dex·yp | JOB AID

fDM
White Pages Ads

Graphics Products and Design Specifications

fDM For All Regions

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Overview

Definition of a White Pages Ad

White Pages ads are any ads that appear in the White Pages section.

Here are some facts about White Pages ads:

- All business customers receive a listing with light type in the White Pages. They arrange this with the local phone company.
- Local phone companies are the only ones who can create a listing in our White Pages. DexYP cannot create a White Pages listing. We can only enhance the listing that the customer already has.
- Unlike the Yellow Pages, we cannot sell an RGL (Light Type - Regular listing) in the White Pages.
- If the customer wants any type of advertising (enhancement) beyond a listing with light type, the customer must pay for that advertising through DexYP.
- A 30% Black (aka Grayscale) Highlight feature can be added to many of the White Pages ads.
- The address always appears in light type, upper, and lower case.

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The types of White Pages ads are:

fSM:

- Banner Ads
- Corner Billboard Ads
- Margin Ads
- Half and Full Page Display Ads
- Skyscraper Ads
- Communication Listings
- In-Column Ads
- Shadowbox Ads

fDO:

- Logo Ads
- Margin Ads
- Repeating Banner Ads
- In-Column Ads
- Universal Product National

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Simplified White Page UDACs and Sizes

Simplified White Page UDACs

New UDAC	Description	Color
W3HSS	1 1/2" Inch Space Listing Highlight-Simplified	Highlight
W5HSS	2 1/2" Inch Space Listing Highlight-Simplified	Highlight
WDQCS	Double Quarter Column-Simplified	Black or Highlight
WHPS	Half Page-Simplified	Black or Highlight
WFPS	Full Page-Simplified	Black or Highlight

Simplified White Page UDAC Sizes*

*2 col is for fDO East and fDO West only

UDAC	Product	Directory Size	Ad Size
W3HSS	**1 1/2" Inch Space Listing Highlighted-Simplified**	2 col	2.64” x 1.5” 190 pt x 108 pt
W3HSS	**1 1/2" Inch Space Listing Highlighted-Simplified**	3 col	2.33” x 1.5” 168 pt x 108 pt
W5HSS	**2 1/2" Inch Space Listing Highlighted-Simplified**	2 col	2.64” x 2.5” 190 pt x 180 pt
W5HSS	**2 1/2" Inch Space Listing Highlighted-Simplified**	3 col	2.33” x 2.5” 168 pt x 180 pt
WDQCS	**Double Quarter Column-Simplified**	2 col	5.44” x 2” 392 pt x 144 pt
WDQCS	**Double Quarter Column-Simplified**	3 col	4.74” x 2.42” 341 pt x 174 pt
WHPS	**Half Page-Simplified**	2 col	5.44” x 4” 392 pt x 288 pt
WHPS	**Half Page-Simplified**	3 col	7.14” x 4.92” 514 pt x 354 pt
WFPS	**Full Page-Simplified**	2 col	5.44” x 8” 392 pt x 576 pt
WFPS	**Full Page-Simplified**	3 col	7.14” x 9.79” 514 pt x 705 pt

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Specs for Simplified UDACs

Simplified In-Column Ads

Simplified In-column ads have 30% gray backgrounds with specs that are similar to the current in-column specs.

UPDATE

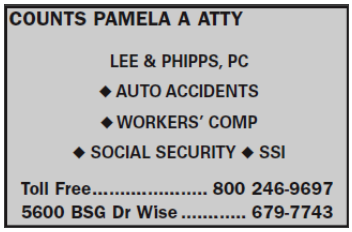
- W3HSSH and W5HSSH are changing to W3HSS and W5HSS, they will still have the Highlight

Simplified White Page UDACs

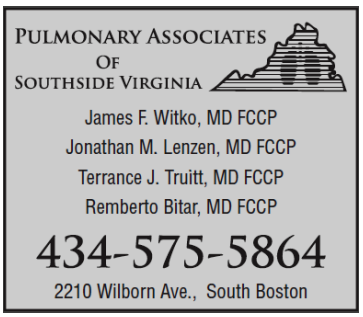
New UDAC	Description	Color
W3HSS	1 1/2" Inch Space Listing Highlight-Simplified	Highlight
W5HSS	2 1/2" Inch Space Listing Highlight-Simplified	Highlight

Examples

W3HSS



W5HSS



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Product Specifications

- All ads have 30% Black Highlight.
- Acceptable Body Copy fonts are Univers and Bodoni
- Minimum font size is 6pt.
- Finding Line is Optional.
- Finding Line may be set using the pre-set name line in the template, or it may appear as part of the body text or as a piece of artwork.
- Address line is optional.
- There is no character per line limit.
- Ad border must be 1 point black.
- Internet addresses are acceptable in place of physical addresses.
- Artwork is allowed. Art must be black, white and shades of gray only (either bitmap or grayscale mode.) Ad will open with an art frame for sizing the artwork.
- Phone numbers and web addresses should only be set as text and not as artwork.
- Phone numbers may not appear in a reverse box.
- Only 1 piece of artwork is allowed per ad.
- Credit Card logos are allowed as art pieces. They can be combined into one art piece.

Artists' Procedures:

For fDO West:

- The Artist builds the artwork only, leaving a transparent space on the left and right sides. Border, name, and listings will pull to the page.

UPDATE

- The skeleton will download with a layer that includes the left and right border, along with the 30% gray background. This layer should not be altered.

Artwork Examples: The ad opens with an artwork template. Artist provides artwork only.

Examples of how these ads print in the directory:

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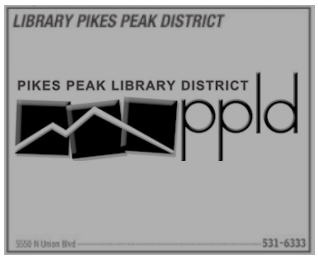


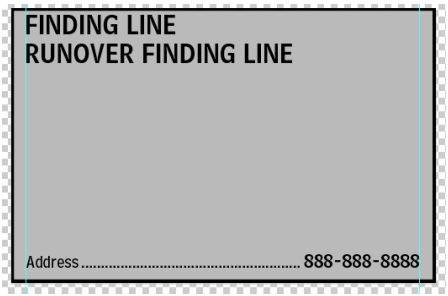
For fDO East, fSM North, fSM South and fSM West:

- The Artist should build the entire ad. Ads open with a template.

Artwork Examples:

Building the Ad - for fDO East, fSM North, fSM South and fSM West

1. Log in to the appropriate PM database.
2. Bring the ad into your queue, Download and Open the ad (pre-set template will open for new ads.) Ad opens in Illustrator.
3. The finding line and address line are optional, but if used, the Character Styles Panel must be used to ensure correct font and text size.



UPDATE 4. The ads will no longer download with an art frame for sizing the artwork. Use your own best judgement for sizing.

- Artwork is allowed in all White Page HS ads (except for the W1HS & W1HH ad sizes in the North and South databases).

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5. Follow the specs and guidelines listed above to create the ad.

Specs for Simplified Display Ads

The specs for simplified display ads are the same as for legacy/grandfathered display ads. See sections beginning with Artwork, Photo and Text Guidelines.

