



Display Ads - Standardized Display Ad Specifications

Specifications:

| | |
|--|---|
| Acceptable File Formats | Preferred Format: EPS created in Illustrator/Photoshop CS2 or lower 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. NB: Please ensure a printed layout (AWT for CMRs) or PDF of the ad is also submitted for proofing purposes. |
| Fonts | GSF: Ensure fonts are not outlined. Fonts available as per YPG's National Font Library. Customer ads must be submitted using YPG approved fonts when submitting ads, and must not be curved or outlined. Please see page 2 for the list of YPG Approved Fonts. CMRs: All fonts within the ad need to be converted to "curves" or "outlines". |
| Images | Images within the ad must be embedded and not linked. |
| Sizes | All ads must be exactly the correct size as outlined in Pages 3, 4, and 5. |
| Resolution | Images: 200-dpi Logos: Raster – 200 dpi, Bitmap - 1000 dpi Specialty Products: 300 dpi |
| Colour Format | Greyscale or CMYK – Customer or CMR supplied ads submitted in RGB (Pantone) will be converted to CMYK or Greyscale as appropriate. NB: YPG is not responsible for colour variances occurring during the RGB to CMYK conversion. |
| Total Ink | 220% for any ads printed on directory stock including Specialty Products 280% maximum for Specialty Products printed on glossy stock. |
| Type-Min. Point Sizes | Black on Yellow or White - Minimum font 6 pts Reverse background of any colour, coloured text -Minimum font 8 pts |
| Black Ink Coverage | Recommendation: If K (black) is at 100% - Max. of 50% ad coverage is allowed. If the client desires an entirely black background then K must not exceed 60% density. This is a design rule for ads created at YPG. Non-compliance for customer or CMR supplied ads will not be enforced. |
| Borders | It is suggested that all ads have a border; however, this is not mandatory. Other graphic elements can be used in place of, or in conjunction with, a border. Please see pages 6 and 7 for examples. 1) If an element does not look like it is part of an ad (floating element), a border should be added to enclose the ad. A white knockout cannot be used as a border for either a process ad or with Yellow Pages Group spot colour (see illustration 1). 2) Any new ads that come into Graphic Services without a border request will have a 1 point black border added to it. 3) A border of 0.5 points or less is not recommended. 4) Variations of the colour yellow are not recommended for a border since the page is printed with a 20% yellow (see illustration 2 on page 6). |
| Spot Colour Ads/ One Colour Ads | Current Western Spec: A greyscale ad + any one colour in any CMYK combination. Current Eastern & Central Spec: Please see Page 8 for proper Spot Colours. |
| Duo Tones | Spot/One Coloured ads containing duo-tones are not acceptable. Please see Page 9 for example. |
| Area Codes | Most YPG ads require area codes with the exception of ads being placed in Atlantic Canada, Manitoba, the Yukon, Northwest Territories (and Nunavut), as well as the following areas in Ontario: Lindsay-Peterborough (Lindsay, Peterborough, Campbellford), Sault Ste. Marie (Elliot Lake, Sault Ste. Marie, Wawa), Sudbury, Northwestern Ontario (Nipigon, Fort Frances, Red Lake), Muskoka (Bracebridge, Huntsville, Parry Sound), Barrie (Alliston, Barrie, Collingwood, Midland, Orillia), Thunder Bay, Cochrane-Timmins, Hearst-Kapuskasing, Temiskaming Shores (Kirkland Lake, Temiskaming) and Kenora. |

Please note: These specifications are for new ads only. All standing orders will be "grandfathered" and there is no need to change or resubmit these ads. Should there be changes to an existing ad, however slight, the specifications outlined herein will apply.



Yellow Pages™
The Find Engine™

Your complete
local directory



YPG's National Font Library

(Please click on the attachment tab or paper clip icon at the bottom left hand corner of this screen.)



