



Compact Yellow Pages Directory  
Special ads technical specifications  
October 2010

# Make sure your special advertisement measures up

What makes a good Yellow Pages directory advert?

Simple. Its ability to get you more 'stand out'. And to do that it has to be well designed - whether it's a spine advert, a full colour bound insert, a cover advert or any of our other special adverts.

So as well as providing the technical information you need to create your advert, this guide gives you some 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, including this document, 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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# Creating your special advert

## Getting your advert noticed

Regardless of the special advert you choose, you want to ensure that you are getting maximum impact from this premium product.

To help you to do this, we have produced this simple guide which will help you get the best from your advertising.

Please make sure that you follow the technical guidance contained within this document, as failure to do so may result in us having to return your supplied artwork.

## Getting the most from your design

Do:

- Keep your advert simple. Think of the essential things that make your business stand out from the competition and give them some emphasis. Consider using an imaginative headline to grab attention. Research shows that people are attracted to advertisements that contain relevant information.
- Think about the space available and avoid overcrowding your advert as this will reduce its impact.
- Carefully consider how you use your logos, typefaces, border, illustrations, photographs and colour. Use these well and you will create an advert that has impact and gets noticed.

Don't:

- Clutter up your advertisement - considered use of space in your advertisement will command more attention than you may think.

## Let us design your advert

If you would like us to design your special advert for you, we offer a professional design service. All you have to do is tell your Sales Account Manager what you want to say, supply us with any images and logos - and you can leave the rest to our designers.

# Cover adverts



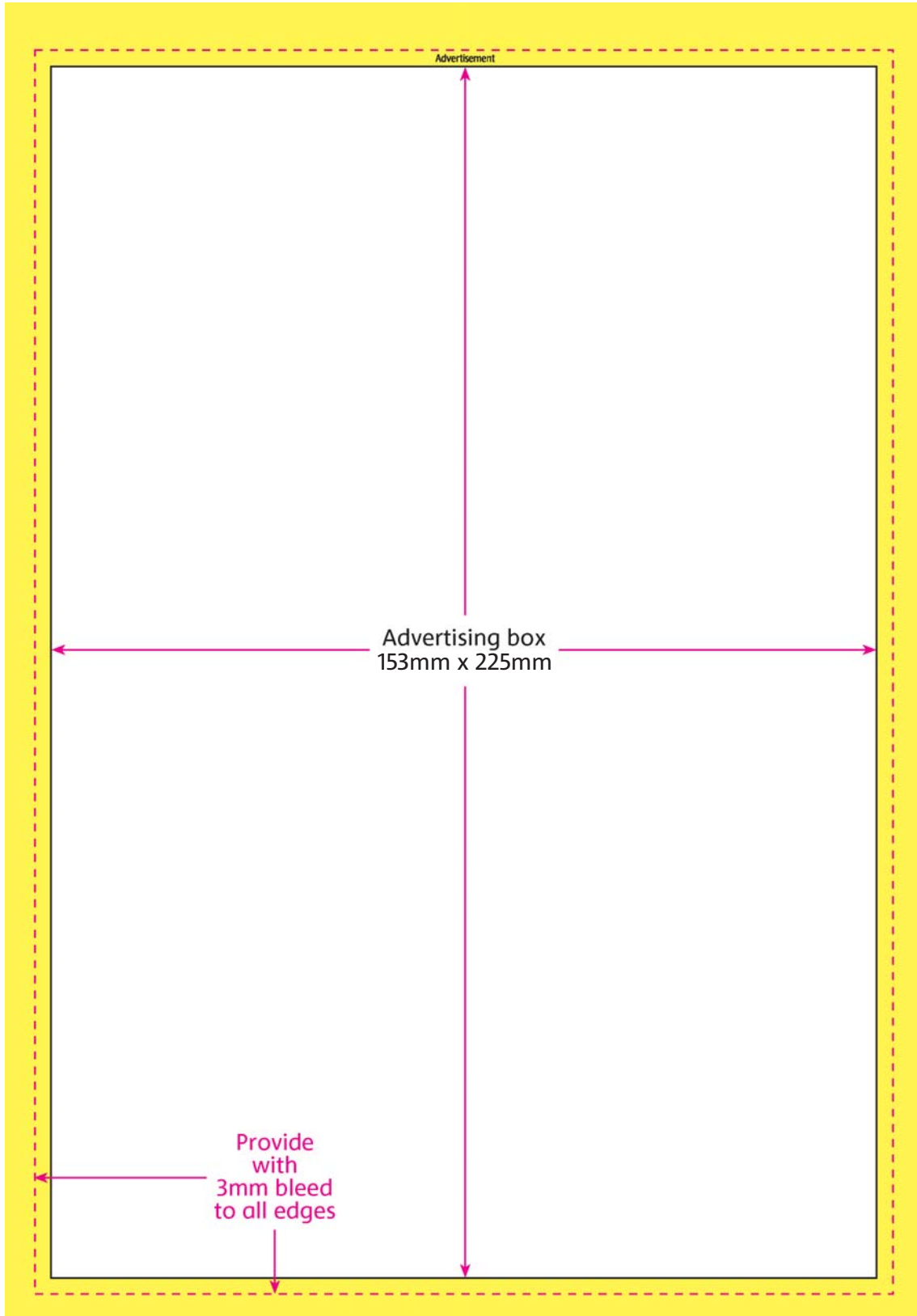
## Inside front, inside back & outside back covers

Inside front, inside back and outside back covers are a very effective and prestigious form of advertising in the Yellow Pages directory.