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Legacy White Page UDACs and Sizes

Listed below are the Legacy White Page UDACs. They have been grandfathered. There is some variation in UDACs for the various databases.

fSM	
UDAC	**DESCRIPTION**
Banner Ads	
WBAN	No highlight
WBANH	30% Black Highlight
WBAG	Appears in Government section
WBAGH	Appears in Government section w 30% Black Highlight
Communication Listings	
WC1H	1 inch
WC2H	1.5 inch
WC3H	2 inch
Corner Billboard Ads	
WPCB	No Highlight
WPCBH	30% Black Highlight
WPCBB	Business
WPCBBH	Business with 30% Black Highlight
WPCBR	Residential
WPCBRH	Residential with 30% Black Highlight
Display	
WPHP	Half Page - No Highlight
WPHPH	Half Page - 30% Black Highlight
WPFP	Full Page - No Highlight
WPFPH	Full Page - 30% Black Highlight
In-Column Ads	
W1HS (North & South)	¾ inch Space Listing. No Artwork is Allowed.
W1HH (North & South)	¾ inch Space Listing. No Artwork is Allowed. 30% Black Highlight
W3HS	1 ½ inch Space listing
W3HH	1 ½ inch Space listing. 30% Black Highlight
W4HS	2 inch Space listing
W4HH	2 inch Space listing. 30% Black Highlight
W5HS	2 ½ inch Space listing
W5HH	2 ½ inch Space listing. 30% Black Highlight
W6HS	3 inch Space listing
W6HH	3 inch Space listing . 30% Black Highlight
W8HS	4 inch Space listing

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W8HH	4 inch Space listing. 30% Black Highlight	
Margin Ads		
WTM	Top Margin-Full Page Width	
WTMH	Top Margin-Full Page Width - 30% Black Highlight	
W1BM	One Column-Bottom Margin	
W1BMH	One Column-Bottom Margin - 30% Black Highlight	
W2BM	Two Column-Bottom Margin	
W2BMH	Two Column-Bottom Margin - 30% Black Highlight	
W3BM	Three Column-Bottom Margin	
W3BMH	Three Column-Bottom Margin - 30% Black Highlight	
Shadowbox Ads		
WSB	Bold Name and Number. No Highlight	
WSBH	Bold Name and Number. 30% Black Highlight	
WSN	Regular Name and Number. No Highlight	
WSNH	Regular Name and Number. 30% Black Highlight	
Skyscraper Ads		
WSKY	No Highlight	
WSKYH	30% Black Highlight	
fDO		
Margin Ads		
	Top or Bottom Margin	
WTM	Top Margin (Embarq & AT&T)	
WBM	Bottom Margin (Embarq & AT&T)	
	Top or Bottom Margin 30% Black Highlight	
WTMHH	Top Margin	
WBMHH	Bottom Margin (Embarq Only) Black with 30% Black Highlight	
In-Column		
WIB	Image Builder ad, Black text and art	Century Link West
W1BS	Small ad, black text and art	Century Link West
W3HS, W3BHS	Medium ad, black text and art	Century Link West
W4HS, W4BHS	Large ad, black text and art	Century Link West
Repeating Banner Ads (Embarq Only)		
WP1BA	1st position (Black Only)	
WP2BA	2nd position (Black Only)	
WP3BA	3rd position (Black Only)	
WP4BA	4th position (Black Only)	
WP5BA	5th position (Black Only)	
WP6BA	6th position (Black Only)	
WP7BA	7th position (Black Only)	
WP8BA	8th position (Black Only)	

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WB1HH	1st position - 30% Black Screen
WB2HH	2nd position - 30% Black Screen
WB3HH	3rd position - 30% Black Screen
WB4HH	4th position - 30% Black Screen
WB5HH	5th position - 30% Black Screen
WB6HH	6th position - 30% Black Screen
WB7HH	7th position - 30% Black Screen
WB8HH	8th position - 30% Black Screen
WP1BA	1st position (Black Only)
Universal Product National	
WUPN	Must include website
WPNHH	Must include website. 30% Black Screen
White Page Logo Ad	
WLN2	Logo Ad
WLLHH	Logo Ad Highlighted

Grandfathered White Page In-column UDACs – PM West			
UDAC	**Ad Type**	**Description**	**Directory Brand**
WIB	In-column	Image Builder ad, Black text and art	CLW
WIBHH	In-column	Image Builder ad, black text and art, 30% black background	CLW
WPIB	In-column	Image Builder ad, black text and art	CLW
WPIHH	In-column	Image Builder ad, black text and art, 30% black background	CLW
W1MS	In-column	Small ad, black text and art	CLW
W1BS	In-column	Small ad, black text and art	CLW
W1BSH	In-column	Small ad, black text and art, 30% black background	CLW
W1MHH	In-column	Small ad, black text and art, 30% black background	CLW
W3HS	In-column	Medium ad, black text and art	CLW

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W3BHS	In-column	Medium ad, black text and art	CLW
W3BH	In-column	Medium ad, black text and art, 30% black background	CLW
W3HH	In-column	Medium ad, black text and art, 30% black background	CLW
W4HS	In-column	Large ad, black text and art	CLW
W4BHS	In-column	Large ad, black text and art	CLW
W4BH	In-column	Large ad, black text and art, 30% black background	CLW

Grandfathered White Page In-column UDACs – PM East			
UDAC	**Ad Type**	**Description**	**Directory Brand**
WLN	In-column	Superbold name & number, black logo	CLE
WLL1	In-column	Bold name & number, black logo	AT&T, CLE
WLLGS	In-column	Black/Gray Screened background, black bold name & number, black logo	AT&T
WLLH	In-column	Red screened background, black bold name & number, black logo	AT&T
WLN2	In-column	Superbold name & number, black logo	AT&T, CLE
WLN2S	In-column	Black/Gray Screened background, black superbold name & number, black logo	AT&T
WLLHH	In-column	Black bold name & number, 30% black background, black logo	CLE

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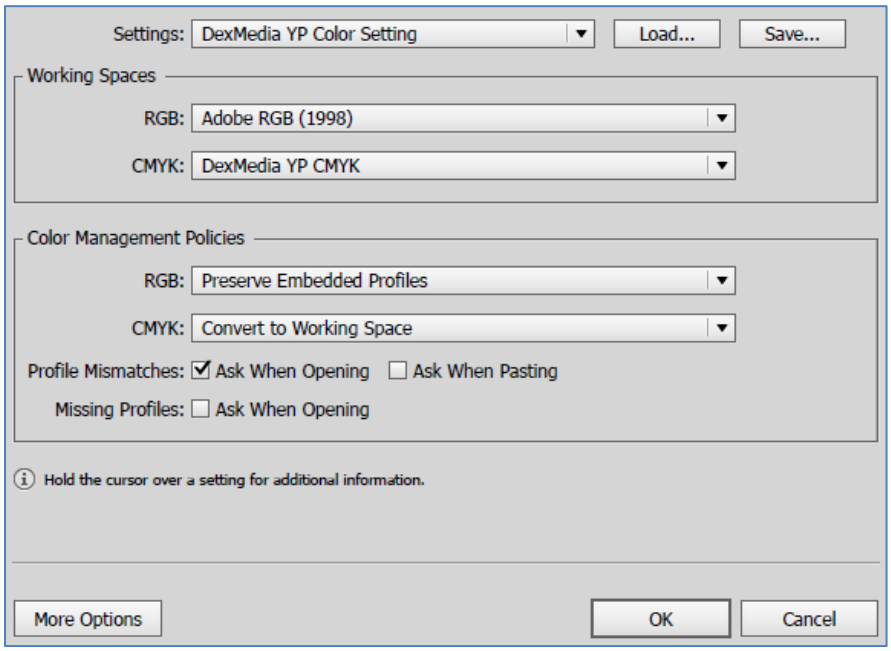
Artwork, Photo and Text Guidelines

Following the specs below will ensure that the ads print correctly:

Color Settings

- All ads must use the **DexMedia YP Color Setting** profile for Photoshop and Illustrator. Edit > Color Settings > Settings: **DexMedia YP Color Setting**. Click OK. (Other color settings will automatically load with the profile.) This needs to be set only one time.