Ad sizes for Yellow Pages Directories

4 Column Directories (9" x 11")

ON & QC: 009, 010, 012, 013, 014, 017, 019, 022, 023, 027, 028, 029, 031, 035, 038, 510, 530, 536, 537, 540, 544, 570, 580, 610, 630, 640, 650, 680, 700, 720, 733, 735, 750, 770, 790, 810, 850, 870

ATL: 051, 052, 053, 054, 055, 340, 341, 342, 343, 344, 345, 346, 347, 348, 890, 898, 900

BC, AB, MB: 85025, 85027, 85065, 85100, 85110, 85120, 85300, 85315, 85354, 85550, 85566, 85750, 85800, 85926, 85950, 86022, 86034, 86046, 86058, 86120, 86144, 86168, 86192, 86216, 86264, 86288, 86350, 86374, 86398, 86446, 86494, 86518, 86542, 86566, 86604, 86628, 86652, 86724, 86748, 86772, 86820, 86825, 86831, 86832, 86834, 86844, 86856, 86868, 86892, 86926, 86950, 87710, 87900, 104321

| TYPE | Points | Centimeters | Inches |
|---|-----------|---------------|--------------|
| QC | 144 x 174 | 5.08 x 6.14 | 2 x 2.42 |
| 1x35 (MB only - discontinued as of WPG 08) | 144 x 252 | 5.08 x 8.89 | 2 x 3.5 |
| 2UD | 294 x 132 | 10.37 x 4.66 | 4.08 x 1.83 |
| 3U | 144 x 266 | 5.08 x 9.38 | 2 x 3.69 |
| DQC | 294 x 174 | 10.37 x 6.14 | 4.08 x 2.42 |
| HC | 144 x 360 | 5.08 x 12.7 | 2 x 5 |
| TQC | 444 x 174 | 15.66 x 6.14 | 6.17 x 2.42 |
| TQV (MB only - discontinued as of WPG 08) | 144 x 546 | 5.08 x 19.26 | 2 x 7.58 |
| 4UD | 294 x 276 | 10.37 x 9.74 | 4.08 x 3.83 |
| DHC | 294 x 360 | 10.37 x 12.7 | 4.08 x 5 |
| 2x6 (MB only) | 294 x 432 | 10.37 x 15.24 | 4.08 x 6 |
| THC (AB, BC, Mb only) | 444 x 360 | 15.66 x 12.7 | 6.17 x 5 |
| DTQ | 294 x 546 | 10.37 x 19.26 | 4.08 x 7.58 |
| 4X5 (ON, QC, ATL only) | 594 x 360 | 20.96 x 12.7 | 8.25 x 5 |
| HP (BC, AB, MB) | 594 x 360 | 20.96 x 12.7 | 8.25 x 5 |
| DC (MB only - discontinued as of WPG 08) | 294 x 732 | 10.37 x 25.82 | 4.08 x 10.17 |
| FP | 594 x 732 | 20.96 x 25.82 | 8.25 x 10.17 |
| DFP1 & DFP2 (ON, QC, ATL) | 594 x 732 | 20.96 x 25.82 | 8.25 x 10.17 |
| DFL & DFR (AB, MB) | 594 x 732 | 20.96 x 25.82 | 8.25 x 10.17 |
| DTL & DTR-BC | 594 x 732 | 20.96 x 25.82 | 8.25 x 10.17 |

