



Compact Yellow Pages Directory  
Technical Specifications  
October 2010

# Make sure your advertisement measures up

What makes a good Yellow Pages directory advert?

Simple. Its ability to get you more business. And to do that, it has to be well designed - whether it's a basic display advert, a full-colour bound insert, or anything in-between.

So as well as providing the technical information you need to create your advert, this guide gives you plenty of useful do's and don'ts to make sure your advert works as hard as it can for your business.

## Technical specifications online

All Yellow Pages directory technical specifications are available online from our website: [www.yelldirect.com/techspec](http://www.yelldirect.com/techspec)

For more information call 0800 60 50 60\*

For up-to-date information on all Yell products visit [yelldirect.com](http://yelldirect.com)

\* Telephone lines are open 8:00am to 7:00pm Monday to Friday.

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# Artwork Studio

## Let us create your artwork for you

To help you get the best from your advertising, we offer professionally designed advertisements at really affordable prices.

Just decide on your advertisement size, find the cost for your chosen advertisement artwork, and that's the price you pay – there are no hidden extras.











Talk to your Yell sales contact who can advise you on our extensive range of typefaces and graphics to give your advertisement the power to leap off the page at your customers.

Don't forget: You can supply your own logo or graphic to our artwork studio for use in your advertisement. Ask your sales contact for more details.

Please note: For details on artwork charges for special advertisements, please contact your sales contact.

If you still wish to produce your own advertisements, please ensure you adhere to the following specifications. We reserve the right to return any disks and hard copies that do not meet these requirements.



<b>Coupon</b>	<b>£0</b>
 Semi-display (with logo)	<b>£35</b>
 Semi-display (with logo)	
<b>Display</b>	<b>£70</b>
 Black on Yellow	
 White Knock Out	
<b>Display</b>	<b>£90</b>
 1 Colour on Yellow	
 1 Colour on White Knock Out	
 2 or 3 Colours on Yellow	
 2 or 3 Colours on White Knock Out	
 Full Process Colour	
<b>Menu</b>	<b>£90</b>
 Up to Full Process Colour	

# Creating your lineage, semi-display & coupon advertisement

## Lineage advertisement sizes

Advertisement size	No. of additional lines	No. of characters per line
Light Face Entry*	1	46
Bold Entry	0	-
Information Entry – 1 line	1	46
Information Entry – 2 lines	2	46

\* Only one of the following options can appear in the additional information line purchased. An email address, a website address (URL) or a secondary telephone number, which can be a mobile, fax or other non-premium rate number.

## Semi-display typography

The name line(s) will be set in bold in either all capitals or a mixture of upper and lower case. You can choose for each line of body copy to be:

Ranged left	Centred	Ranged right
Split	<b>Bold</b> or light	CAPITAL or lower case

## Semi-display advertisement sizes

Below is a guideline for the number of lines and characters per line to be used for different advertisement sizes. In addition, the use of characters to produce boxes around text, divisions within the semi-display border or underline effects are not permitted.

Advertisement size	No. of lines	No. of characters per line	
		Upper case	Upper/lower case*
<b>Name</b> all advertisement sizes	2	27	27
<b>Body copy</b>			
Small Business Card 1 name line	3	30	36
Small Business Card 2 name lines	2	30	36
Medium Business Card standard	7	30	36
Medium Business Card logo wide	1	30	36
Medium Business Card logo deep	7	21	26
Large Business Card standard	12	30	36
Large Business Card logo wide	6	30	36
Large Business Card logo deep**	9	21	26
	3	30	36

## Coupon technical details

Coupon details	Font	Max no. of characters
Name	Typeface to match company style or logo	30
Offer details	Frutiger Regular	136
Phone number	Frutiger Regular Bold	13
Address	Frutiger Regular	50
Valid from - valid until dates	Frutiger Regular	DD/MM/YYYY
Offer	Frutiger Black	50

All character counts include spaces.

## Supplying logos and graphics

Although semi-display advertisements are created for you, it is possible for you to supply us with your own logos or graphics to be included in the graphic/logo area.

These are restricted to the following options:

- Company name and logo.
- A company slogan.
- A telephone number, but ONLY if this forms part of the graphic.
- Additional text or telephone numbers that require keying in by the artist must NOT be included in the graphic/logo area.