Example for Adobe Illustrator:



Color Specifications

- Use black and white and grayscale only in White Page Ads.
- All files must be provided in Bitmap or Grayscale format.
- There should be no RBG or CMYK files. If these files are supplied by customers, convert them to bitmap or grayscale.
- If customer art is provided as CMYK, convert the artwork to grayscale.
- Ink Density: Ensure that the ink density for solid areas is below 220.

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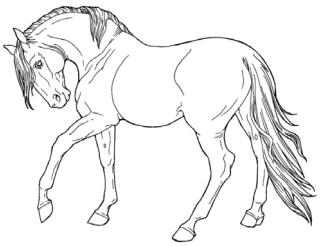
Illustrations & Artwork

General Specifications - Illustrations

- A line drawing is an illustration composed of solid lines and open areas without screening or tone gradation.
- Line drawings, illustrations, and maps should be as bold as possible for good reproduction.
- Any line drawing, especially one being reversed, needs a minimum line width of 1 pt.
- Fine line drawings must be as bold as possible for good reproduction.

Line width is good:



Line width if too fine and will fade out on the page:

Acceptable Artwork

- Original photo
- High resolution digital images

Unacceptable Artwork

- Polaroid photos
- Newspaper ads
- Yellow Pages ads
- Magazine ads
- Preprinted brochures
- Color copies
- Fax copies
- Copies from laser printers
- Images downloaded from the Internet

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Local and National Logos

Customer logos that usually have color applied must be converted to grayscale. Keep legibility in mind whenever logos need to be converted.

Credit Card Logos

Credit Card logos for Visa, Master Card, American Express, and Discover are available as black and white artwork in the Production Management Catalog.

- Credit cards cannot be reproduced in any other form than that which is available in the Production Management Catalog, and should not be altered in any way.

Photos/Photo Elements/Raster Images

- Photos must have a minimum resolution of 200 DPI (maximum 600 DPI), sized to 100%.
- Line art and/or logos are preferred to be saved at 400 DPI; 200 DPI, minimum.
- Bitmap art should be at least 400 dpi.
- The minimum photo size that can be placed into an ad is 54pt. x 54pt (¾ inch by ¾ inch.)

Type Specifications

- Minimum font size for type is 6pt.
- Reverse type must be at least 10pt., and must be reversed on a background area of at least 50% gray value.
- Any fonts not included in the DexYP font load must be outlined before completing the ad. Fonts provided in different formats from the standard DexYP font load (usually TrueType and OpenType font formats) must be converted to their equivalent DexYP font or outlined.

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Sans Serif Fonts

- Minimum of 6 pt.
- There are no maximum font size restrictions.

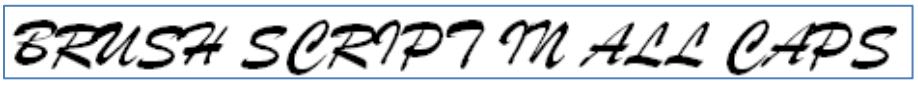
Serif Fonts

- Minimum of 8 pt.
- There are no maximum font size restrictions.

Script Fonts

Sample Fonts:

- Script typefaces replicate cursive handwriting or calligraphy.
- Be aware of thin lines in script typestyles as they will fill in or drop out when reversed or screened.
- Minimum of 10 pt.
- There are no maximum type size restrictions.
- It is not recommended to use script fonts in reversed or screened areas. If used, the minimum type size is 12 pt., bold.
- It is not recommended to use script type in all capital letters.



Text on a Screened Background

- When text appears on a screened background, the minimum point size is 10 pt.

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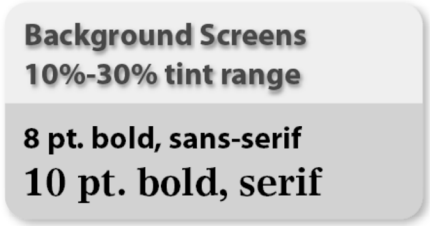
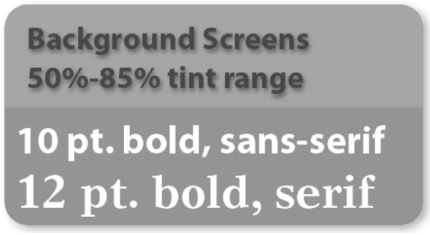
- All screens used as a background for positive type must be in the 10%–30% tint range.
- All screens used with reversed type must be in the 50%–85% range.
- Sans-serif typestyles used over a screened background must be a minimum of 8 pt. bold.
- Reverse, sans-serif typestyles on a screened background must be a minimum of 10 pt. bold.
- Serif typestyles are not recommended on screened backgrounds, but if used must be a minimum of 10 pt., bold and carry a minimum 1 pt. line thickness at the thinnest area of the character.
- Reverse, serif typestyles are not recommended on screened backgrounds, but if used must be a minimum of 12 pt., bold.





Design Element Cannot have "Coupon" Appearance

- Graphic elements that give the appearance to be a coupon or discount offer that must be clipped from the directory to be redeemed.
- Dashed borders encompassing text that appears to be an offer or discount that must be clipped from the directory.
- The use of scissor icons or similar graphic illustrations giving the impression the ad must be clipped from the directory.

Non-English Characters

- Non-English characters can be used in display advertising. If the characters cannot be recreated, the characters should be provided as outlined line art (EPS) by the customer. An English translation must accompany any non-English ad and be submitted with the copy sheet.