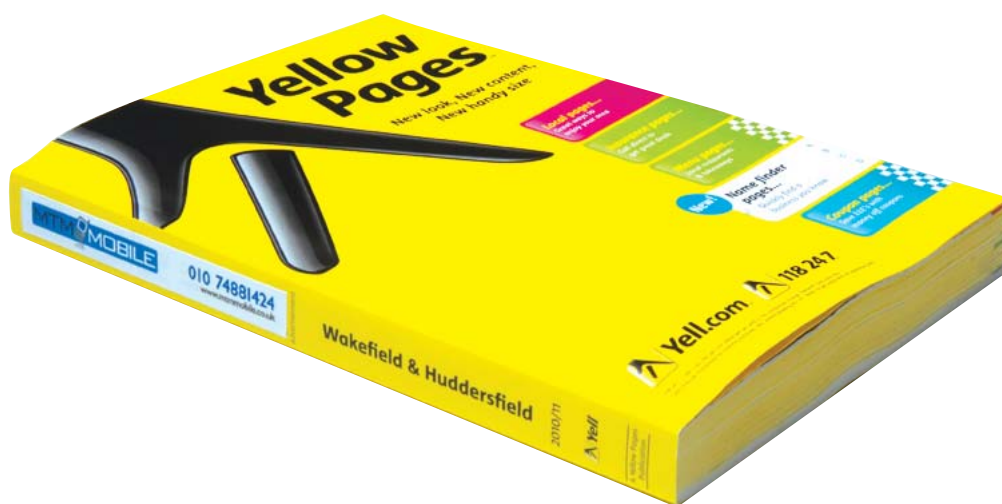
All three options will be printed on Yellow Pages quality cover stock and will be enclosed within a 1 point skyline.

# Cover adverts

Inside front, inside back & outside back covers Technical specification



# Spine adverts



Width

Height  
109mm



Spine adverts give your business excellent visibility as they appear in the top half of the spine of the directory. As such, they are printed on Yellow Pages quality cover stock. They come in varying widths dependent on the number of pages in the directory. The height of the spine advert remains constant.

Your advertisement will be enclosed within a 1 point keyline.

# Spine adverts

## Technical specification

N/A

**Look inside!**  
 Menu! at the front of the Restaurant section  
 Save EEE's money off coupons at the back of the book

**Newport & East Valleys**

2010/11



N/A

**Look inside!**  
 Menu! at the front of the Restaurant section  
 Save EEE's money off coupons at the back of the book

**Chester & North Wales**

2010/11



8mm

**Look inside!**  
 Menu! at the front of the Restaurant section  
 Save EEE's money off coupons at the back of the book

**Carlisle & North Cumbria**

2010/11



10mm

**Look inside!**  
 Menu! at the front of the Restaurant section  
 Save EEE's money off coupons at the back of the book

**Wakefield & Huddersfield**

2010/11



12mm

**Look inside!**  
 Menu! at the front of the Restaurant section  
 Save EEE's money off coupons at the back of the book

**Newcastle Upon Tyne**

2010/11



14mm

**Look inside!**  
 Menu! at the front of the Restaurant section  
 Save EEE's money off coupons at the back of the book

**High Wycombe & Aylesbury**

2010/11



A Yellow Pages Publication

19mm

**Look inside!**  
 Menu! at the front of the Restaurant section  
 Save EEE's money off coupons at the back of the book

**Bradford, Halifax & Skipton**

2010/11



A Yellow Pages Publication

25mm

**Look inside!**  
 Menu! at the front of the Restaurant section  
 Save EEE's money off coupons at the back of the book

**Bradford, Halifax & Skipton**

2010/11



A Yellow Pages Publication

# Spines & bookmarks

## Supplying digital files

### Approval

If you are supplying digital artwork to us for printing, a full size colour proof (including corner trim positions) with full text must be approved by our Publishing Department prior to production.

No changes should be made to agreed copy without the agreement of our Publishing Department on 0118 358 2819.

### Screen angles

Yellow 0° or 90°, Magenta 45°, Cyan 15° or 105°, Black 75°. Duo tones should be angled to avoid screen clash.

### Under colour removal

Minimum 20% in Yellow, Magenta and Cyan.  
Maximum TAC level 280%.

Advertisements containing large, heavy, dark areas, e.g. night time photographs, may require a higher level of UCR. If you think this may apply, please contact our Publishing Department for advice on the number above, before colour separation.

Reversed-out type matter should be produced with the dominant colour for shape and size with the under colours spread, to reduce problems with register during printing. Type matter or detail smaller than 10pt should be reversed-out of one colour only. Fine lettering and thin rules in one colour only.



### Shiners

A 40% tint of cyan should be laid under all large areas of solid black whenever there are no under colours. The tint should be cut back from all white-out areas and reversed-out type.

### Files - supply/format/images/fonts

Files can be accepted on CD or disk.  
Send copies of files not originals.