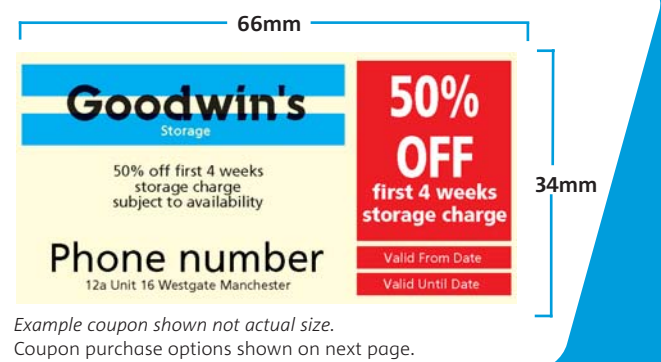
When supplying us with material please remember:

- Images and type should be unbroken, sharply defined and in focus.
- Reference material should be supplied at the size to be used in the advertisement OR BIGGER. See examples on page 6 for logo and graphics sizes.
- Please remember, although we do everything possible to ensure the highest quality of reproduction of your advertisement in our directories, final standards depend on the original source material supplied by our customers.

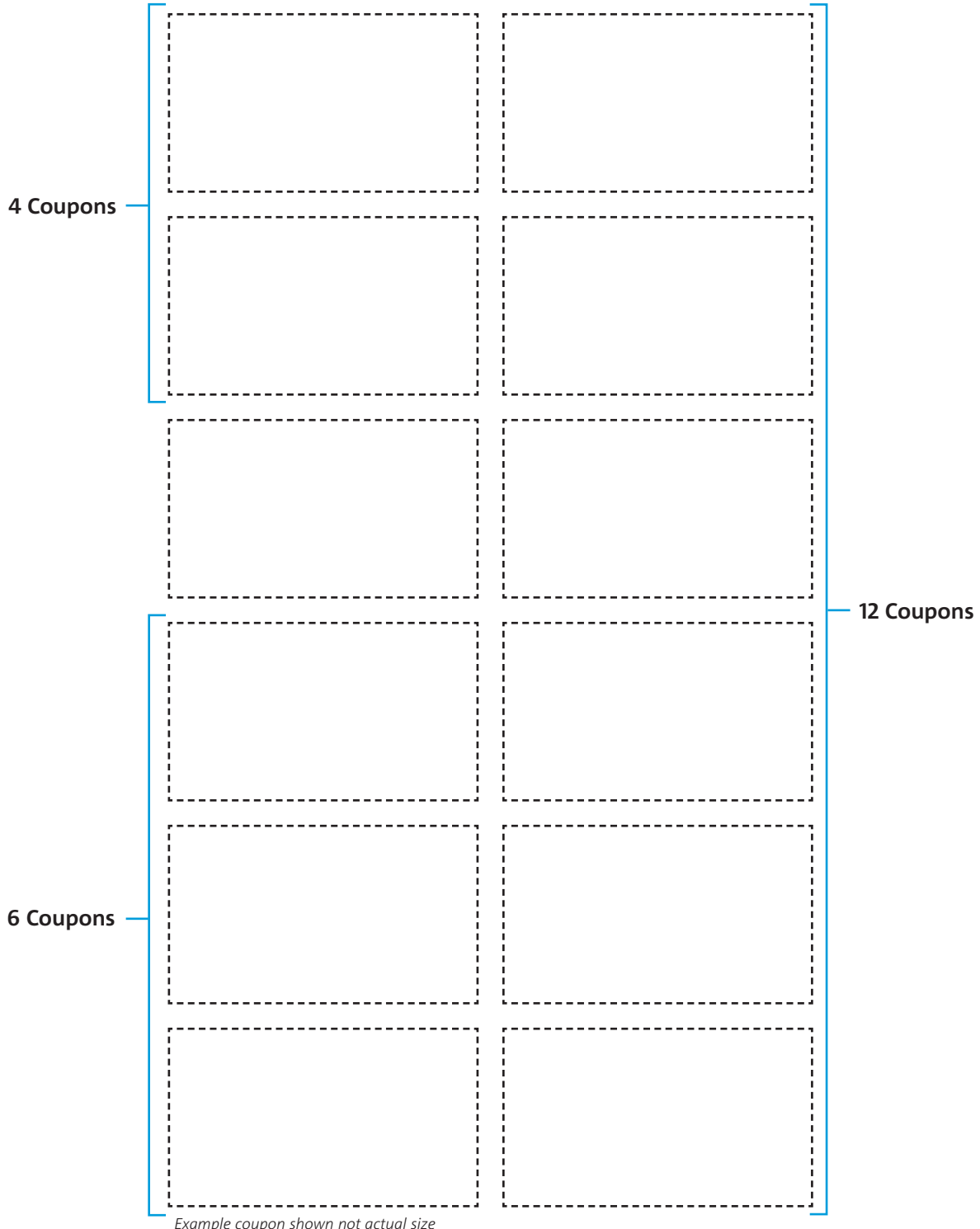
It is possible to supply logos and graphics to our studio in digital format. Please refer to 'Supplying digital files' on page 12 and 'Supplying hard copy references' on page 13.