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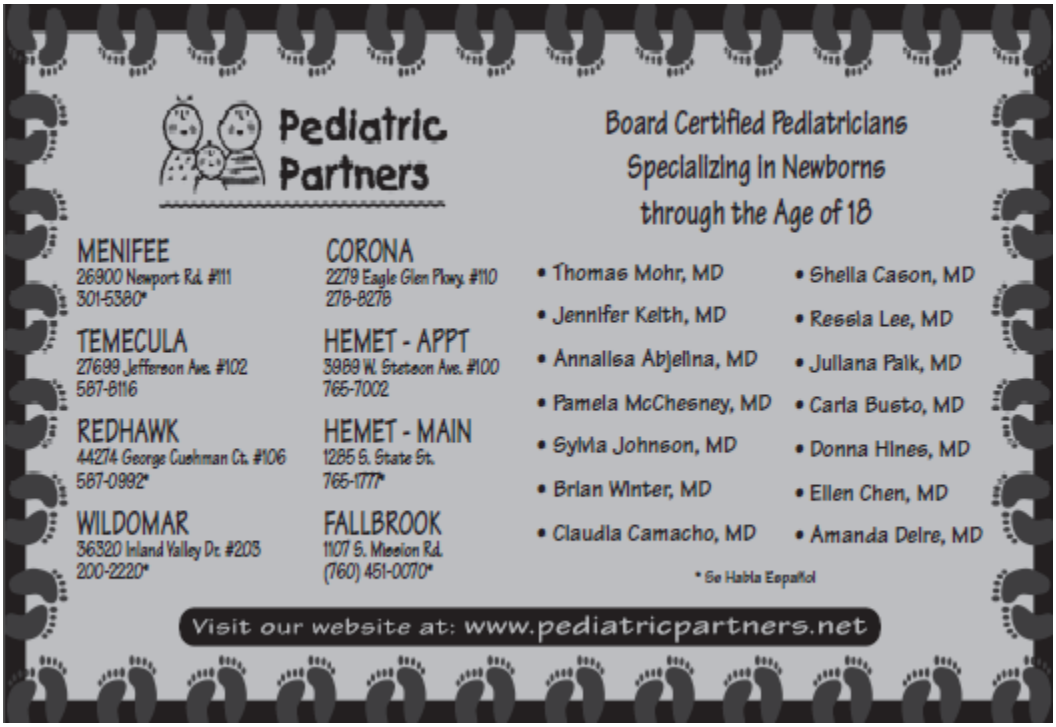
Ads Highlighted with 30% Black (Grayscale)



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All highlighted White Pages ads must contain the 30% Black background as part of the electronic file. The background color must be reflective of the ad as it will print in the published directory.

- White Page highlighted advertising will be created with 30% black fill.
- Artists can use their own discretion when it comes to making some areas of the ads lighter or darker in order to design the ads to best effect.
- **Legibility of the ad is of primary importance.**
- Below are examples of highlighted ads in which the Artist chose to keep a portion of the ads white for emphasis or better legibility:

- Customer supplied/camera-ready art for highlighted UDACs do not have to contain a 30% Black background. Artists should use their own judgment in making the ad as legible as possible.

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Special Considerations about 30% Black (Gray) Ads

White Page ads are built based upon the table structure of the database in which they reside. Please keep this in mind when converting to 30% Black:

- **East:** all elements of white page ads are built display ad style – border, art, name and listings.

WPHP

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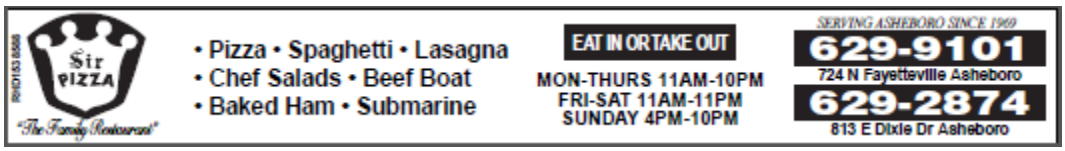
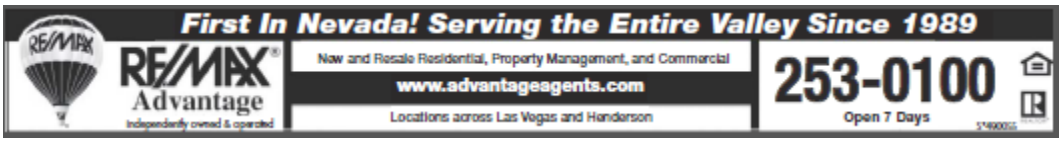
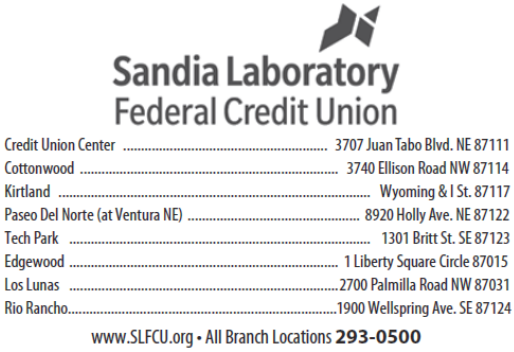
WTM





- **West:** in-column white page ads only require art with transparencies on the left and right side border area to be built – border, name and listings pull automatically to the page.

W4HS



- **vNorth and vSouth:** WIB, WIBHH, WPIB, WPIHH, WSB, WSBH, WSN, WSNH are built with art only – border, name and listings pull automatically to the page. It is possible for other WP UDACs to be built display ad style.

WIB

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- For vWest White Page HS Ads, info and border pull to page. Dimensions shown below indicate the size of the contents. Create transparency on the right.

W4HS

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Display Ads Standards and Ethics

There are certain standards that apply to all Display Ads:

- Derogatory statements against any profession, industry or group are not permissible.
- References to alcoholic or tobacco products are not permissible.
- *Photos* depicting nudity, of any kind, are not allowed.
- *Illustrations* that depict nudity but do not expose or imply sensitive areas are acceptable.

For additional questions, please click the link below to access the full **Master Consolidation of Standards.**

Master Consolidation of Standards

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Copyright

Copyright

- Illustrations, photos, logos or any other copyright protected material may not appear in any advertisement without first obtaining written permission from the owner of the protected material.
- Similarly, ads with protected material can only be changed with written permission of the copyright owner.
- Ads from other publishers cannot be copied for use in DexYP Directories. They must be rebuilt in a way that is similar but not identical.

Authorization and Release

- Advertisers assume primary responsibility to secure appropriate authorization(s) for copyrighted material.
- It is not necessary to obtain written permission in connection with using the names or statements or photographs of those persons appearing in an advertisement who have a direct commercial or ownership interest in that advertiser's business. Photographs of such persons may be used if the advertiser orally represents that it has permission from the photographer.
- **The MC is ultimately responsible for ensuring that the correct forms are in place for the use of copyrighted material.**

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fSM: Verizon, Frontier & Fairpoint (VNorth, VSouth & VWest)

Banner Ads

Product Overview

Banner ads are available in the White and Government Page sections. Banner ads are display type ads that are approximately 1" deep and run horizontally across all the columns at the bottom of the page.

UDAC Guide Banner Ads

UDAC	Product	Description
WBAN	White Page Banner Ad	No highlight
WBANH	White Page Banner Ad	30% Black Highlight
WBAG	White Page Banner Ad	Appears in Government section
WBAGH	White Page Banner Ad	Appears in Government section w 30% Black Highlight

Ad Dimensions Banner Ads

UDAC	Region	Product	Size *8 x 10.851*	Size *6 x 9*
WBAN/WBANH	West	Banner Ad/Highlighted	564 x 72 pt.	372 x 72 pt.
WBAN/WBANH	North	Banner Ad/Highlighted	444 x 72	N/A
WBAN/WBANH	South	Banner Ad/Highlighted	430 x 72	N/A

Visuals

- UDAC: WBAN

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- UDAC: WBANH

Banner Ad Specifications

- Ad must contain a one to six point rule border on the top and bottom (border is optional for the left and right sides.)
- No artwork borders are allowed.
- Border corners must be square (no round or inverted corners allowed.)
- A maximum of 2 pieces of artwork (including logos) is allowed, however there is no restriction on the size or placement.
  - Reverse type is not considered artwork.
  - Credit cards are considered one piece of artwork.
- Black and white and percentages of black are the only colors allowed.
- Only 50% of the banner ad may appear in solid black reverse.

