fDex In-column Specs-Simplified

Audience: All fDex Graphics and Spec Ads Teams

Description: Specs for In-column ads are unified across all footprints for the simplified UDACs shown below.

The specs for In-column ads have been unified across all footprints for the simplified UDACs.

- Grandfathered ads can remain as they are.
- Non-simplified in-column UDACs are still sold. In the coming year, the smaller sized UDACs will move to larger sized as we condense the number of available UDACs.
- Specs for non-simplified in-column UDACs are not changing. Spec update is for the simplified UDACs only.
- **UPDATE** **Ads can be created without artwork if that is what the customer requests.**

The Simplified In-column UDACs are listed below:

UDAC Chart:

Ad Description	Half Space UDACs
2 ½ Inch tall Half Space Ad – used as an anchor for a display ad	**A5HSS**
2 ½ Inch tall Half Space Ad	**5HSS**
1 ½ Inch tall Half Space Ad – used as an anchor for a display ad	**A3HSS**
1 ½ Inch tall Space Listing	**3HSS**

In-column Specs:

Item	Notes/Decision	Additional Details
Finding Line	The first 13 letters of the finding line must match the control info in PM. If it doesn't, set an external query to sales.	
Finding Line Color	Artist may use any color from the Quickset Color palette. Finding line color must match border	See below for new color palette.
Border Color	Artist may use any color from the Quickset color palette. Border color	

	must match finding line.	
Body Text Color	• Artist may use any color from the Quickset color palette. • An individual word within a text line may be a different color, but letters of alternating colors are not allowed. • Alternating lines of text may have different colors. • Bullet points can be a different color than the line of text. • Up to 9 colors + Black may be used from color palette.	• All new in-column ads should use colors from the new color selections in Quickset. • Grandfathered ads may use the previous colors available in each region. • New text in grandfathered ads may use the previous colors available in each region.
Address/Phone Number Line Color	• Should be black if it's left in the default format with dot leaders.	When floated in display ad style can have color applied.
Art allowed	• Both 3HSS and 5HSS may have 2 pieces of art, as long as they and all text fit within the ad space. • Credit cards (and other small logos) may be combined with the artwork. • 3HSS is a smaller ad. The 2 pieces of art and all text must fit within the reduced ad space. Therefore credit cards (and other small logos) are recommended as the 2nd art piece. • Full process color is allowed.	No need to query art requested in 3HSS or 5HSS unless it will not fit. OK to query for BAU reasons (missing art file, poor quality, etc.) If both art pieces requested fit within ad space with all text required, designer / keyer is OK to build ad as shown on copysheet.
Address Line	Allow AD line with dot leaders as system provides. This ensures that the Service Order updates to the business name, address and telephone numbers are pushed automatically.	Every effort should be made to leave system-set AD line as is. Float address only at Sales' request.
Illustrator Usage	Illustrator may still be used in fDO East region for In-column ads, but it is strongly preferred that new ads be built using Quickset. All other regions should use Quickset for all In-column ads.	

In-Column Specs:

General:

- Grandfathered ads can be left as is. A grandfathered ad is one that ran last year.
- The standard In-column sizes are 3HSS and 5HSS.
- If a new in-column ad asks for something the system won't allow, set it per specs and make a note in PM.
- Make every attempt to set new ads within Quickset; avoid creating them in Illustrator.
- Grandfathered in-column ads created in Illustrator may run as they are.
- Punctuation is allowed in the finding line **and address line**. The information transfers over automatically from the Telco records. Leave it as is.
- If zip codes transfer over automatically into the Quickset address line, leave as is. If a zip code is requested, add it in. However, it isn't *necessary* to add the zip code if it isn't requested.
- Leave National Ads as they are provided. (This refers to ad content. Listings may need to be cropped depending upon region.) Do not adjust Finding Line, Tel# Line or Address Line text to match a National copysheet. Allow the lines to populate at the table-driven font size.
- Components of National Ads that become local in subsequent years can remain as they are.

Layout and Graphics:

- All ads have a white background.
- Full color art, logos or photos may be used.

3HSS/A3HSS may have up to two graphics. The 2 pieces of art and all text must fit within the reduced ad space. Therefore smaller art like credit card logos and similar are recommended for 2nd art piece.

One piece of art with credit card logos inside the primary art:

Two pieces of art with credit cards logos as secondary art:

5HSS/A5HSS may have up to two graphics. Credit card logos may be included inside the primary or secondary art piece or take the place of the secondary art piece.

Two pieces of art with credit card logos inside the secondary art:

Two pieces of art with credit card logos as secondary art:

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Two pieces of art:

Body Text:

- Any text size or font style may be used as available in the system.
- Minimum size for color text is 7 point.
- Minimum size for black text is 6 point.
- Use your best judgement to ensure that the text is legible. Substitute a darker color to make text legible if necessary.
- An entire line may be set with symbols and used anywhere in the body of the ad.
- A website or e-mail address may replace the primary telephone number and address.
- The address / phone number line should be set with dot leaders; however, it can have a different format if requested.

QuickSet Color Swatches:

- Below is the new Quickset color palette.
- These colors will appear at the top of the palette, while the existing colors will appear below them.
- These are the only colors that should be used in new In-column ads.
- Grandfathered ads can retain their existing colors.
- Be aware that red, green and blue of the new color palette may not match the existing color.
- The updating of red, green and blue colors on grandfathered ads is optional, but keep in mind that the new red, green and blue may not match the existing colors.

Available Quickset Colors

		C	M	Y	K			C	M	Y	K
	YELLOW	0	0	100	0		TEAL	100	0	40	0
	ORANGE	0	50	100	0		LIGHT GREEN	40	13	93	0
	RED	0	100	100	0		GREEN	100	0	100	0
	MAROON	0	100	60	40		DARK GREEN	90	0	100	50
	BURGUNDY	0	100	0	25		BROWN	30	50	70	0
	PURPLE	84	82	0	0		DARK BROWN	0	60	80	60
	BLUE	100	0	0	0		BLACK	0	0	0	100
	DARK BLUE	100	50	0	0		50% BLACK	0	0	0	50

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