are Used? |   | a) What is Minimum Line Weight Allowed?               |   |
|                                      |   | 4) What Percent of the Total Ad Area Can Be Screened? | % |
|                                      |   | 5) Telephone Number?                                  |   |

**HALF-TONES**

- |  |   |   |   |
|--|---|---|---|
| 1) Tone Percentage for a Light Screen? | % | 3) How Many Lines Per Inch are Used?            |   |
| 2) Tone Percentage for a Dark Screen?  | % | 4) Allowable Percentage of Halftone in Ad Area? | % |

**SOLID BLACK**

- |   |   |  |   |
|---|---|--|---|
| 1) What is the Maximum Size of a Single Solid Black Item? | % | 2) What is the Percentage of the Total Ad Space That Can Be Solid Black? | % |
|   |   | a) Does This Include the Border?   |   |

**COLOR ADS**

- |   |   |  |   |
|---|---|--|---|
| 1) Are Red Color Ads Offered?                               |   | 5) Are Red Half-Tones Accepted?                                |   |
| 2) How Many Red Items are Allowed Per Ad?                   |   | a) If Yes, What is the Percentage?                             | % |
| 3) Are Red Screens Allowed?                                 |   | 6) What is the Distance Between Red & Black Items?             |   |
| a) If Yes, What Screen Percentage?                          | % | 7) What Distance is Required Between Red Items & Black Border? |   |
| b) What Percentage of Total Ad Space is Allowed Red Screen? | % | 8) Are Trademarks Allowed in Red?                              |   |
| 4) Are Red Border Dimensions the Same as Black?             |   | 9) Are Red Borders Accepted in Display?                        |   |
| a) If No, What are the Dimensions?                          |   | a) TM?   |   |
|   |   | 10) Are other colors Available?                                |   |
|   |   | 11) How much Solid of Any Color?                               | % |

**VELOX REQUIREMENTS**

## MISCELLANEOUS

- 1) Must an Address Appear in the Ad?
- 2) What is the Acceptable "Toll Free (800)" Designation?

**DIGITAL ART REQUIREMENTS****File Submission Requirements for Graphic Files**

Macintosh format preferred on all disks and files. PC format acceptable with special requirements. Flight checked/preflighted documents are recommended.

**Preferred Formats**

1. Illustrator, Versions 7-10, with fonts converted to outlines and images embedded (.eps).
2. Adobe Illustrator, Versions 7-10 (.ai). Native Illustrator file with fonts and images included.

**Other Acceptable Formats**

1. MAC/PC Macromedia FreeHand (.fhd), Versions 8-10, or CorelDraw! (.cdr), Versions 8-10, with fonts converted to outlines (curves) and images embedded.
2. MAC/PC Adobe Acrobat (.pdf) with fonts embedded and image resolution at 300dpi.
3. MAC/PC QuarkXPRESS (.qxd) with images and fonts included.
4. MAC/PC Adobe PageMaker (.pm6) with images and fonts included.

**Unacceptable Formats:**

MicroSoft PowerPoint, MicroSoft Publisher, MicroSoft Paint, MicroSoft Word or Paintbox Pro.

**Images & Color**

All Color (RGB or CMYK) images scanned/digital images must be in TIFF or JPEG format at 300 dpi.

**Please Submit:** The electronic file on CD and a full color transmittal.

Please contact Peter Salzberg & Associates with any questions 937-439-7880 or sarahw@psanda.com.