Corner Billboard Ads

Corner Billboards (CBBs) are display advertising located in the White Page section of a directory. They are 1 column in width and 2 inches in height. These ads are named Corner Billboards because the same ad appears in the upper left hand page of a spread as in the upper right hand corner of that same spread. Although there are UDACs for Business and Residential sections, the two major designators are WPCB and WPCBH.

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UDAC Guide Corner Billboard Ads

UDAC	Product	Description
WPCB	White Page Corner Billboard	No Highlight
WPCBH	White Page Corner Billboard	30% Black Highlight
WPCBB	White Page Corner Billboard	Business
WPCBBH	White Page Corner Billboard	Business with 30% Black Highlight
WPCBR	White Page Corner Billboard	Residential
WPCBRH	White Page Corner Billboard	Residential with 30% Black Highlight

Ad Dimensions Corner Billboard Ads

UDAC	Region	Product	Size *8 x 10.851*	Size *6 x 9*
WPCB/WPCBH	West	Corner Billboard/Highlighted	144 x 180 pt.	144 x 180 pt.
WPCB/WPCBH	North	Corner Billboard/Highlighted	144 x 180 pt.	144 x 180 pt.
WPCB/WPCBH	South	Corner Billboard/Highlighted	144 x 141.6	N/A

Visuals

- UDAC: WPCB

- UDAC: WPCBH

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Product Specifications Corner Billboard Ads

- Ad must contain a minimum 1 point rule border on all sides.
- Only one piece of artwork and up to six logos are allowed (logos must be either brand name specific or credit card logos.)
- Artwork is allowed with no restriction to size.
- Artwork can be positioned anywhere within the UDAC as long as it fits within the space.
- Color is limited to black only. For highlight ads, the 30% Black Highlight should be applied by the Artist.
- Artwork can contain screen or graduated screen from 15-50%.
- Telephone numbers cannot be used as artwork or appear in reverse.
- Telephone numbers are optional.
- A web site or email address may be used in addition to or instead of a primary telephone number.
- Ruled boxes are allowed around text.
- Illustrative material and copy may not appear upside down.
- Finding line is not required.
- Senior, military and student discount logos can be used. When used, these must appear above the primary phone number.

Margin Ads

Product Overview

Margin ads are display-styled ads that can be located at the top or bottom of a page in the White Pages section. The height of margin ads is always 72 points (1 inch) however the width can vary. There is only one height for the top margin ad, which spans all of the columns in the directory. The bottom margin ads come in three different sizes: 1, 2, or 3 column width.

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Visuals

- UDAC: WTMH (Top Margin Ad)

- UDAC: W1BM (Bottom Margin Ad)

- UDAC: W2BMH (Bottom Margin Ad Highlighted)

UDAC Guide Margin Ads

UDAC	Product	Description
WTM	Top Margin	Full Page Width
WTMH	Top Margin	Full Page Width - 30% Black Highlight
W1BM	Bottom Margin	One Column
W1BMH	Bottom Margin	One Column - 30% Black Highlight
W2BM	Bottom Margin	Two Column
W2BMH	Bottom Margin	Two Column - 30% Black Highlight
W3BM	Bottom Margin	Three Column
W3BMH	Bottom Margin	Three Column - 30% Black Highlight

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Ad Dimensions Margin Ads

UDAC	Product	Size *8 x 10.851*	Size *6 x 9*
WTM	Top Margin	514 x 72	392 x 72
WTMH	Top Margin Highlight		
W1BM	Bottom Margin	168 x 72	190 x 72
W1BMH	Bottom Margin Highlight		
W2BM	Bottom Margin	341 x 72	392 x 72
W2BMH	Bottom Margin Highlight		
W3BM	Bottom Margin	514 x 72	392 x 72
W3BMH	Bottom Margin Highlight		

Product Specifications

- Ad must contain a minimum border weight of 1 point to a maximum of 3 points.
- Highlighted margin ads must have a minimum border weight of 2 points.
- All ads must contain a square (90 degree right angle) closed border (No artwork, round or inverted borders are allowed.)
- Black, white and shades of gray are the only colors allowed.
- Highlight ads should be filled with 30% Black.
- Only 50% of the margin ad may appear in solid black reverse
- Other than the above specs, artwork and type specs are the same as yellow page display ads.

White Page Half & Full Page Display Ads

Product Overview

Two sizes of display ads offered in the White Pages are the half page and full page sizes. Unlike other advertisements in the White Pages, there are very few limitations on what an advertiser can do with the space within the half page and full page ads. One item of interest is that the half page ads always get placed at the bottom of the page in the white pages. See below for available UDACs, Ad Specs and examples.

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Visual

- UDAC: WPHPH (Half Page Highlighted)

UDAC Guide White Page Display

UDAC	Product	Description
WPHP	Half Page Display Ad	Half Page - No Highlight
WPHPH	Half Page Display Ad	Half Page - 30% Black Highlight
WPFP	Full Page Display Ad	Full Page - No Highlight
WPFPH	Full Page Display Ad	Full Page - 30% Black Highlight

Ad Dimensions White Page Display

UDAC	Product	Size *8 x 10.851*	Size *6 x 9*
WPHP	Half Page Display Ad	514 x 354	392 x 293
WPHPH	Half Page Display Ad Highlight	514 x 712	392 x 588
WPFP	Full Page Display Ad	N/A	N/A
WPFPH	Full Page Display Ad Highlight	N/A	N/A

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Product Specifications

- Ad must include the advertiser's name.
- Ad must contain a border.
- Artwork borders are allowed.
- Images are not allowed to appear upside down.
- Photographs and line art are acceptable.
- Solid reverse is acceptable.

Skyscraper Ads

The Skyscraper is a vertical banner ad found in the Business or Interfiled Business & Residential White Pages. The ad can appear on the customer's alpha listing page or the customer can request placement on a page other than their listing page. This can be a competitor's page or a complimentary advertising page. For example an ad for Coyote Auto Body can appear on or near the page with the listing for Roadrunner Auto Body. An insurance agency ad can appear on or near an auto dealer's listing page.

UDAC Guide Skyscraper Ads

UDAC	Product	Description
WSKY	Skyscraper Ad	No Highlight
WSKYH	Skyscraper Ad	30% Black Highlight

Ad Dimensions Skyscraper Ads

UDAC	Product	Size *8 x 10.851*	Size *6 x 9*
WSKY	Skyscraper Ad	579 x 182 pt.	468 x 178 pt.
WSKYH	Skyscraper Ad Highlighted	579 x 182 pt.	468 x 178 pt.

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Visuals

WSKY

WSKYH

Product Specifications

- Ad must include the advertiser's name.
- Ad must contain a border.
- Artwork borders are allowed.
- The WSKYH ad must have a border that fills the entire UDAC with 90 degree square cornered borders, so that the 30% Black highlight does not appear outside of the border edges.

