

ACCEPTABLE SOFTWARE AND AD FILE FORMATS

Preferred Format:

Illustrator version CS4 or lower (.ai, .eps, .pdf)

Also Accepted:

Photoshop version CS4 or lower (.psd, .tif, .jpg)

Spot colour cannot be used in this format.

- Customer or CMR supplied ads accepted in other standard/popular formats will be converted to EPS.
- YPG does not accept fully flattened ads done in Photoshop.

***Make sure that all images and contents are embedded.**



FONTS / TYPEFACE

Yellow Pages Group uses the **Adobe Type 1 Font Folio** (see complete Adobe Type 1 font list). Only Adobe Type 1 fonts from our list can be left in editable text in our ads since they are compatible with the ones used by the printer. Any other fonts such as True Type or OpenType are unacceptable & need to be converted to outlines. ***Only the List Name, List # & the company's Slogan can be but in outline, the rest needs to be in editable text.***

A client can provide his own fonts electronically and we will temporarily install them so we are able to produce his ad (E-ART). The ad will be produced with similar editable text if we do not have the client's fonts. This will allow users to search by keyword in browsers such as Google, which is handy for ads appearing on YellowPages.ca. However if the client insists on having his fonts in non-editable text, we will do what the client wants and convert all fonts to outline (last resort).

Graphic specifications for characters:

- **Black on yellow or white:**
6 pts minimum size
- **Reverse background for colour, coloured text:**
8pts (Sans Serif) and 10pt (Serif)
- **Minimum required size for visibility on 50% screen:**
8pts (Sans Serif) and 10pt (Serif)
- **Acceptable 20% gray background with black text:**
8pts (Sans Serif) and 10pt (Serif)



IMAGES SPECIFICATIONS

- All images resolution have to be 300 DPI except for line Art (Bitmap images) which should be 1200 DPI at 100% size.
- Graphics downloaded from the internet are not acceptable.
- The total ink density of the darkest colours must not exceed 220% for core product and 280% for Premium product.

***Images within the ad must be embedded and not linked.**

Flattened Artwork is not recommended. Graphics need a editable file in case we need to make changes.

Web images are NOT ACCEPTABLE for print publication

Please be aware of copyright regulations.

We are only permitted to use artwork from Getty Images and images that customers are licensed to use. We cannot use pictures found on the Web.



COLOUR SPECIFICATIONS

Colour Format

- Only online products should be supplied in RGB
RGB are not acceptable for printing purposes.
- All other supplied Artwork should be CMYK
- Grayscale or CMYK
Customer supplied ads submitted in RGB (Pantone) will be converted to CMYK or Grayscale as appropriate.

NB: YPG is not responsible for colour variances occurring during the RGB to CMYK conversion.

An ideal Blue is 100% Cyan + 30% to 50% Magenta. Higher than 50% will result in a purple colour.

An ideal Red is 100% Magenta + 100% Yellow.

Black Ads

DO NOT USE 4 colour black (Rich Black).

If an ad is supplied in 4 colour black, it will be changed to 100% black.

Spot Colour & One Colour Ads

Western:

A grayscale ad + any one colour in any CMYK combination.

Eastern & Central:

When creating a spot colour ad use the following YPG spot colour mixes:

- Red 100% Magenta + 60% Yellow,
- Blue 100% Cyan + 35% Magenta
- Green 100% Cyan + 90% Yellow

Acceptable gradients in YPG colour products can be made up of one colour, two colours or more. However, each YPG colour part of the gradient must be separated by a white space of at least one point in thickness.

Duo Tones

Spot / One Coloured ads containing duo-tones are not acceptable.



Total Ink Density

Core Products

The total density of the darkest colours must not exceed **220%**. This calculation is based on the combination of CMYK colours.

For example, a dark blue composed of 100% cyan, 100% magenta, 0% yellow and 20% black would be at the maximum density permitted. See section: Colour Settings and Common Process Colours

Premium products

The density limit is **280%** for premium ads appearing on the outside cover (pressboard with glossy finish) or inside cover (pressboard with matte finish) of the directory. See section: Colour Settings of Specialty Products.

Black Ink Coverage

As a guideline, entire ads should not be set as 100%K black reverse. If reverse black is used for more than 50% of the ad area, the black should be reduced to 60%K to avoid impacting the quality of ads on the reverse (back) side of the page.



BORDERS GUIDELINES

Ad space must be visually defined. At least 3 sides of the ad must be defined with a shape border.

If an irregular shape border is used, the outer edges of the border have to touch the boundaries of the ad space.

- A white knockout cannot be used as a border
- Any new ads that come into Graphic Services without a border request will have a 1 point black border added to it.
- A border of 0.5 point or less is not recommended.
- The use of the color yellow as a border is not recommended since the page is printed with a 20% yellow
- Dotted border are not allowed.

See attached visual for acceptable borders.