Label all CDs or disks with your business name, type of advertisement purchased and the name and year of the directory in which the advertisement is to appear.

Please supply all files in recognised page layout application format (e.g. QuarkXpress/Pagemaker).  
The preferred file format is PDF. Alternative file formats are Postscript and EPS.

All files must be complete, fully-assembled pages with high resolution graphics in place. All fonts and images should be embedded.

Pages should be assembled as single pages and should be consistent in dimensions and margins.

A minimum bleed margin of 5mm is required on work that prints to the edge of the page.

Each file (page) must be 100% of the final book size.

All files, including placed graphics must have unique names.



# Cover adverts, spines & bookmarks

## Supplying digital files

Create image backgrounds of white instead of none.

Do not use pre-defined hairline rules, they should be defined to no less than 0.25pt.

Do not include trapping within the file.

Hi-resolution images should be supplied in TIFF, EPS, JPEG or CT format, with only lossless compression used.

All images must be in CMYK format (and Pantone<sup>®</sup> if required) not RGB.

Do not send FPO (for position only) images.

### Fonts

All screen and printer fonts, including those embedded in EPS files, must be supplied.

All fonts should be Adobe Type 1.  
Do not use TrueType fonts.

### Proof specification

The following should be supplied with the CD/disk.

A high resolution digital proof of each page (i.e. digital cromalin), output to Euro Standard tolerances (SWOP). This must be produced from the CD/disk supplied.

We cannot accept responsibility if changes have been made to the ad data supplied after the proof has been produced.

A hard copy printout of the contents of each CD or disk must be supplied.

The digital proofs must have a full colour bar and density information available to scan.

Density readings: Cyan 1.4, Magenta 1.3, Yellow 0.9, Black 1.65.

Dot Gain: Measures in the fine 50% tone area in the Euro Standard control strip.

Cyan & Black 24%, Magenta 22%, Yellow 20% all at +/- 2%.

Sequence:  
Cyan, Magenta, Yellow, Black.

Digital proofs must be 100% size. Each proof should carry individual identification.

### Screen rulings

175 lpi (lines per inch).

# Bound Inserts

## Single & double bound inserts

Bound inserts are one of the most effective and flexible forms of advertising in the Yellow Pages directory they are positioned every 80 pages and you can now specify the classification you want it to be near. There are four different types of bound insert for you to choose from. All bound inserts will be printed on coated board with the following specification, 200gsm, 150micron.