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- Images, words or graphics, are not allowed to appear upside down.
- Photographs and line art are acceptable.
- Solid reverse is acceptable.

Advertiser Restrictions

Any business, product or service that is currently allowed to advertise within the classified heading section of the Yellow Pages will be allowed to advertise in the White Pages.

Communication Listings

Product Overview

Communication Listings (also known as Com Listings) are a form of display advertising located in the White Page section of a directory. An in-column ad with a 2 pt. solid border and 30% Black highlight, they contain a standard listed name located flush left at the top of the ad. Communication Listings are designed to give customers a single place to list all forms of contact for their business. In addition to the Listed Business Name, advertisers can have a logo (WC3H size only), extra line text, address, telephone number, and fax number, as well as email and web addresses. The ad can closely resemble a display ad.

UDAC Guide Communication Listings

UDAC	Product	Description
WC1H	Communication Listing	1 inch
WC2H	Communication Listing	1.5 inch
WC3H	Communication Listing	2 inch

Ad Dimensions Communication Listings

UDAC	Product	Size *8 x 10.851*	Size *6 x 9*
WC1H	Communication Listing	168 x 72	190 x 72
WC2H	Communication Listing	168 x 108	190 x 108
WC3H	Communication Listing	168 x 144	190 x 144

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Visuals

WC1H

WC2H

WC3H

Product Specifications

- Border must be a 2 point square corner rule.
- Black, white and shades of gray are allowed.
- All three Com Listing UDACs will have the 30% Black highlight which will be applied by the artist.
- Listed Name must be 8 points News Gothic Bold, all caps, flush left.
- Copy must be News Gothic Regular, Italic, Bold or Bold Italic.
- All type must be 6, 7 or 8 points and all type must be the same size within the body of the ad.
- Reverse text is not allowed.
- Artwork is allowed only in the WC3H (artwork it is not required.)
- Only one piece of artwork is allowed.
- Address and telephone number may not be part of the artwork.
- Artwork must be black line art. (Photographs and halftones are not allowed.)
- Logo/art must be indicative of the customer's business.
- Logo must be placed below the listed name in the upper 1/3 of the ad.
- Logo may be placed left, centered or right justified.

In-Column Ads

Product Overview

White Page In-Column Ads are similar to display ads, but there are some limitations.

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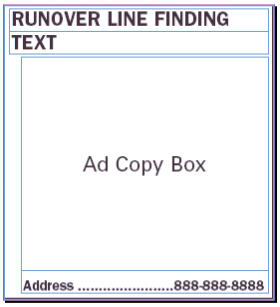
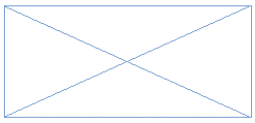
Procedure for Building the Ad

6. Log in to the appropriate PM database.
7. Bring the ad into your queue, Download and Open the ad (pre-set template will open for new ads.) Ad opens in Illustrator.
8. The finding line and address line are optional, but if used, the Character Styles Panel must be used to ensure correct font and text size.



9. Use the artwork frame (the XBox) which opens below the ad to determine the allowable size for art.



- Artwork is allowed in all White Page HS ads (except for the W1HS & W1HH ad sizes in the North and South databases).
- Drag the X Box into your ad and use it as a guide when placing the art.

10. Follow the specs and guidelines below to create the ad.

UDAC Guide In-Column Ads

UDAC	Product	Description
W1HS	In-Column Ad (North & South)	No Artwork is Allowed
W1HH	In-Column Ad (North & South)	No Artwork is Allowed - 30% Black Highlight
W3HS	In-Column Ad	
W3HH	In-Column Ad	30% Black Highlight
W4HS	In-Column Ad	

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W4HH	In-Column Ad	30% Black Highlight
W5HS	In-Column Ad	
W5HH	In-Column Ad	30% Black Highlight
W6HS	In-Column Ad	
W6HH	In-Column Ad	30% Black Highlight
W8HS	In-Column Ad	
W8HH	In-Column Ad	30% Black Highlight

Ad Dimensions In-Column Ads

- For vWest White Page HS Ads, info and border pull to page. Dimensions shown below indicate the size of the contents. Create transparency on the right.

UDAC	**Size *8 x 10.851***					**Size *6 x 9***				
Database	vN	vS	vW	E	W	vN	vS	vW	E	W
W1HS	168x54	168x54	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
W3HS	168x108	168x108	168x108	168x108	168x81	N/A	N/A	190x108	190x108	190x81
W4HS	168x144	168x144	168x144	168x144	168x121	N/A	N/A	190x144	190x144	190x121
W5HS	168x180	168x180	168x180	168x180	N/A	N/A	N/A	190x180	N/A	N/A
W6HS	168x216	168x216	168x216	168x216	168x189	N/A	N/A	190x216	190x216	190x189
W8HH	168x288	168x288	168x288	168x288	168x261	N/A	N/A	190x288	190x288	190x261

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Visuals

Product Specifications

- HS = White Background
- HH = Artist will need to inject 30% Black Highlight.
- W1HS & W1HH: no art is allowed on this size.
- Finding Line is Optional.
- Acceptable Body Copy fonts are Univers and Bodoni • Minimum font size is 6pt.
- Finding Line may be set using the pre-set name line in the template, or it may appear as part of the body text or as a piece of artwork.
- Address line is optional.
- There is no character per line limit.
- Ad border must be 1 point black.
- Internet addresses are acceptable in place of physical addresses.
- Artwork is allowed in the W3HS/W3HH and larger sizes. Art must be black, white and shades of gray only (either bitmap or grayscale mode.)
- Maps, phone numbers, web addresses should only be set as text and not as artwork.
- Phone numbers may not appear in a reverse box

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- Only 1 piece of artwork is allowed per ad EXCEPT for W6 and W8 sizes in which a 2nd standard logo may be added (Senior Discount, Handicap or Military Discount) as long as it appears above the phone number.
- Credit Card logos are allowed as art pieces. They can be combined into one art piece.

Available Fonts

- Univers 55 Regular
- Univers 55 Oblique
- Univers 65 Bold
- Univers 65 Bold Oblique
- Bodoni MT
- Bodoni MT Italic
- Bodoni MT Bold
- Bodoni MT Bold Italic

- Shadowbox Ads

(These ads have been replaced with WIB and WPIB)

Shadowbox Ads

Product Overview

Shadow Boxes are a form of display advertising located in the White Page section of a directory. They are easily recognizable on the page by their unique and characteristic boxed borders. The majority of the elements within these UDACs including the boxed border and shadow are populated automatically during pagination. The only element that gets set by the artist is the logo/illustration located at the top center of the ad.

