

# ADVERTISEMENT SIZES

Please ensure Advertisement size is exact.

charts below demonstrating Points, Picas Or Inches.

Conversion Rate: 12 points = 1 pica 6 picas = 1 inch



Size Specifications

3 Column - Point Sizes	Point Sizes	WIDTH	DEPTH		WIDTH	DEPTH
	QC	140.328	167.112	FC	140.328	682.128
	DQC	287.64	167.112	DFC	287.64	682.128
	TQC (H)	435.24	167.112	HP	435.24	338.544
	TQC (V)	140.328	505.152	TDQC	287.64	505.152
	HC	140.328	338.544	TTQC	435.24	505.152
	DHC	286.233	338.544	FP	435.24	682.128

3 Column - Pica Sizes	Pica Sizes	WIDTH	DEPTH		WIDTH	DEPTH
	QC	11p8.328	13p11.112	FC	11p8.328	56p10.128
	DQC	23p11.64	13p11.112	DFC	23p10.233	56p10.128
	TQC (H)	36p3.24	13p11.112	HP	36p1.684	28p2.544
	TQC (V)	11p8.328	42p6.152	TDQC	23p10.233	42p1.152
	HC	11p8.328	28p2.544	TTQC	36p1.684	42p1.152
	DHC	23p11.64	28p2.544	FP	36p1.684	56p10.128

3 Column - Inch Sizes	Inch Sizes	WIDTH	DEPTH		WIDTH	DEPTH
	QC	1.949	2.321	FC	1.949	9.474
	DQC	3.995	2.321	DFC	3.995	9.474
	TQC (H)	6.045	2.321	HP	6.045	4.702
	TQC (V)	1.949	7.016	TDQC	3.995	7.016
	HC	1.949	4.702	TTQC	6.045	7.016
	DHC	3.995	4.702	FP	6.045	9.474

## MOST IMPORTANT TO NOTE:

We endeavour to work with all advertisers in order to achieve their wishes, but as MAC platform, we cannot accept Word or Publisher Documents. We have strict specifications on Fonts, CMYK Colour and Picture/Logo Resolution. We require that ALL ads submitted camera-ready MUST BE BUILT WITH CMYK Profiles. Building in RGB and converting to CMYK will still leave black in all the channels, so registration and colour output can no longer be guaranteed. In addition, we ask that all Logos, Pictures & Ads submitted meet our standard of 300 dpi (240 min) resolution.

- **PBC COUPON - TEMPLATE AD** PBC Coupons are designed by template and cannot be submitted as camera-ready art
- **PBC HS TEXT AD - TEMPLATE AD** PBC HS Ads are designed by template and cannot be submitted as camera-ready art

## ANY QUESTIONS?

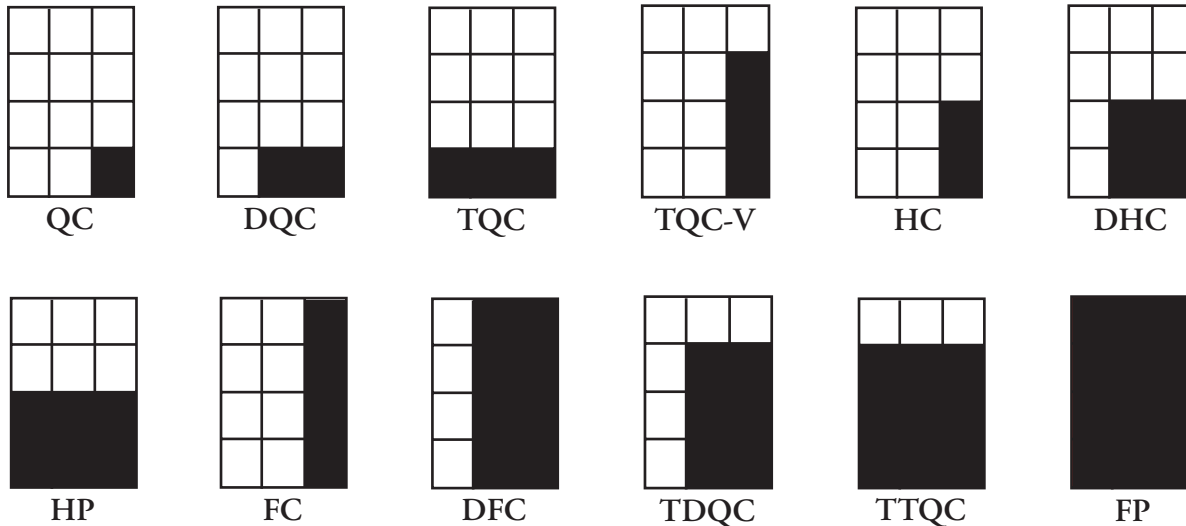
Please contact us: [art@phonebookonline.ca](mailto:art@phonebookonline.ca)

telephone: PBC: 204.727.2389 or **eyecandy creative media**: 204.726.4778



INDEPENDENT PUBLISHER  
of **LARGE PRINT**  
Telephone Directories Since 1995

# DISPLAY VIEWS



## ARTWORK SPECIFICATIONS

### PHOTOGRAPHS

Original 35mm or digital photographs (min 300 dpi) can be applied to enhance your ad.