1. The single bound insert option is a single, double-sided, directory-sized page.

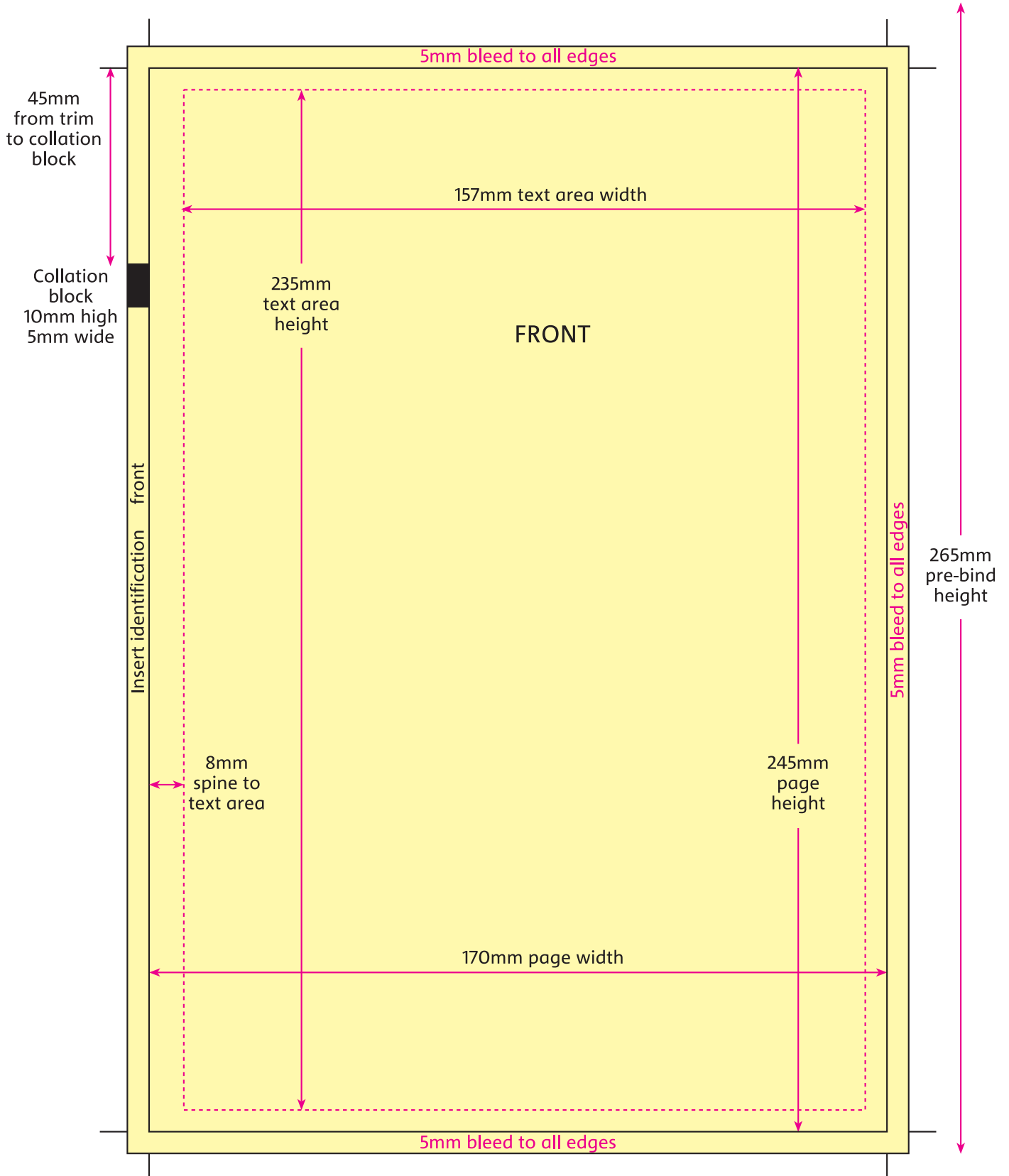


2. The double bound insert option consists of two double-sided, directory-sized pages.

Charge for artwork	£0
A/B Split	£100
Bound Inserts – special finish charges Pantone® Colour Perforations	£1500

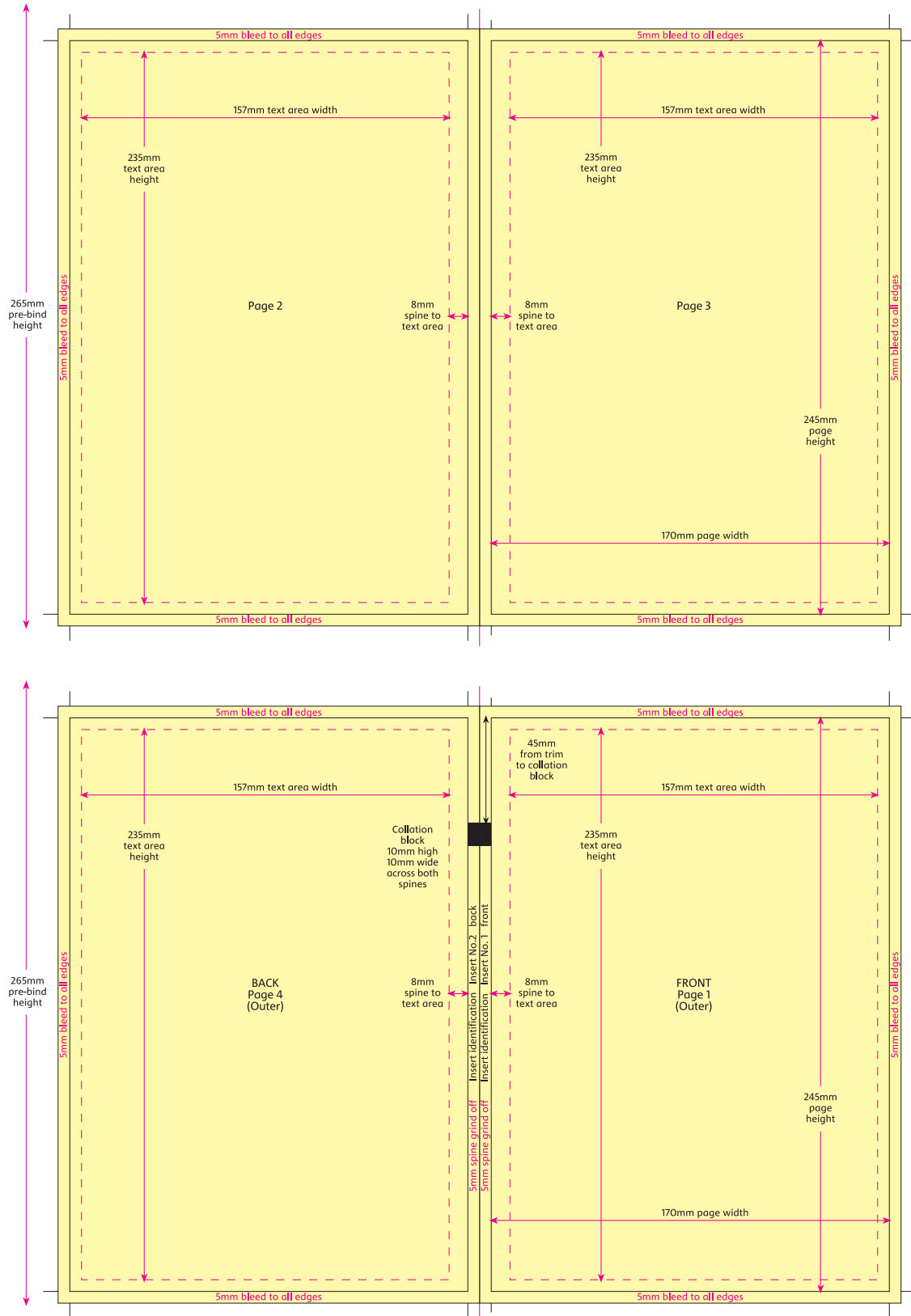
# Single bound insert

## Technical specification



# Double bound insert

## Technical specification



# Fold-out & die-cut inserts

- 3.** Fold-out inserts are a single, double-sided, directory-sized page with a folding flap which can be any width from a minimum of 50mm up to a maximum of 155mm.