3 Column Directories (7" x 11")

ON & QC: 008, 024, 032, 033, 034, 036, 037, 505, 521, 535, 690, 830

AB, MB: 85050, 85075, 85165, 85290, 87819, 87052, 87241, 87029, 87895, 87095

| TYPE | Points | Centimeters | Inches |
|---|-----------|---------------|--------------|
| QC | 144 x 174 | 5.08 x 6.14 | 2 x 2.42 |
| 1X3 | 144 x 216 | 5.08 x 7.62 | 2 x 3 |
| 1x35 (MB only - discontinued as of WPG 08) | 144 x 252 | 5.08 x 8.89 | 2 x 3.5 |
| 2UD | 294 x 132 | 10.37 x 4.66 | 4.08 x 1.83 |
| 3U | 144 x 266 | 5.08 x 9.38 | 2 x 3.69 |
| DQC | 294 x 174 | 10.37 x 6.14 | 4.08 x 2.42 |
| HC | 144 x 360 | 5.08 x 12.7 | 2 x 5 |
| 2X3 (ON, QC & Atl only) | 294 x 216 | 10.37 x 7.62 | 4.08 x 3 |
| TQC | 444 x 174 | 15.66 x 6.14 | 6.17 x 2.42 |
| 4UD | 294 x 276 | 10.37 x 9.74 | 4.08 x 3.83 |
| 3x3 (ON, QC & Atl only) | 444 x 216 | 15.66 x 7.62 | 6.17 x 3 |
| DHC (AB, Mb only) | 294 x 360 | 10.37 x 12.7 | 4.08 x 5 |
| 2x6 (MB only) | 294 x 432 | 10.37 x 15.24 | 4.08 x 6 |
| THC (AB, Mb only) | 444 x 360 | 15.66 x 12.7 | 6.17 x 5 |
| DTQ (ON, QC & Atl only) | 294 x 546 | 10.37 x 19.26 | 4.08 x 7.58 |
| FP | 444 x 732 | 15.66 x 25.82 | 6.17 x 10.17 |
| DFP1 & DFP2 | 444 x 732 | 15.66 x 25.82 | 6.17 x 10.17 |
| DFL & DFR (AB, MB) | 444 x 732 | 15.66 x 25.82 | 6.17 x 10.17 |

2 Column Directories

Haute Gatineau (016) + Labrador (880)

| TYPE | Points | Centimeters | Inches |
|-------------|-----------|---------------|-------------|
| 6P | 180 x 192 | 6.35 x 6.77 | 2.5 x 2.67 |
| 1x3 | 180 x 216 | 6.35 x 7.62 | 2.5 x 3 |
| 2x15 | 372 x 108 | 13.13 x 3.8 | 5.17 x 1.5 |
| 1x35 | 180 x 252 | 6.35 x 8.89 | 2.5 x 3.5 |
| 1x4 | 180 x 288 | 6.35 x 10.16 | 2.5 x 4 |
| 3P | 372 x 192 | 13.13 x 6.77 | 5.17 x 2.67 |
| 2x3 | 372 x 216 | 13.13 x 7.62 | 5.17 x 3 |
| 2x35 | 372 x 252 | 13.13 x 8.89 | 5.17 x 3.5 |
| 2P | 372 x 294 | 13.13 x 10.3 | 5.17 x 4.05 |
| 2x45 | 372 x 324 | 13.13 x 11.43 | 5.17 x 4.5 |
| 2x6 | 372 x 432 | 13.13 x 15.24 | 5.17 x 6 |
| FP | 372 x 600 | 13.13 x 21.16 | 5.17 x 8.33 |
| DFP1 & DFP2 | 372 x 600 | 13.13 x 21.16 | 5.17 x 8.33 |

3 Column Directories (7" x 9")

ON & QC: 007, 026, 030, 542, 560, 590

MB: OTM 104963

| TYPE | Points | Centimeters | Inches |
|-------------------------------|-----------|---------------|-------------|
| QC | 144 x 174 | 5.08 x 6.14 | 2 x 2.42 |
| 1X3 | 144 x 216 | 5.08 x 7.62 | 2 x 3 |
| 2UD | 294 x 132 | 10.37 x 4.66 | 4.08 x 1.83 |
| 3U | 144 x 266 | 5.08 x 9.38 | 2 x 3.69 |
| DQC | 294 x 174 | 10.37 x 6.14 | 4.08 x 2.42 |
| HC (ON & QC only) | 144 x 360 | 5.08 x 12.7 | 2 x 5 |
| 2X3 (ON & QC only) | 294 x 216 | 10.37 x 7.62 | 4.08 x 3 |
| TQC | 444 x 174 | 15.66 x 6.14 | 6.17 x 2.42 |
| 4UD (ON & QC only) | 294 x 276 | 10.37 x 9.74 | 4.08 x 3.83 |
| 3x3 (ON & QC only) | 444 x 216 | 15.66 x 7.62 | 6.17 x 3 |
| THC (MB only) | 444 x 360 | 15.66 x 12.7 | 6.17 x 5 |
| DTQ (ON & QC only) | 294 x 546 | 10.37 x 19.26 | 4.08 x 7.58 |
| FP | 444 x 576 | 15.66 x 20.32 | 6.17 x 8 |
| DFP1 & DFP2 (ON & QC only) | 444 x 576 | 15.66 x 20.32 | 6.17 x 8 |