UDAC Guide Shadowbox Ads

UDAC	Product	Description
WSN	Shadowbox Ad	Regular Name and Number. No Highlight

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WSNH	Shadowbox Ad Highlighted	Regular Name and Number. 30% Black

Ad Dimensions Shadowbox Ads

UDAC	Product	Size *8 x 10.851*	Size *6 x 9*
WSN	Shadowbox Ad	168 X 66	190 x 66
WSNH	Shadowbox Ad Highlighted		

Visuals

WSBH

Product Specifications

- The only element set by the artist (and seen on the proof) is the logo/illustration.
- Listing information gets set automatically by the system. (You will not see this on the proof.)
- Border is generated automatically by the system. (You will not see this on the proof.)
- WSBH UDACs include the 30% Black Highlight which should be set by the artist.
- Highlighted ads may not be segmented (1/2 white, 1/2 30% Black.)
- A maximum of 1 piece of artwork is allowed.
- Artwork should be scaled proportionately and must fit within the UDAC.
- All artwork must be a black and white line art illustration or logo.
- No photographs are allowed.
- The company name can be set in place of a logo or illustration.
- If a customer wants their email/internet address as part of their logo, it is allowed; however legibility will not be guaranteed.

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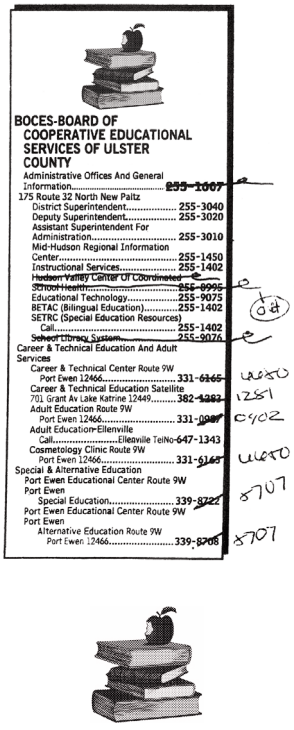
Example Copysheet Supplied By Rep



How WSB Appears On Proof

Only the artwork appears on the ad proof.

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fDO: CenturyLink, AT&T, & Embarq Regions (East & West)

LOGO Ads

Logo Superbold - Name & Number

- **UDAC:** WLN2

- **UDAC:** WLLHH - CenturyLink and Embarq Only

A White Page Logo Ad appears somewhat like a Yellow Page In-column. The listing appears as a finding line. The address and telephone numbers appear at the bottom of the ad as a "standard" address line. Any additional lines purchased will also appear at the bottom.

In graphics we produce and store the logo only. This rest of the information will be inserted during pagination.

Our ad template files for Logo Ads contain two guidelines. The outer guideline indicates the actual crop mark size of the Logo. The inner guideline indicates the maximum size the logo can be created at. The difference between the inner and outer guides is used as a buffer to prevent the logo from running up against the text that will appear in the ad.

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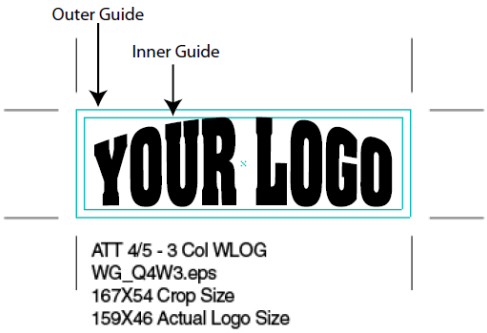

- Artist supplies the logo only.
- The logo must be line art. A photograph is not permitted. The logo must also be vector art created in Adobe Illustrator. It cannot contain placed images or Rasterized elements. Artwork created in Adobe Photoshop cannot be used.
- The logo must appear black.
- Reverse logos are permitted, and must not go past the inner guide.
- Screens are permitted in UDACs that do not get a 'highlight" screen, like the UDAC WLLHH.
- No logos are to appear other than the customer's own logo. No coupon logos, credit card logos, or anything else.
- Text can be set if it is part of the logo. Do not set any address or phone numbers, as these are added during pagination.

Logo Superbold - Name & Number

Ad Dimensions Logo Ads (Sizes are for artwork only)

UDAC	Product	Size *8 x 10.851*	Size *6 x 9*
WLN2	Logo Ad	168 x 54	190 x 54
WLLHH	Logo Ad Highlighted	168 x 54	190 x 54

White Page Margin Ads

White Page Top or Bottom Margin

- UDAC: WTM - Top Margin (Embarq & AT&T)
- UDAC: WBM - Bottom Margin (Embarq & AT&T)

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White Page Top or Bottom Margin 30% Black Highlight

- UDAC: WTMHH - Top Margin
- UDAC: WBMHH - Bottom Margin (Embarq Only) Black with 30% Black Highlight.

White Page Repeating Banner Ads (Embarq Only)

- WP1BA 1st position (Black Only)
- WP2BA 2nd position (Black Only)
- WP3BA 3rd position (Black Only)
- WP4BA 4th position (Black Only)
- WP5BA 5th position (Black Only)
- WP6BA 6th position (Black Only)
- WP7BA 7th position (Black Only)
- WP8BA 8th position (Black Only)
- WB1HH 1st position - 30% Black Screen
- WB2HH 2nd position - 30% Black Screen
- WB3HH 3rd position - 30% Black Screen
- WB4HH 4th position - 30% Black Screen
- WB5HH 5th position - 30% Black Screen
- WB6HH 6th position - 30% Black Screen
- WB7HH 7th position - 30% Black Screen
- WB8HH 8th position - 30% Black Screen

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Ad Dimensions Margin Ads

UDAC	Product	Size *8 x 10.851*	Size *6 x 9*
WTMHH	Top Margin	514 x 72	392 x 72
WBMHH	Bottom Margin	514 x 72	392 x 72

Placement Rules

Repeating banner ads will only be placed at the top of the page. Placement of the repeating banners will start on page three, which is the first facing page without a half title. The banner will repeat every eight pages making the banners available. The repeating banners will only be placed within the white page business listing in Bus/Res split directories and throughout all pages in interfiled directories.

Restrictions

The repeating banner will only be placed at the top of the page below the running head. One and two colors are the only products offered. High Impact is not available. The current list of "restricted headings" for Tabs/Covers will apply to banner ads.

Specifications:

- Width: Full Page Width
- Height: 72 points = 1 inch
- Border: 1 point - 90 degree corners
- Fonts: RHD Font List
- Artwork: Line art, Logos, Coupon Icon, and Photos
- Color: Follows same color guidelines as WTMs and WBMs (See below).

WTM/WBM - Repeating Banner Ads

These products are traditional display ads. It follows the same ad building rules ad YP ads, with the exceptions listed below.

In graphics we produce and store the complete ad.

- All Margins and Repeating Banners must have a 1 point border with 90 degree corners. No other border treatments are permitted.
- Photos are permitted. Same color rules apply as noted above.

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- UDAC: WTM or WBM

- WTMHH or WBMHH

Ad Dimensions Repeating Banner Ads

UDAC	Product	Size *8 x 10.851*	Size *6 x 9*
WTM	Repeating Banner Ad Top	514 x 72	392 x 72
WBM	Repeating Banner Ad Bottom	514 x 72	392 x 72
WTMHH	Repeating Banner Ad Top Highlighted	514 x 72	392 x 72
WBMHH	Repeating Banner Ad Bottom Highlighted	514 x 72	392 x 72

White Page In-Column Display Products (Embarq Only) (West Database)

These products are traditional display ads. They follow the same ad building rules as Display YP ads, with the exceptions listed below. This product is only available in the Embarq product line.

The Artist produces the complete ad.

- White text should not be set on a 30% Black highlight.
- All White Page In-Column Ads must have a 1 point border with 90 degree corners. No other border treatments are permitted.
- Black and white photos are permitted.