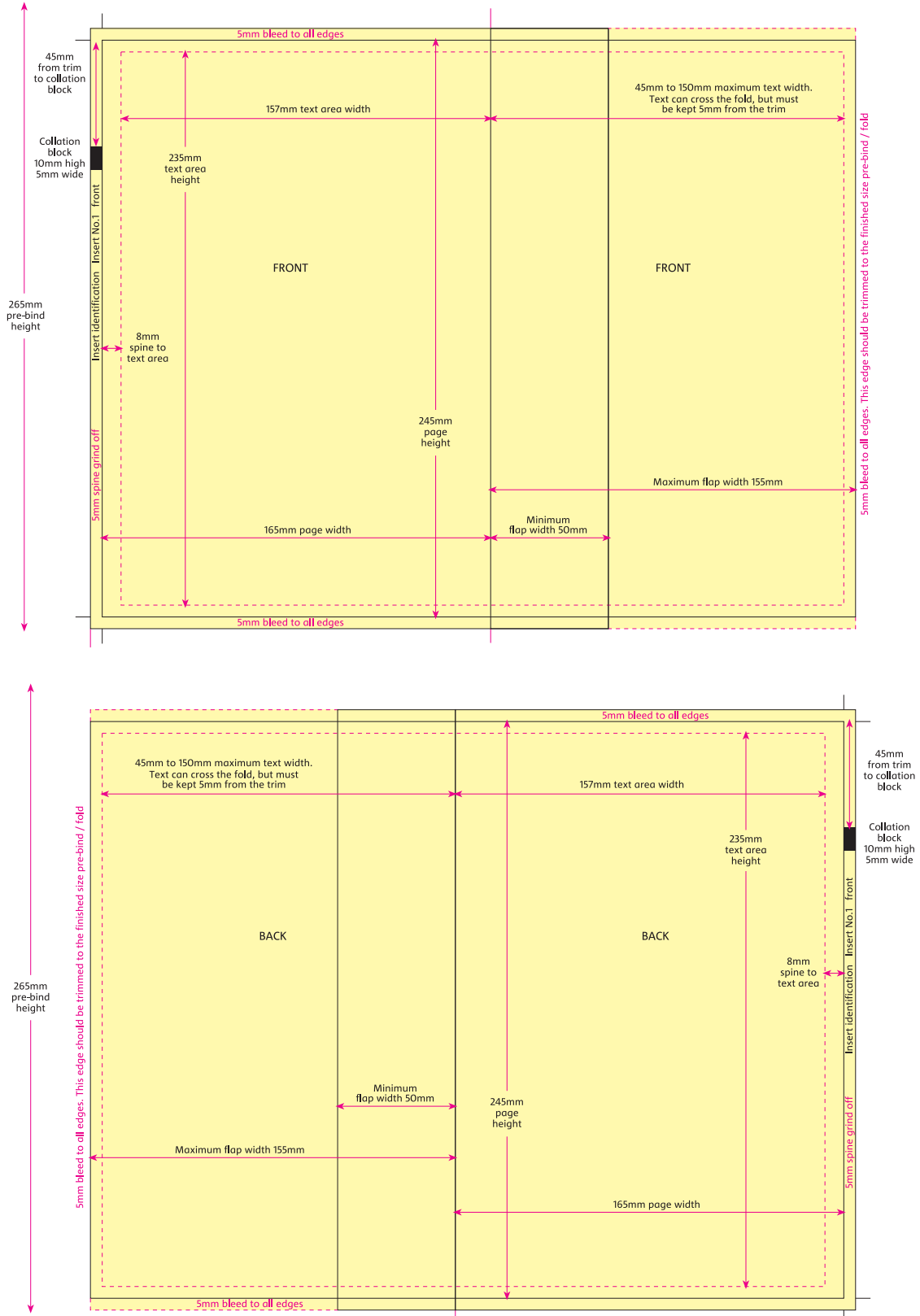


- 4.** Die-cut inserts are a standard single, double or fold out insert die-cut to the outside edges following your design.

The binding spine edge of your die-cut insert must remain square to enable the insert to be bound in the directory. The die-cut must start no closer than 22mm from the binding (spine) edge, but may extend to all other edges. Additional costs will be involved.

# Fold-out insert

## Technical specification



# Bound inserts

## Supplying digital files

### Approval

If you are supplying digital artwork for us to print, a full size colour proof (including corner trim positions) with full text must be approved prior to production.

No changes should be made to agreed copy without the agreement of our Publishing Department on 0118 358 2819.

### Screen angles

Yellow 0° or 90°, Magenta 45°, Cyan 15° or 105°, Black 75°. Duo tones should be angled to avoid screen clash.

### Under colour removal

Minimum 20% in Yellow, Magenta and Cyan.  
Maximum TAC level 280%.

Advertisements containing large, heavy, dark areas, e.g. night time photographs may require a higher level of UCR. If you think this may apply, please contact our Publishing Department for advice on the number above, before colour separation.