2 Column Directories (6" x 9")

BC: 105045, 86935, 86450, 100134, 86823, 86760, 86417, 86470, 86089, 86240, 100616, 86941, 86944, 86700

| TYPE | Points | Centimeters | Inches |
|-----------|-----------|---------------|-------------|
| QC | 180 x 144 | 6.35 x 5.08 | 2.5 x 2 |
| 3U | 180 x 225 | 6.35 x 7.95 | 2.5 x 3.13 |
| DQC | 372 x 144 | 13.13 x 5.08 | 5.17 x 2 |
| DHC | 372 x 300 | 13.13 x 10.59 | 5.17 x 4.17 |
| TQP | 372 x 448 | 13.13 x 15.8 | 5.17 x 6.22 |
| FP | 372 x 600 | 13.13 x 21.17 | 5.17 x 8.33 |
| DTL & DTR | 372 x 600 | 13.13 x 21.17 | 5.17 x 8.33 |

Neighbourhood Directories

ON & QC: 25000, 25201, 25301, 25401, 25601, 25701, 25801, 26201, 27000, 27100, 27200, 27300, 92001, 92101, 92201, 92301, 93501, 93601, 93701, 93801, 94001, 94101, 94201, 94301

| TYPE | Points | Centimeters | Inches |
|------|-----------|---------------|-------------|
| QC | 144 x 174 | 5.08 x 6.14 | 2 x 2.42 |
| 2x15 | 294 x 108 | 10.37 x 3.81 | 4.08 x 1.5 |
| DQC | 294 x 174 | 10.37 x 6.14 | 4.08 x 2.42 |
| 2x35 | 294 x 252 | 10.37 x 8.89 | 4.08 x 3.5 |
| DHC | 294 x 360 | 10.37 x 12.7 | 4.08 x 5 |
| FP | 294 x 546 | 10.37 x 19.26 | 4.08 x 7.58 |



Ad sizes for others Telco books

4 Column Directories (9" x 11")

Cochrane (947) & Aylmer (550)