Please make sure that you have the rights to use any logos or graphics in your advertisement.

- \* Predominantly lower case (lc) with just first letter of each word capitalised (or less).
- \*\* Last 3 lines run under logo to increased length.
- \*\*\* Customer may supply own artwork and we would advise adding a starburst in your main advert directing customers to your coupon.



# Coupon options



Coupons can be bought in groups of 1, 4, 6 and 12. Each coupon should be supplied individually and without a dotted border. Each coupon must contain the following: An offer, a company name, a valid from and to date, a telephone number and address

**Note:** Please provide layout instructions for multiple coupons

# Linage & semi-display Examples

## Linage examples

Light Face Entry

**COMPANY NAME,**  
Address.....Town Tel no.  
www.webaddress.co.uk

Bold Face Entry

**COMPANY NAME,**  
Address.....Town Tel no.

Bold Face Information Entry – 1 line

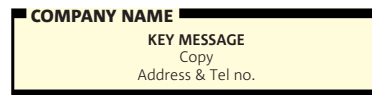
**COMPANY NAME,**  
Line of Information  
Address.....Town Tel no.

Bold Face Information Entry – 2 lines

**COMPANY NAME,**  
Line of Information  
Line of Information  
Address.....Town Tel no.

## Semi-display examples

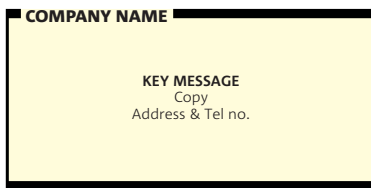
Small Business Card 1 name line  
12mm x 49mm (H x W)



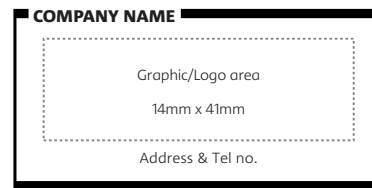
Small Business Card 2 name lines WKO  
12mm x 49mm (H x W)



Medium Business Card standard  
24mm x 49mm (H x W)



Medium Business Card logo wide WKO  
24mm x 49mm (H x W)



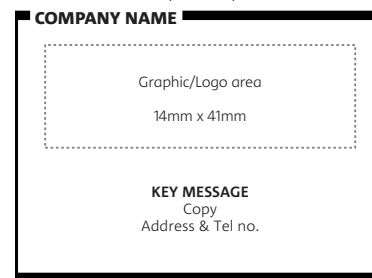
Medium Business Card logo deep  
24mm x 49mm (H x W)



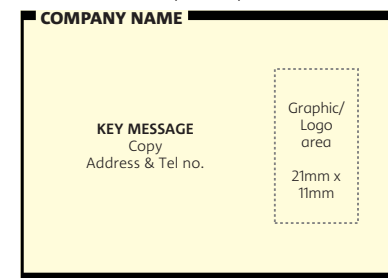
Large Business Card standard  
36mm x 49mm (H x W)



Large Business Card logo wide WKO  
36mm x 49mm (H x W)

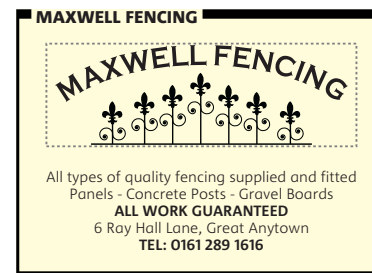
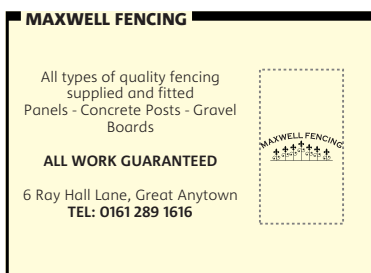


Large Business Card logo deep  
36mm x 49mm (H x W)



The White Knock Out option is available on all semi-display advert sizes.

