

ELECTRONIC ARTWORK SPECIFICATIONS



United
YELLOW PAGES

We have a PC Based Art Department in which our artists are fully capable of accepting and manipulating various file types, however, we do have certain specifications that we require. We design our ads in Adobe InDesign CS and use Photoshop CS to manipulate our artwork. Please supply artwork on a cd or a zip disk. For emailing artwork see below.

Acceptable

We accept files created in

Photoshop, Illustrator, Quark, InDesign, and Freehand

These include file extensions such as .tif, .psd, .jpg, .eps, .qxd, .indd, and .ai

Fonts (text)

Must be converted to outlines or curves or in order to maintain the appearance of the fonts. Our fonts are limited to a small selection due to printing and postscript errors. (No Truetype fonts)

Color Ads Must Be CMYK Only

Resolution should be a minimum of 300 dpi, those that are supplied at a low resolution such as 72 dpi **WILL** appear fuzzy.

Not Acceptable

We do not accept

Microsoft Office, and CorelDraw (although exporting a .eps is fine)

UYP would prefer a print of the art so we can scan or recreate it.

Emailing Artwork

Files less than 1 Meg can be emailed to:

art@unitedyp.com (We accept .zip files to decrease file size)

The email must include **Business Name, Phone #, Designer's Name and Designer's Phone** in the body of the email. The subject line must include the business name and phone number.

Tips

Please send ads ready-to-go, and made to the proper dimensions. We assume what you send us is what you want to appear in print. You can visit our website for more info at www.unitedyellowpages.com

12442 Knott St. 2nd Floor, Garden Grove, CA 92841 800-343-2046

Please detach this form and staple it to the cophysheet

I have read the requirements above and would like to supply my ad or artwork in a digital format. I understand that I must have the digital file emailed to UYP within 5 days from the contract date or UYP has the right to cancel the advertising for the books listed below.

Directories: 1 _____ 2 _____ 3 _____ 4 _____

Artist Name: _____ Phone: _____

Advertisers Name: _____

Advertisers Authorization (signature): _____ Date: _____

AD SIZES		
4 COLUMN		
FP	7.152 W 9.444 H	42p11 W 56p8 H
TQPV	5.333 W 9.444 H	32p W 56p8 H
THC	5.333 W 4.666 H	32p W 28p H
HP	7.152 W 4.666 H	7.152 W 4.666 H
DHC	3.5 W 4.666 H	21p W 28p H
TQC	5.333 W 2.283 H	32p W 13p8 H
DQC	3.5 W 2.283 H	21p W 13p8 H
HC	1.694 W 4.666 H	10p2 W 28p H
QC	1.694 W 2.283 H	10p2 W 13p8 H
AFB	6.333 W 1.833 H	38p W 11p H
AHB	3.069W 1.833 H	18p5 W 11p H
3 COLUMN		
FP	6.375 W 9.444 H	38p3 W 56p8 H
TTP	4.208 W 9.444 H	10p2 W 13p8 H
HP	6.375 W 4.666 H	38p3 W 25p3 H
TQC	6.375 W 2.283 H	38p3 W 13p8 H
DHC	4.208 W 4.666 H	25p3 W 28p H
DQC	4.208 W 2.283 H	25p3 W 13p8 H
HC	2.041 W 4.666 H	12p3 W 28p H
QC	2.041 W 2.283 H	12p3 W 13p8 H
AFB	5.833 W 1.833 H	35p W 11p H
AHB	2.833W 1.833 H	17p W 11p H