| TYPE | Points | Centimeters | Inches |
|-------------|-----------|---------------|--------------|
| QC | 144 x 174 | 5.08 x 6.14 | 2 x 2.42 |
| 1x3 | 144 x 216 | 5.08 x 7.62 | 2 x 3 |
| 2x15 | 294 x 108 | 10.37 x 3.81 | 4.08 x 1.5 |
| 1x35 | 144 x 252 | 5.08 x 8.89 | 2 x 3.5 |
| 2UD | 294 x 132 | 10.37 x 4.66 | 4.08 x 1.83 |
| 1x4 | 144 x 288 | 5.08 x 10.16 | 2 x 4 |
| DQC | 294 x 174 | 10.37 x 6.14 | 4.08 x 2.42 |
| HC | 144 x 360 | 5.08 x 12.7 | 2 x 5 |
| 2x3 | 294 x 216 | 10.37 x 7.62 | 4.08 x 3 |
| 2x35 | 294 x 252 | 10.37 x 8.89 | 4.08 x 3.5 |
| 4UD | 294 x 276 | 10.37 x 9.74 | 4.08 x 3.83 |
| 2x45 | 294 x 324 | 10.37 x 11.43 | 4.08 x 4.5 |
| 3x3 | 444 x 216 | 15.66 x 7.62 | 6.17 x 3 |
| DHC | 294 x 360 | 10.37 x 12.7 | 4.08 x 5 |
| 2x6 | 294 x 432 | 10.37 x 15.24 | 4.08 x 6 |
| 3x4 | 444 x 288 | 15.66 x 10.16 | 6.17 x 4 |
| 4x3 | 594 x 216 | 20.96 x 7.62 | 8.25 x 3 |
| DTQ | 294 x 546 | 10.37 x 19.26 | 4.08 x 7.58 |
| 3x55 | 444 x 396 | 15.66 x 13.97 | 6.17 x 5.5 |
| 2x9 | 294 x 648 | 10.37 x 22.86 | 4.08 x 9 |
| 4x5 | 594 x 360 | 20.96 x 12.7 | 8.25 x 5 |
| DC | 294 x 732 | 10.37 x 25.82 | 4.08 x 10.17 |
| 3x7 | 444 x 504 | 15.66 x 17.78 | 6.17 x 7 |
| 4x55 | 594 x 396 | 20.96 x 13.97 | 8.25 x 5.5 |
| 3x85 | 444 x 612 | 15.66 x 21.59 | 6.17 x 8.5 |
| 4x65 | 594 x 468 | 20.96 x 16.51 | 8.25 x 6.5 |
| 3x10 | 444 x 720 | 15.66 x 25.4 | 6.17 x 10 |
| 4x8 | 594 x 576 | 20.96 x 20.32 | 8.25 x 8 |
| FP | 594 x 732 | 20.96 x 25.82 | 8.25 x 10.17 |
| DFP1 & DFP2 | 594 x 732 | 20.96 x 25.82 | 8.25 x 10.17 |

4 Column Directories (9" x 11")

Tri Town (949) & Thunder Bay (910)

| TYPE | Points | Centimeters | Inches |
|------|-----------|---------------|-------------|
| TQP | 594 x 546 | 20.96 x 19.26 | 8.25 x 7.58 |

For all other formats, see specifications in Cochrane (947) & Aylmer (550)

4 Column Directories (9" x 11")

NWT (351) & Northern BC & Yukon (352)

| TYPE | Points | Centimeters | Inches |
|-----------|-----------|---------------|--------------|
| QC | 144 x 174 | 5.08 x 6.14 | 2 x 2.42 |
| 2UD | 294 x 132 | 10.37 x 4.66 | 4.08 x 1.83 |
| 3U | 144 x 266 | 5.08 x 9.38 | 2 x 3.69 |
| DQC | 294 x 174 | 10.37 x 6.14 | 4.08 x 2.42 |
| HC | 144 x 360 | 5.08 x 12.7 | 2 x 5 |
| TQC | 444 x 174 | 15.66 x 6.14 | 6.17 x 2.42 |
| 4UD | 294 x 276 | 10.37 x 9.74 | 4.08 x 3.83 |
| DHC | 294 x 360 | 10.37 x 12.7 | 4.08 x 5 |
| THC | 444 x 360 | 15.66 x 12.7 | 6.17 x 5 |
| DTQ | 294 x 546 | 10.37 x 19.26 | 4.08 x 7.58 |
| HP | 594 x 360 | 20.96 x 12.7 | 8.25 x 5 |
| FP | 594 x 732 | 20.96 x 25.82 | 8.25 x 10.17 |
| DTL & DTR | 594 x 732 | 20.96 x 25.82 | 8.25 x 10.17 |