Please consider the shape of your logo when choosing your semi-display advert. A horizontal logo may need to be considerably reduced in size to fit into a vertical logo space (see examples adjacent). This will not reproduce well when published.



### Glossary of terms

- Typography** Layout of type.
- Logos** Your company logo.
- Graphic** Image or picture.
- Copy** Information/words.
- Line art** Images, type and logos composed of black lines.

# Creating your display advertisement

## Get the most out of your display advert

Display advertisements offer advertisers a wide variety of options. As well as a large range of sizes, advertisers can include logos, typefaces, borders, illustrations and photography. In addition to the standard advertisement, we now offer a range of colour advertising. Please ask your sales contact for further details.

## Creating an effective advertisement

To help you create an effective display advertisement, please follow these simple rules.

### Do:

- Keep your advertisement simple. Think of the essential things that make your business stand out from the competition and use an imaginative headline to grab attention. Research shows that people are attracted to advertisements that contain relevant information.
- Think about the space available, especially for menu adverts. See the minimum type size and style guide on page 10. Avoid overcrowding your advert as this will reduce its impact.
- Make use of reverse blocks and borders to emphasise important features in your advertisement. Use a clear outer border to define your advertisement within the directory. We recommend an outer border of at least 1mm.
- If you use a reverse block, ensure that the text is sans serif and no smaller than 10 point, as it may fill in when printed. See the minimum type size recommendations on page 12.

### Don't:

- Clutter up your advertisement – clever use of yellow/white/coloured space in an advertisement can command more attention than you would think.
- Mix positive and reversed fine detail on your advertisement.

## Display advertisement sizes

All display advertisements must conform to the advertisement sizes listed. Any data supplied by you must be accurate to the sizes specified. We regret that oversized and undersized origination cannot be accepted. All elements of the advertisement (including borders) must be within that advertisement size area.

(Actual size templates are shown on pages 15-16.)

### Please note


Menu ads - you may supply your own menu or we will create one for you.

We advise that you include a starburst in your main advert directing customers to your menu.

 Black on Yellow

Advertisement size	Height x width (mm)
Quarter Column	53 x 49
Three Eighths Column	81 x 49
Half Column	110 x 49
Double Quarter Column	53 x 101
Double 3/8 Column	81 x 101
Double Half Column	110 x 101
Quarter Page	53 x 152
Half Page	110 x 152
Three Quarter Page	167 x 152
Whole Page	224 x 152
Double Page Spread	224 x 152 x 2
Whole Page Menu	224 x 152
Double Page Menu	224 x 152 x 2


# Colour display advertisement examples for Yellow Pages Directories

 **Black on Yellow**  
This is your standard display advertisement (see page 8).




 **1 Colour on Yellow**  
As well as the usual Black on Yellow advertisement, you may choose one other colour from the palette listed on page 9. The solid colour and any associated tints may be used.




 **White Knock Out**  
This allows you to print black on a white background.




 **1 Colour on White Knock Out**  
As well as the basic White Knock Out advertisement (black text on white back-ground), you may choose one other colour from the palette listed on page 9. The solid colour and any associated tints may be used.




 **2 or 3 Colours on Yellow**  
As well as the usual Black on Yellow advertisement, you may choose two or three other colours from the palette listed on page 9. The solid colours and any associated tints may be used.



 **2 or 3 Colours on White Knock Out**  
As well as the basic White Knock Out advertisement (black text on white back-ground), you may choose two or three other colours from the palette listed on page 9. The solid colours and any associated tints may be used.



 **Full Process Colour**  
Allows any colour choice, full colour photographs and National or Trade logos supplied by you will be produced on a white background.

## Glossary of terms

<b>Reverse</b>	Light detail on a dark background.
<b>Positive</b>	Dark detail on a light background.
<b>Sans Serif</b>	Plain, not decorative type.
<b>Origination</b>	Artwork.