Reversed-out type matter should be produced with the dominant colour for shape and size, with the under colours spread to reduce problems with register during printing. Type matter or detail smaller than 10pt should be reversed-out of one colour only. Fine lettering and thin rules in one colour only.



### Shiners

A 40% tint of cyan should be laid under all large areas of solid black whenever there are no under colours. The tint should be cut back from all white-out areas and reversed-out type.

### Files - supply/format/images/fonts

Files can be accepted on CD or disk. Send copies of files not originals.

Label all CDs or disks with your business name, type of advertisement purchased and the name and year of the directory in which the advertisement is to appear.

Please supply all files in recognised page layout application format (e.g. QuarkXpress/Pagemaker). The preferred file format is PDF. Alternative file formats are Postscript and EPS.

All files must be complete, fully-assembled pages with high resolution graphics in place. All fonts and images should be embedded.

Pages should be assembled as single pages and should be consistent in dimensions and margins.

A minimum bleed margin of 5mm is required on work that prints to the edge of the page.

Each file (page) must be 100% of the final book size.

All files, including placed graphics, must have unique names.



# Bound inserts

## Technical specifications

Create image backgrounds of white instead of none.

Do not use pre-defined hairline rules; they should be defined to no less than 0.25pt.

Do not include trapping within the file.

High resolution images should be supplied in TIFF, EPS, JPEG or CT format, with only lossless compression used.

All images must be in CMYK (Cyan, Magenta, Yellow and Black) format (and Pantone® if required) not RGB (Red, Green and Blue).

Spot colour (Pantone®) names used in placed graphics must be consistent throughout.

Do not send FPO (for position only) images.

### Fonts

All screen and printer fonts, including those embedded in EPS files, must be supplied.

All fonts should be Adobe Type 1. Do not use TrueType fonts.

### Proof specification

The following should be supplied with the CD/disk:

A high resolution digital proof of each page (i.e. digital cromalin) output to Euro Standard tolerances (SWOP). This must be produced from the CD/disk supplied. We cannot accept responsibility if changes have been made to the ad data supplied after the proof has been produced.

Hard copy printout of the contents of each CD/disk supplied.

The digital proof must have a full colour bar and density information available to scan.

Density readings: Cyan 1.4, Magenta 1.3, Yellow 0.9, Black 1.65.

Dot Gain: Measures in the fine 50% tone area in the Euro Standard control strip.

Cyan & Black 24%, Magenta 22%, Yellow 20% all at +/- 2%

Sequence:  
Cyan, Magenta, Yellow, Black.

Digital proofs must be 100% size. Each proof should carry individual identification. A file pagination list must be included to ensure that the pages are processed in the correct sequence.

### Identification

All types of Bound Insert must include a black collation marker, measuring 5mm (w) x 10mm (d), printed in the spine trim area, 45mm down from the top and bleeding into the spine on front and back (see layouts).

Additionally, the words 'FRONT' and 'BACK' should be printed as appropriate in the spine trim area together with the Directory name and Advertiser's name (e.g. FRONT - BRISTOL - TAYLORS KITCHENS AND BATHROOMS) (see layouts).

### Screen rulings

175 lpi (lines per inch) - Gloss board

150 lpi (lines per inch) - Uncoated board

110 lpi (lines per inch) - Web presses i.e. Classified or Preface.

### Special requirements

If you have bespoke requirements (such as Pantone® colours or perforations) please contact the Publishing Department on 0118 358 2819.

Perforations must be litho produced and must end at least 22mm from the binding (spine) edge but may extend to all other edges.

For Fold-out Bound Inserts, vertical perforations are permitted on the fold, however, the cut pattern must be approved by the directory printer prior to production.

Reply Paid Cards must adhere to Post Office specified sizes and design.