3 Column Directories (9" x 11")

Abitibi (339)

| TYPE | Points | Centimeters | Inches |
|-------------|-----------|---------------|-------------|
| QC | 168 x 168 | 5.93 x 5.93 | 2.33 x 2.33 |
| 2x15 | 342 x 108 | 12.07 x 3.81 | 4.75 x 1.5 |
| 1x35 | 168 x 252 | 5.93 x 8.89 | 2.33 x 3.5 |
| 2UD | 342 x 132 | 12.07 x 4.66 | 4.75 x 1.83 |
| DQC | 342 x 168 | 12.07 x 5.93 | 4.75 x 2.33 |
| 2x35 | 342 x 252 | 12.07 x 8.89 | 4.75 x 3.5 |
| 4UD | 342 x 270 | 12.07 x 9.53 | 4.75 x 3.75 |
| DHC | 342 x 342 | 12.07 x 12.07 | 4.75 x 4.75 |
| 3x4 | 516 x 288 | 18.20 x 10.16 | 7.17 x 4 |
| DC | 342 x 690 | 12.07 x 24.34 | 4.75 x 9.6 |
| FP | 516 x 690 | 18.2 x 24.34 | 7.17 x 9.6 |
| DFP1 & DFP2 | 516 x 690 | 18.2 x 24.34 | 7.17 x 9.6 |

3 Column Directories (7" x 11")

Kenora-Keewatin (971)

| TYPE | Points | Centimeters | Inches |
|-------------|-----------|---------------|--------------|
| QC | 144 x 174 | 5.08 x 6.14 | 2 x 2.42 |
| 1X3 | 144 x 216 | 5.08 x 7.62 | 2 x 3 |
| 1X35 | 144 x 252 | 5.08 x 8.89 | 2 x 3.5 |
| 2UD | 294 x 132 | 10.37 x 4.66 | 4.08 x 1.83 |
| DQC | 294 x 174 | 10.37 x 6.14 | 4.08 x 2.42 |
| 2X3 | 294 x 216 | 10.37 x 7.62 | 4.08 x 3 |
| 2X35 | 294 x 252 | 10.37 x 8.89 | 4.08 x 3.5 |
| 4UD | 294 x 276 | 10.37 x 9.74 | 4.08 x 3.83 |
| 3X3 | 444 x 216 | 15.66 x 7.62 | 6.17 x 3 |
| DTQ | 294 x 546 | 10.37 x 19.26 | 4.08 x 7.58 |
| FP | 444 x 732 | 15.66 x 25.82 | 6.17 x 10.17 |
| DFP1 & DFP2 | 444 x 732 | 15.66 x 25.82 | 6.17 x 10.17 |

2 Column Directories (6" x 9")

Hearst-Kapuskasing (948)

| TYPE | Points | Centimeters | Inches |
|-------------|-----------|---------------|-------------|
| QC | 180 x 144 | 6.28 x 5.08 | 2.5 x 2 |
| 1x3 | 180 x 216 | 6.35 x 7.62 | 2.5 x 3 |
| 2x15 | 372 x 108 | 13.13 x 3.81 | 5.17 x 1.5 |
| 1x35 | 180 x 252 | 6.35 x 8.89 | 2.5 x 3.5 |
| DQC | 372 x 144 | 13.13 x 5.08 | 5.17 x 2 |
| HC | 180 x 298 | 6.28 x 10.51 | 2.47 x 4.14 |
| 2x3 | 372 x 216 | 13.13 x 7.62 | 5.17 x 3 |
| 2x35 | 372 x 252 | 13.13 x 8.89 | 5.17 x 3.5 |
| DHC | 372 x 298 | 13.13 x 10.51 | 5.17 x 4.14 |
| 2x45 | 372 x 324 | 13.13 x 11.43 | 5.17 x 4.5 |
| 2x6 | 372 x 432 | 13.13 x 15.24 | 5.17 x 6 |
| FP | 372 x 600 | 13.13 x 21.17 | 5.17 x 8.33 |
| DFP1 & DFP2 | 372 x 600 | 13.13 x 21.17 | 5.17 x 8.33 |