# Creating your colour advert

Name	C	M	Y	K
Magenta	0	100	0	0
20% tint	0	20	0	0
40% tint	0	40	0	0
60% tint	0	60	0	0
80% tint	0	80	0	0
Red	0	100	100	0
20% tint	0	20	20	0
40% tint	0	40	40	0
60% tint	0	60	60	0
80% tint	0	80	80	0
Orange	0	55	100	0
20% tint	0	11	20	0
40% tint	0	22	40	0
60% tint	0	33	60	0
80% tint	0	44	80	0
Gold	0	25	100	0
20% tint	0	5	20	0
40% tint	0	10	40	0
60% tint	0	15	60	0
80% tint	0	20	80	0
Yellow	0	0	100	0
20% tint	0	0	20	0
40% tint	0	0	40	0
60% tint	0	0	60	0
80% tint	0	0	80	0
Lime	40	0	100	0
20% tint	8	0	20	0
40% tint	16	0	40	0
60% tint	24	0	60	0
80% tint	32	0	80	0
Green	70	0	100	0
20% tint	14	0	20	0
40% tint	28	0	40	0
60% tint	42	0	60	0
80% tint	56	0	80	0
Agua	100	0	25	0
20% tint	20	0	5	0
40% tint	40	0	10	0
60% tint	60	0	15	0
80% tint	80	0	20	0
Cyan	100	0	0	0
20% tint	20	0	0	0
40% tint	40	0	0	0
60% tint	60	0	0	0
80% tint	80	0	0	0
Blue	100	50	0	0
20% tint	20	10	0	0
40% tint	40	20	0	0
60% tint	60	30	0	0
80% tint	80	40	0	0
Purple	100	100	0	0
20% tint	20	20	0	0
40% tint	40	40	0	0
60% tint	60	60	0	0
80% tint	80	80	0	0
Grape	60	80	0	0
20% tint	12	16	0	0
40% tint	24	32	0	0
60% tint	36	48	0	0
80% tint	48	64	0	0
Mauve	40	100	0	0
20% tint	8	20	0	0
40% tint	16	40	0	0
60% tint	24	60	0	0
80% tint	32	80	0	0
Brown	50	85	100	0
20% tint	10	17	20	0
40% tint	20	34	40	0
60% tint	30	51	60	0
80% tint	40	68	80	0
Tan	25	60	100	0
20% tint	5	12	20	0
40% tint	10	24	40	0
60% tint	15	36	60	0
80% tint	20	48	80	0

It's important to follow the guidelines set out to ensure the highest quality reproduction of your advertisement. Although we take great care that advertisements published in our directories fulfil expectations, we regret that colours may vary between directories.

#### Please note

These colours print on a yellow background when they appear in the Yellow Pages directory (except if you've chosen a White Knock Out advert).

DO NOT adjust the CMYK colour breakdown shown in the palette opposite to compensate for this.

### Colour guidelines

- It is important that you only use the number of colours allowed for the option you have chosen from the defined colour palette.
- You may only use tints of those colours and no others.
- All colours will be reproduced out of CMYK (Cyan, Magenta, Yellow and Black) four-colour process. Pantone® special colours will not be accepted.
- Only the CMYK references within the colour palette will be accepted for adverts other than Full Process Colour.
- Use colours that best reflect your company, service and overall image.
- Only Full Process Colour advertisements provide the option of including full colour logos. Don't use colours in trade mark & trade association logos unless written confirmation can be provided by the copyright owner to reproduce them in the colours you have specified. Unless Yell are supplied with the above authorisation, all trade mark and trade association logos in 1, 2 or 3 colour advertisements will be reproduced in black.
- Use simple strong colours that complement each other. Too many colours, particularly in a small advertisement, can reduce the overall impact.
- Use of large type reversed-out of a solid colour will ensure impact. Serif or decorative type used in a small advertisement will not print effectively.
- Use contrasting colours for maximum impact.
- Avoid using similar colours or tint combinations for text, e.g. orange on gold.