# Bookmarks

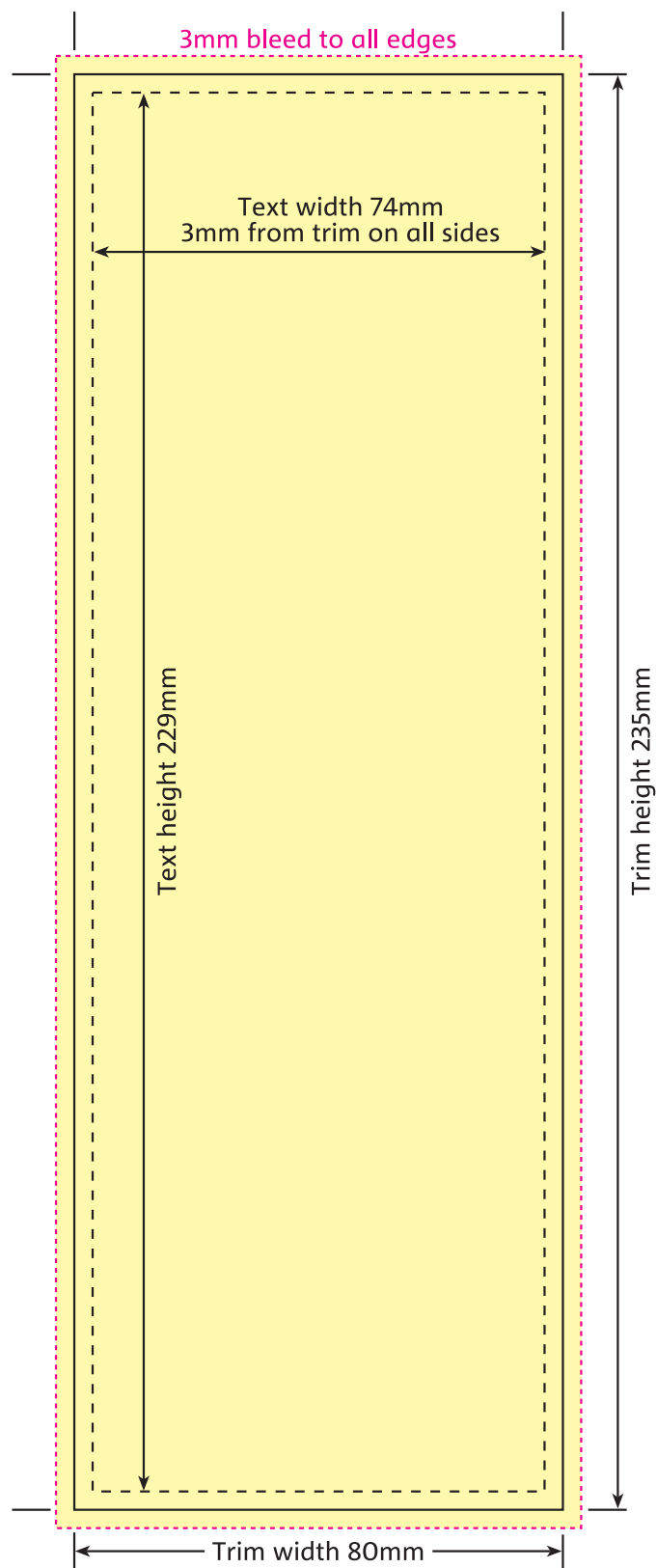


Bookmarks are single leaf advertisements which are designed to be used as markers within the directory. Only one bookmark per edition is allowed and since users will handle them frequently your business will have excellent visibility. They are a standard size and have a standard Yell branded reverse area giving users space to record useful numbers.

The front of the bookmark will contain your design and sales message. Your bookmark will be printed on Yellow Pages quality cover stock: 200gsm, 190 Micron board.

# Bookmarks

## Technical specification



# Loose inserts

Loose inserts are adverts delivered inside the Yellow Pages poly bag and not bound within the directory. They are an opportunity to generate brand awareness instantly and are targeted at an individual directory level, either regionally or nationally. They are printed on quality paper with a maximum of eight inserts per directory with one advertiser per insert and business sector exclusivity branding\*.



\* Solus policy

So as not to confuse users and/or dilute advertiser response rates, a single-category, advertisement-content policy is applied by Yell to its loose inserts product - i.e. you can only have one hearing aid company per directory. Customers may secure exclusivity for one category of loose inserts in a directory provided a minimum of 50,000 loose inserts are ordered per directory. Customers may only agree an exclusive arrangement for one year cycle of directories - details available on request.

# Loose inserts

## Technical specifications

A maximum of eight inserts per edition are allowed.

Single leaf, one roll fold and multiple folds are acceptable.

Concertina folds are not acceptable.

Saddle stitched inserts will be considered.

Max size - 160mm x 235mm  
Min size - 80mm x 80mm

Max stock weight - 250gsm  
Min stock weight - 80gsm

Max micron content - 275  
Min micron content - 80

Max pages - 16 (one insert only per edition at this size)

### Booking

Space availability has to be confirmed by your Sales Account Manager prior to any booking(s) being made.

### Insert approval

Your Sales Account Manager will confirm the required supply dates.

Text copy must be submitted by the relevant date.

Repeat copy can be instructed for forthcoming editions.

Three samples of paper stock must be supplied for approval, ideally in the same format that the insert will appear. Written confirmation will be required if you are unable to do this.

Please supply to your Sales Account Manager or send direct to:  
Yell Publishing Dept., 8th Floor, One Reading Central, Forbury Road, Reading RG1 3YL.

State the editions intended for inclusion.

### Multi product inserts

An advertiser is permitted to advertise more than one product type within their advertisement providing that the additional product(s) do not take up more than 25 percent of the coverage area of one side.

### Production

Inserts can be customer supplied or Yell can produce these for you.

Total print requirements will be confirmed by your Sales Account Manager (approx. 2-3 months before production of the required edition).

Your Sales Account Manager will supply a Certificate of insertion(s) to you.

### Deliveries

Insert printers and suppliers must adhere to the Supplementary Conditions for delivery instructions. These can be obtained from:  
Yell Publishing Dept., 8th Floor One Reading Central, Forbury Road, Reading RG1 3YL.  
They can also be found on our website at [www.yelldirect.com/techspec](http://www.yelldirect.com/techspec)

Directory production will not be stopped due to any shortfall or presentation issues in delivery.