2 Column Directories (6" x 9")

Mont-Laurier (325) & Iles de la Madeleine (338)

| TYPE | Points | Centimeters | Inches |
|-------------|-----------|---------------|-------------|
| 6P | 180 x 192 | 6.35 x 6.77 | 2.5 x 2.67 |
| 1x3 | 180 x 216 | 6.35 x 7.62 | 2.5 x 3 |
| 1x35 | 180 x 252 | 6.35 x 8.89 | 2.5 x 3.5 |
| 1x4 | 180 x 288 | 6.35 x 10.16 | 2.5 x 4 |
| 2P | 372 x 292 | 13.13 x 10.3 | 5.17 x 4 |
| 2x15 | 372 x 108 | 13.13 x 3.81 | 5.17 x 1.5 |
| 2x3 | 372 x 216 | 13.13 x 7.62 | 5.17 x 3 |
| 2x35 | 372 x 252 | 13.13 x 8.89 | 5.17 x 3.5 |
| 2x45 | 372 x 324 | 13.13 x 11.43 | 5.17 x 4.5 |
| 2x6 | 372 x 432 | 13.13 x 15.24 | 5.17 x 6 |
| 3P | 372 x 192 | 13.13 x 6.77 | 5.17 x 2.66 |
| FP | 372 x 600 | 13.13 x 21.17 | 5.17 x 8.33 |
| DFP1 & DFP2 | 372 x 600 | 13.13 x 21.17 | 5.17 x 8.33 |

For all other formats, see specifications in Hearst-Kapuskasing (948)

AUTO HEBDO/TRADER Books

361, 362, 363, 364, 861, 862, 863, 864

| TYPE | Points | Centimeters | Inches |
|------|-----------|---------------|-------------|
| QC | 192 x 160 | 6.77 x 5.64 | 2.67 x 2.22 |
| DQC | 396 x 160 | 13.97 x 5.64 | 5.5 x 2.22 |
| HC | 192 x 332 | 6.77 x 11.71 | 2.67 x 4.61 |
| DHC | 396 x 332 | 13.97 x 11.71 | 5.5 x 4.61 |
| FP | 396 x 676 | 13.97 x 23.85 | 5.5 x 9.39 |



Border Guideline

The purpose of a border is to ensure that an ad is enclosed within the space purchased by our clients. It also ensures that an ad does not appear to infringe upon the space of other surrounding ads on the page. Although it is suggested that all ads have a border, this is not mandatory. Other graphic elements can be used in place of, or in conjunction with, a border (see illustration 1).

- 1 - A white knockout cannot be used as a border for a process ad nor with Yellow Pages Group spot colour (see illustration 1).
- 2 - Any new ads that come into Graphic Services without a border request will have a 1 point black border added to it.
- 3 - A border of 0.5 points or less is not recommended.
- 4 - Variations of the colour yellow as a border are not recommended since the page is printed with a 20% yellow (see illustration 2).

A good rule to follow: Any time an element does not look like it is part of an ad (floating element), a border should be added to enclose the ad.

Any ads presently existing in our directories which do not adhere to these guidelines will be grandfathered, and corrected once they are sent into Graphic Services for any revisions. See visual on the next page for examples of ads which have been corrected to adhere to these guidelines, including examples of non-acceptable borders.

Illustration 1

before



after



Illustration 2

before



after




White Page In-Column Ads (British Columbia, Alberta and Manitoba)