- Avoid using large areas of solid colour.
  - Colour to colour blends are available only within full colour advertisements.
  - Avoid multiple colours and fine detail in small illustrations.
  - Palette colours on yellow will not look exactly the same as on white. This will be more noticeable when using lighter tints (see 2 or 3 Colours on Yellow example on page 9).
  - Colours represented in the colour palette opposite may not be exactly the same as the colours appearing on your advertisement proof and in the final printed version of the directory.
  - It is recommended that any 100% single solid colour (excluding black) be reduced to an 80% tint. This will give the same visual effect as a solid.
  - Your sales contact can show you examples of colour advertisements which demonstrate many of the above points.
- We regret that advertisements not adhering to the technical specifications colour guidelines may be rejected.
- We reserve the right to intervene in files where colour correction is required for publication.

#### Glossary of terms

<b>Graduated tints</b>	A solid that fades to a lighter tint.
<b>Serif type</b>	A typeface with fine detail at the ends of the strokes.
<b>Colour palette</b>	Colours available for Yellow Pages single and 2 to 3 colour adverts.
<b>CMYK</b>	Cyan, Magenta, Yellow, Key (Black).

# Display advertisement text & type guide

## Text & type styles

The table below recommends minimum type sizes for use within display advertisements.

As you can see, different typefaces can visually vary in size even when set at the same point size.

Serif or decorative type, used either in reverse or colour, require a larger point size for legibility.

Avoid using lightweight typefaces in small point sizes when using colour.

Use contrasting colours for maximum impact. Avoid using similar colours or tint combinations for text, e.g. orange on gold.

Avoid running text over illustrations/ photographs as text may merge with the image. If unavoidable, do use the largest typefaces possible, and when using colour it is advisable to outline text with white, black or a contrasting colour (drop shadows are not always effective).

Ensure typefaces chosen are bold enough if copy is small.

Use 'open' typefaces (avoid heavily condensed faces or fine faces).

Don't use tints on typefaces or use type reversed from tints.

If you use a reverse block, ensure that the text is sans serif and no smaller than 10 point, as it may fill in when printed.

## Tints

Keep tints between 20% and 80%. Lighter tints may disappear. Darker tints may fill in.

Do not use large areas of flat and graduated tints which are likely to show banding.

## Photography

All photographs should be high contrast.

Highly detailed photographs will not reproduce well if used in a very small area of the advertisement.

The minimum recommended published size for a photograph is 25mm x 25mm.

Additional notes on the use of photographs can be found on page 14. Guidance on the use of digital cameras and the supply of digital files can be found on page 13.

## Illustrations & lines

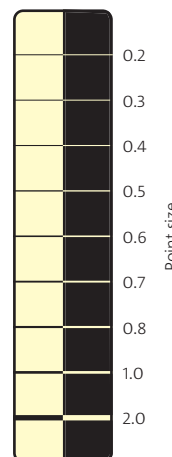
Use illustrations to make your advertisement stand out.

Use broad lines in illustrations, as fine lines can get lost and may not print effectively. We recommend not using lines finer than 0.5 point.

Keep illustrations simple.

Avoid using multiple colours in small illustrations.

It is recommended that maps are not included in ad sizes below Double Three Eighths column. This is to avoid poor reproduction at print stage.



## Minimum type sizes

	Type style					
	Sans Serif	Serif	Bold Serif	Condensed	Script	Outline
Solid black on yellow/white background	6 point	7 point	7 point	8 point	12 point	16 pt
Solid colour on yellow/white background	8 point	8 point	8 point	10 point	12 point	16 pt
Reversed-out from black	8 point bold	12 point	12 point	10 point	14 point	n/a
Reversed-out from solid colour background	8 point bold	12 point	12 point	14 point	14 point	n/a
Solid on tinted background (max tint 30%)	8 point	8 point	8 point	10 point	14 point	16 pt
Black type on a colour background	10 point	12 point	12 point	12 point	14 point	16 pt
Type on a colour image	14 point	14 point	14 point	18 point	18 point	n/a

This table shows a few font/point size examples. Advertisers should ensure they check an actual size print out of their advert to ensure legibility. n/a = not acceptable

# Supplying digital files

## Supplying digital advertisements

Regardless of the software used, your advertisement should ideally be supplied as a PDF, although the following file types are acceptable:

- PDF
- TIFF
- EPS (Encapsulated PostScript file)
- PostScript (Printer file)

Jpeg files may be supplied for photographic references only. They are not advisable for finished adverts containing text due to possible compression effects.