WP 1 1/2” In-column Display

- **UDAC: W3HS**

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- **UDAC: W3HH (30% Black)**

WP 2” In-column Display

- **UDAC: W4HS**

- **UDAC: W4HH (30% Black)**

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WP 3” Display In-column Display

- UDAC: W6HS

- UDAC: W6HH (30% Black)

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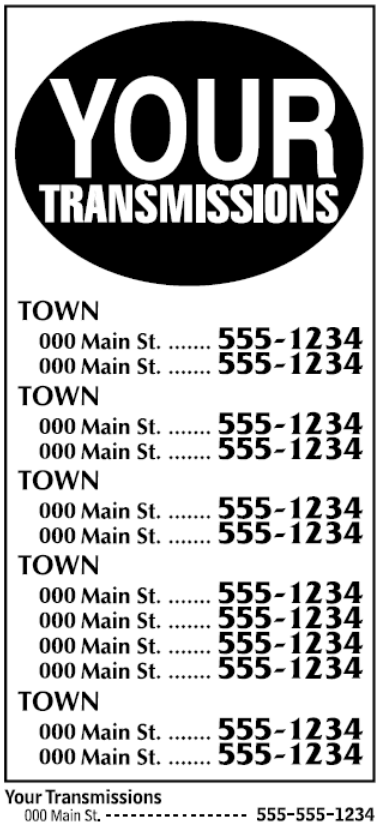
WP 4” Display In-Column Display

- UDAC: W8HS



- UDAC: W8HH (30% Black)

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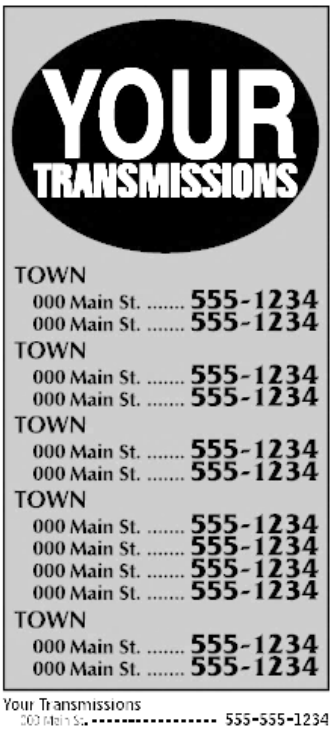

Ad Dimensions InColumn

UDAC	Size *8 x 10.851*		*Size 6 x 9*	
Database	E	W	E	W
W1HS	N/A	N/A	N/A	N/A
W3HS	168x108	168x81	190x108	190x81
W4HS	168x144	168x121	190x144	190x121
W5HS	168x180	N/A	N/A	N/A
W6HS	168x216	168x189	190x216	190x189
W8HH	168x288	168x261	190x288	190x261

White Page Universal Product National

These products must include a web address.

- UDAC: WUPN

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- UDAC: WPNHH (30% Black) Ad can be partially highlighted.

Ad Dimensions Universal Product National

UDAC	Product	Size *8 x 10.851*	Size *6 x 9*
WUPN	Universal Product National	168 x 216	190 x 216
WPNHH	Universal Product National Highlight	168 x 216	190 x 216

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Artists' Process – White Page Incolumn Ads

For Incolumn (HS) ads:

For fSM vNorth, vSouth and vWest databases:

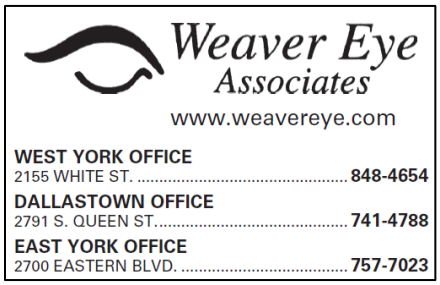
Build the inside portion of the ad with a 1 point black border. Include finding line and address unless Sales indicates otherwise.

Specs:

- Minimum font size is 6pt.
- There is no character per line limit.
- Ad border must be 1 point black.
- Color is black only but 30% Black Highlight is optional.
- Bullets and other symbols may be used in the body copy.
- Internet addresses are acceptable in place of physical addresses.
- Artwork is allowed in all ads and must be black only.
- Only 1 piece of artwork is allowed per ad.
- Website or email may replace primary telephone # & address

Sample Ads: W3HS

W3HS.pdf



W3HS-4.pdf

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Sample Ads: W6HS

For fDO East Database:

Artist creates ads with the border but not finding line names or listings.

For fDO West Database:

Artist creates artwork only.

Other White Page In-column ads (such as those shown below) open with a box that will be a guide for sizing artwork:

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W1BS_W3BI
186 pt. x 54 pt.

vNorth and vSouth Databases: WIB, WIBHH, WPIB, WPIHH, WSB, WSBH, WSN, WSNH are built with art only – border, name and listings pull automatically to the page.

Sample Ad: WIB

Sample Ad: WPIB

vWest Database: WSB, WSBH are built with art only – border, name and listings pull automatically to the page.

Sample Ads: WSB

East Database: All elements are built with art only – border, name and listings pull automatically to the page. Example UDACs: **WLN, WLL1, WLLGS, WLLH, WLN2, WLN2S, WLLHH**

Sample Ad: WLN

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Sample Ad: WLL1

MR AUTO BODY INC.

Sample Ad: WLN2

University of Illinois Medical Center at Chicago

West Database: in-column white page ads only require art be built – border, name and listings pull automatically to the page. W1BS

Example UDACs: **WIB, WIBHH, WPIB, WPIHH, W1MS, W1BS, W1BSH, W1MHH, W3HS, W3BHS, W3BH, W3HH, W4HS, W4BHS, W4BH**

Sample Ads: WIB

ALBUQUERQUE JOURNAL

Tires LES SCHWAB

Sample Ads: W1BS: (shown with copysheets for each ad)

Yearwood Performance
Westside Location
9674 Eagle Ranch Rd NW
YOUR PERFORMANCE SOURCE FOR OVER 40 YEARS
MON.-FRI. 9-6 • SAT. 9-4
www.yearwoodperformance.com
890-9190

W1BS-2.pdf

WWW.ITSATRIP.ORG
ALBUQUERQUE
CONVENTION & VISITORS BUREAU
Visitor Information 1-800-284-2282

W1BS.pdf

area plumbing
Jerry Griffin - Owner ROC 105658 & 105672
www.areaplumbing.com

W1BS-3.pdf

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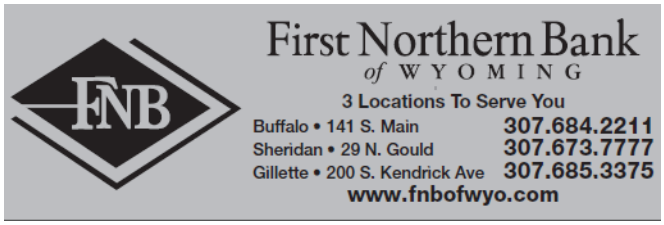
W1BS-4.pdf

W1BS-5.pdf

W1BS - DreamFeatures WHT

Sample Ads: W1MHH:



W1MHH.pdf

W1MHH-1.pdf

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