| UDAC | 5-column | 4-column | 3-column | 3-column | 2-column |
|-------|---------------|---------------|--------------------|----------------|----------------|
| | All Provinces | All Provinces | BC (Prince Rupert) | Alberta | BC |
| | PUB SIZE: | PUB SIZE: | PUB SIZE: | PUB SIZE | PUB SIZE |
| | 8.5" x 10.5" | 8.5 x 10.5" | 8.5 x 10.5" | 6.75" x 10.75" | 6.125" x 9.25" |
| W3HS | 118 x 108 | 144 x 108 | 194 x 108 | 148 x 108 | 180 x 84 |
| W3HH | 118 x 108 | 144 x 108 | 194 x 108 | 148 x 108 | 180 x 84 |
| W4HS | 118 x 144 | 144 x 144 | 194 x 144 | 148 x 144 | 180 x 120 |
| W4HH | 118 x 144 | 144 x 144 | 194 x 144 | 148 x 144 | 180 x 120 |
| W5HS | 118 x 180 | 144 x 180 | 194 x 180 | 148 x 180 | 180 x 144 |
| W5HH | 118 x 180 | 144 x 180 | 194 x 180 | 148 x 180 | 180 x 144 |
| W6HS | 118 x 216 | 144 x 216 | 194 x 216 | 148 x 216 | 180 x 174 |
| W6HH | 118 x 216 | 144 x 216 | 194 x 216 | 148 x 216 | 180 x 174 |
| W8HS | 118 x 288 | 144 x 288 | 194 x 288 | 148 x 288 | 180 x 228 |
| W8HH | 118 x 288 | 144 x 288 | 194 x 288 | 148 x 288 | 180 x 228 |
| WCBK | 118 x 144 | 144 x 144 | 194 x 144 | 148 x 144 | 180 x 144 |
| WCBKH | 118 x 144 | 144 x 144 | 194 x 144 | 148 x 144 | 180 x 144 |
| WBAN | 606 x 64 | 594 x 64 | 594 x 64 | 456 x 64 | 372 x 54 |

*NB: In-Column Ad Sizes shown width x height, in points
 Ad sizes where available
 UDACs ending in H indicate a yellow highlight*



Border Guideline Visual

Incorrect

Correct

Incorrect

Correct

Cosmetic Plastic Surgery
DR. HORLIS THOM, M.B., B.S.C., F.R.C.S. (C), F.R.C.S. (C)

Surgery Available in Our Private Confidential Cosmetic Surgery Clinic

FOR MEN AND WOMEN
• Botox removal • Botox lift
• Spine-lift • Breast lift
• Breast • Breast reshaping
• Breast • Breast

FOR MEN
• Breast reshaping
• Breast lift
• Breast lift

FOR MEN
• Breast reshaping
• Breast lift
• Breast lift

(905) 523-0019
www.dhorliscosmetic.com
1 Financing Available

Cosmetic Plastic Surgery
DR. HORLIS THOM, M.B., B.S.C., F.R.C.S. (C), F.R.C.S. (C)

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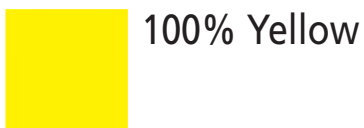
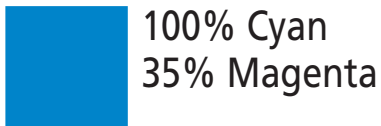
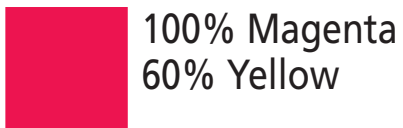
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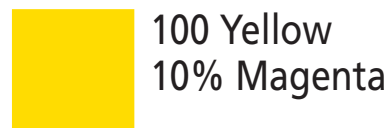
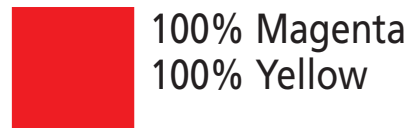


Spot Coloured Ads - Approved CMYK Combinations

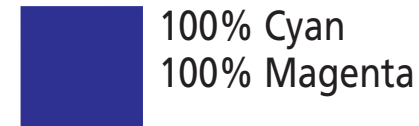
YPG Specific Spot Colours



Improper Spot Colours



Improper Spot Colours Upgrade to Process Ad



Western Canada allows for any colour in their One-Colour ads. No specific CMYK combinations are required. In Eastern & Central Canada, If a spot coloured ad is submitted with a slight variation as shown in the middle column, colours will be adjusted to match our YPG Spot Colours.



Duo Tones not permitted for One/Spot Coloured Ads

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Any colour multiplied over a grey-scale image becomes a duo-tone. This is not acceptable in spot or one colour ads. If a customer would like this effect, a one full-process ad must be purchased.