TIFF files must be supplied as flattened CMYK files at a minimum resolution of 600 dpi. Avoid putting anti-aliasing on the text.

EPS files containing fonts must have the fonts converted to outlines/paths.

PostScript and PDF files must have the fonts embedded in the file.

Supplying your files in this way eliminates

problems caused by software and font incompatibility. Legal issues associated with the unlicensed use of fonts will also be avoided. **Our artwork studio will not install supplied fonts.**

The studio will not accept native application files, e.g. QuarkXPress, Microsoft Word, Illustrator etc.

### Creation software

All files must have been prepared using properly licensed versions of graphic software.

### Resolutions

All line art scans within the advertisement should have a minimum resolution of 600 dpi.

Greyscale and full colour photographs within the advertisement should have a minimum resolution of 300 dpi.

### Size

The advert must be supplied at the correct size. For advert dimensions please see pages 5, 6 & 7.

### Corrections to digitally supplied artwork

Our artwork studio will edit the content of digitally supplied advertisements at a customer's request. If the request is not technically possible, then a further disk must be submitted.

The quality and content of digitally supplied adverts is the responsibility of the supplier.

Checking your advert

It is important to view a printed copy of your advert at the correct size, to ensure legibility of the design. Simply viewing on screen can be misleading.

## Supplying digital references

If your advertisement is to be created for you by our artwork studio, you may supply references on disk in one of the file formats listed above.

Line art should be saved at 600 dpi and supplied no smaller than the size to be used in the advertisement.

Greyscale and colour photographs should be saved at 300 dpi and supplied no smaller than the size to be used in the advertisement.

**Do not supply images produced specifically for internet usage or downloaded from the Internet, as these are normally low resolution.**

### General

Many images are copyright controlled. You must be sure you have the right to use any image you include in your advertisement.

All disks must be accompanied by a hard copy (minimum 300 dpi) of the advertisement. This enables us to check final output against your expectations. This must

be printed after your file has been created.

**Failure to supply a hard copy may result in rejection.**

Always keep your own copy of data sent. We cannot return stored data to you.

Your file can be supplied on CD, Floppy or Zip. Your disk will only be returned if this is requested at the time of artwork submission. Please supply an addressed return envelope.

Please check all disks for viruses. Contaminated disks will not be processed and a further submission will be requested.

Please label all disks with your name, the order reference and details of the software used, including the version number. Failure to do so may result in rejection.

Do not send disks in Jiffy bags with fluffy padding as this can cause damage. Take all steps to secure the transportation of disks by following the Royal Mail guidelines.

Note: if you have any queries please call us on 0800 555 444.\*

## Supplying digital camera images

Please ensure you supply digital camera images at the best quality setting available. The minimum acceptable quality will be 300 dpi at the size the image is to appear in the advert.

### Glossary of terms

<b>Serif type</b>	A typeface with fine detail at the ends of the strokes.
<b>Line art</b>	Images, type and logos composed of black lines.

\* Telephone lines are open 8:30am to 6pm Monday to Friday (except Bank Holidays)

# Supplying your display advertisement

## Hard copy references

### Supplying hard copy references

If your advertisement (including menus) is to be created on your behalf by our artwork studio and you wish to supply references to be included in the advertisement, please observe the following guidance.

#### Line art

- Images and type should be unbroken, sharply defined and in focus.
- When supplied for use in colour advertisements, colours must be clearly marked following the defined colour palette. For more details see page 11.
- Many images are copyright controlled. You must be sure you have the right to use any image you supply.
- Do not write on, staple or fold references.