# Branded fillers

Your local menus at the front of this section

**Restaurants - Chinese 690**

**Indian** 49mm

**asa**  
AWARD WINNING RESTAURANT  
Experience Our Fine Food  
Great Atmosphere & Outstanding Service  
**010 7375 1888**  
88a Whitechapel High St, Anytown

**GREEN DRAGON**  
CHINESE RESTAURANT  
Exquisite Dining  
In Unique Surroundings  
**010 8535 2266**  
49 High St, Wanstead, Anytown

**Provision**  
INSURANCE SERVICES  
[www.provisioninsurance.co.uk](http://www.provisioninsurance.co.uk)  
**0161 715 8343**

**Spice Raj**  
See ad on this page  
137 George Lane, Anytown (010) 8536 4050

**Italian**

**Prosecca**  
FINE ITALIAN CUISINE  
ADDRESS: 106-108 High rd, Anytown  
TEL: 010 8502 3991  
WEB: www.any-web-site.co.uk

**English**

**The Carvery**  
Fine dining  
York Rd., Anytown.  
T: 010 8477 1399

**FRANKS RESTAURANT**  
Group bookings available.  
125 Roman Rd., Anytown.  
T: 010 8809 4923

**Bok Choi RESTAURANT**  
FOR A WIDE RANGE OF PEKING AND SZECHWAN  
GOOD FOOD GUIDE AWARD  
FULL TAKEAWAY MENU  
PARTIES  
BUSINESS LUNCHESES / WEDDINGS  
FREE DELIVERY  
6pm - 10pm for orders over £10  
Last orders is 9.45pm  
20% OFF TAKEAWAY ORDERS  
TEL: 010 8478 5797  
12 Ilford Lane, Anytown

**Local food, cooked fresh, every day!**  
See Menu at front of restaurant  
• Restaurant & bar  
• Lunch & evening menu  
• Function suites  
**The Green Feathers Inn**  
**01631 888 6855**  
64 Lowergrasslands Rd, Anytown

**Henry's Restaurant**  
Good pub food.  
The Isis Building, Anytown.  
T: 010 8503 3636

**NEW WORLD**  
Vietnamese Restaurant  
Specialisig in Vietnamese & Chinese Culsine  
Multi Award Winning  
Open Mon - Sat  
Meat, Seafood & Vegetarian Dishes  
511 Hackney Rd, Anytown  
**010 7729 1911**  
[www.any-web-site.co.uk](http://www.any-web-site.co.uk)

**Green Feathers The,**  
See ad on this page  
64 Lowergrasslands Rd, Anytown (01631) 888 6855

**New World**  
See ad on this page  
511 Hackney Rd, Anytown (010) 7729 1911

**Provision**  
INSURANCE SERVICES  
[www.provisioninsurance.co.uk](http://www.provisioninsurance.co.uk)  
**0161 715 8343**

# Branded fillers

## Technical specifications & guidelines

### Colour Guidelines

- All colours will be reproduced out of CMYK (Cyan, Magenta, Yellow and Black) full colour process. Pantone® special colours will not be accepted.
- Full Process Colour advertisements provide the option of including full colour logos. Don't use colour in trade mark logos, word marks and trade association logos unless written permission is provided by the trade mark or copyright owner confirming that the logo/word can be reproduced in the colours you have specified. Unless Yell is supplied with the above authorisation, complete with the specified CMYK percentages, all trade mark & trade association logos will be reproduced in black on a yellow background.
- Keep tints between 20% and 80%. Lighter tints may disappear. Darker tints may fill in.

### Text & Type Styles

- As a rough guide, don't use anything smaller than 6pt for a sans serif font and 8pt for a serif font.
- 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 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.

### Supplying your artwork digitally

- Regardless of the software used, your advertisement should ideally be supplied as a PostScript file. Fonts must be embedded or converted to outlines. The Studio will not accept native application files, e.g. QuarkXPress.
- TIFF files formats are acceptable. These must be supplied as flattened CMYK files. The resolution should be 600dpi. Avoid putting anti-aliasing on the text. Do not use digital compression. EPS files formats are also acceptable. EPS files containing fonts must have the fonts converted to outlines/paths. 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.

### Advert Rules

- The advert can be designed to the advertiser's own specification as long as this meets Yell's ad policy and technical specification requirements.
- Branded Filler advertising can be a full colour advertisement.
- Background colours may be used where they form part of the advertiser's corporate colours.
- No key lines will be allowed around the filler advert slot.
- Adverts that mimic YP use of font/typographic style and colour are unacceptable.
- The advert sizes stated in this document are the maximum space that an advertiser may use. Please see below for exact advert size.
- The entire filler space is allocated to the advertiser.

### Branded Filler Package Details

Advertiser artwork occupies entire filler space within the specified sector classifications.

The advertiser will be required to supply 48 pieces of artwork at the following sizes



49mm W by	100mm W by	152mm W by
12mm D	12mm D	12mm D
26mm D	26mm D	26mm D
39mm D	39mm D	39mm D
52mm D	52mm D	52mm D
67mm D	67mm D	67mm D
80mm D	80mm D	80mm D
94mm D	94mm D	94mm D
108mm D	108mm D	108mm D
121mm D	121mm D	121mm D
135mm D	135mm D	135mm D
148mm D	148mm D	148mm D
162mm D	162mm D	162mm D
175mm D	175mm D	175mm D
189mm D	189mm D	189mm D
203mm D	203mm D	203mm D
221mm D	221mm D	221mm D



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

Published by Yell Limited, 8th Floor, One Reading Central, Forbury Road, Reading RG1 3YL

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