- Professional quality, black and white or colour continuous tone photographs will produce the best results.
- Photographs should be slightly larger than the final published version
- **Digital Photos should be sent untouched and in raw format for our placement**

### PHOTOGRAPHS WE HAVE PROBLEMS WITH

- Web Or Internet Photos
- Pre-printed materials containing special vibrant or metallic inks or paper as they will not reproduce well
- Polaroid snapshots, colour copies, newspaper ads, negatives, bmp graphics, transparencies, over-sized posters or files saved with a LZW compression

*Please remember the quality of your original photograph will determine the quality of the printed result. Original photographs will provide the most options in creating a properly digitized image*

### ARTWORK / GRAPHICS

#### COMPANY AND/OR PRODUCT LOGOS AND SYMBOLS

- colours **MUST BE** created in CMYK not RGB
- Electronic Logos should be supplied CMYK with extension .jpg, .tif or .pdf **However, .ai or eps vector based are preferred**  
*Should you provide your logo in RGB - it is possible your colours will not print as you expect*
- When supplying vector art please ensure all text has been set to curves or outlines
- Business cards can only be used if they are clean and printed with flat ink on smooth paper stock.
- Specify the corporate colours of the company as a CMYK or Pantone breakdown for full color process
- ensure ad is the correct size & resolution [min 240 dpi - 300 dpi preferred]- we cannot scale larger
- **BLACKS MUST BE SET to 100% Black. Conversion of Logos or ads utilizing rich blacks (RGB) can also result in tonal changes**
- Text saved in any pixel/raster based program [Photoshop] will not be as sharp at output
- Ads submitted in pdf must ensure all fonts have been embedded properly
- Minimum type size allowable for black & spot color ads is 6pt
- Minimum type size for process and reverse text is 10pt

#### ARTWORK FORMATS THAT CANNOT BE USED

- Fax or Photocopies of any artwork
- 3 dimensional objects
- Oversized or laminated art pieces
- Polaroid photographs
- Negatives
- Magnets
- Thermo engraved or embossed artwork
- Artwork or brochures with printing over top of it
- Artwork that may be a copyright infringement



# ARTWORK SPECIFICATIONS - Cont'd

## FONTS

- The Phone Book Company can only accept Adobe Type 1 fonts. We can no longer accept True Type fonts or PC fonts. Any fonts used in a vector based drawing program, such as Illustrator or Corel, must have the text converted to curves or outlines. Advertisements submitted in pdf format must ensure that all fonts have been embedded properly.
- Type Sizes - Minimum Sizes
  - Minimum Type Size of any font allowable is 6pt (black) - Minimum Type Size For Process Colour is 10pt

## SCANNED PHOTOS / HALFTONES / LINE ART

- Photos must be scanned in a minimum of 300 dpi for images at 100% or original size and proportionally thereafter. (eg. 600 dpi for images that are enlarged 200% of original size)
- We cannot use most images from the Web/Internet as they have been scanned in at too low a resolution (72 dpi) to use for print. Please do not save halftone files as JPEG, BMP or GIF file formats as the resolution is often too low to be used in print.
- Line Art must be scanned in at a minimum of 1200 dpi for images at 100% or original size and proportionally thereafter. (eg. 2400 dpi for images that are enlarged 200% of original size). All ads are printed at 100 line screen

## BLACK AND COLOUR SPECIFICATIONS

- Display ads may contain a maximum 100% black or solid color area. We suggest that if you are using a grey screen with black print overlay that you assign no more than a 15% black screen.
- Do not set blacks as "rich blacks" RGB - black must be created in CMYK @ 100% Black and no mix
- Do not use process colours whose percentages of CMYK add up to over 220. The general rule is if the percentages of C, M, Y, K add up to more than 220 there will be too much ink to make a distinguishable colour; it will look like a brownish black
- It is impossible for us to match Pantone® or any other colour system exactly due to the limitations of web press printing. Pantone colours are mixed individually, therefore it is impossible to reproduce them exactly using the process colour method.

## WEB PRESS PRINTING

### PROCESS COLOUR AND DIRECTORY PAPER

Phone directories are printed on thin newsprint paper that is more porous than magazine quality paper. They are printed in large volumes on specialized high quality presses. The press speed combined with expansion and stretching of the paper can result in colour shifts. All of these factors make it difficult to maintain fine lines, dots and exact colour registration in directory ads, therefore it is imperative that ad design guidelines are followed when submitting design requests with artwork or electronic files. The quality of materials and artwork provided for the production process affects the final output and look of the printed ad

### PRESS GAIN / LOSS

Typically there is about a 10% to 20% gain or loss in dot while printing. Therefore very light screens may not print (referred to as dropping out) and conversely very dark screens (80%) may print much darker

### COLOUR

Colours can vary from book to book due to printers' variations and press ink density. Therefore, the colours generated from a proof will vary from the ad printed in the book. Regarding colour matching, we will set colours as close as possible. However, due to web press limitations colours are NOT guaranteed. Due to the propensity for press gain or loss during web press printing an inconsistency may occur on one plate that will result in a colour shift

### REGISTRATION

Paper can stretch during the printing process. This can result in ink plates not registering with one another causing a blur effect to photos and text.