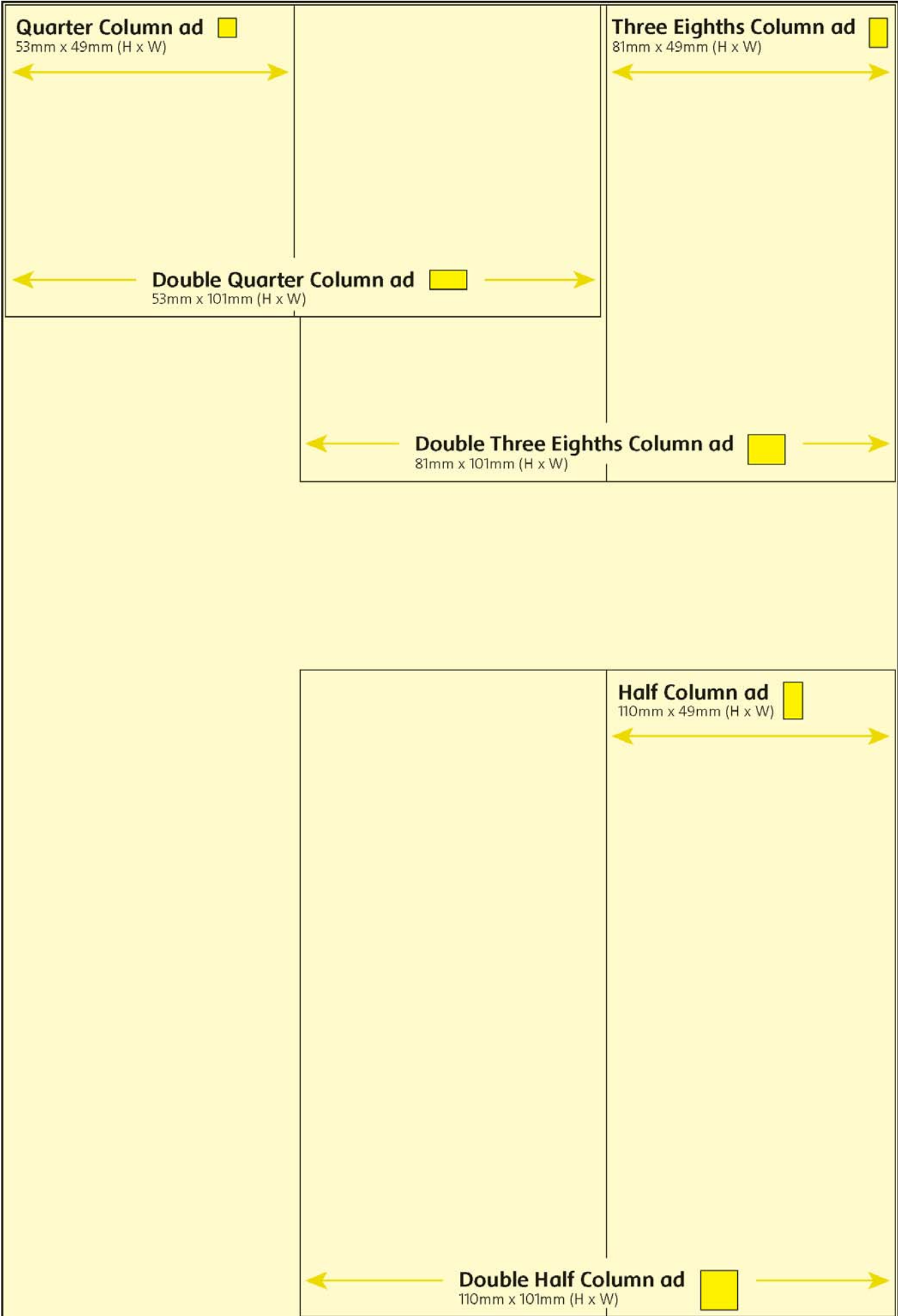
#### Photographs

You can supply photographic references from material such as brochures or magazines but please remember:

- Many photographs are copyright controlled. You must be sure you have the right to use any image you supply.
- Images from printed material will be composed from small individual dots of colour or black. The reference will not be of suitable quality if these dots are clearly visible or if the image will require enlargement.
- In general terms, images printed in glossy magazines and brochures may be acceptable whereas images printed on newsprint or printed on inkjet and laser printers may not be acceptable.
- Professional quality, continuous tone, glossy photographs will give the best results. Transparencies and 35mm slides are also acceptable.
- All photographs should be high contrast. Highly detailed photographs will not reproduce well if used in a very small area of the advertisement.
- The minimum recommended published size for a photograph is 25mm x 25mm.

#### Glossary of terms

<b>Laser</b>	High quality paper printout.
<b>Inkjet</b>	The most common computer printout.
<b>Line art</b>	Images, type and logos composed of black lines.







[yelldirect.com](http://yelldirect.com)

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