

In-column Specs-Simplified fYP

Audience: All fYP Graphics and Spec Ads Teams

Description: Specs for Simplified In-column ads are shown below.

Trigger: Rollout date is Aug 2018 pubs.

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 Ad Sizes:

2 and 3 column Space ads have the same dimensions

Col	UDAC	Description	Size (Points)	Size (Inches)
2 & 3	5HSS	2 ½ inch Incolumn	180 x 180	2.5 x 2.5
2 & 3	3HSS	1 ½ inch Incolumn	180 x 108	2.5 x 1.5

In-column Rules:

Item	Notes/Decision	Additional Details
Finding Line	The finding line must match the control info in PM.	If the copysheet differs, memo Sales that the finding line can't be changed. Sales would need to update the listing.
Finding Line Color	Black only	
Border Color	Black only	
Body Text Color	<ul style="list-style-type: none"> Artist may use any color from the EZ Ad color palette. An individual word within a text line may be a different color, but letters of alternating colors are 	

	<p>not allowed.</p> <ul style="list-style-type: none"> • Alternating lines of text may have different colors. • Bullet points can be a different color than the line of text. 	
Address/Phone Number Line Color	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Only 1 piece of artwork is allowed. • Credit cards (and other small logos) may be combined with the artwork. • Full process color is allowed. 	
Ads with No Artwork	A blank piece of artwork must be keyed to the ad and placed into the ad.	<p>This is a system requirement. The ad will not upload without this artwork. Art ID is C4669851.</p> <p>See Ads with No Artwork process.</p>
Illustrator Usage	Illustrator may not be used to create the entire ad.	

In-Column Specs:

General:

- Grandfathered ads can be left as is. A grandfathered ad is one that ran last year.
- The standard In-column UDACs are 3HSS and 5HSS.
- If a new in-column ad asks for something the system won't allow, set it per specs and send a Memo to Sales in PM.
- Punctuation is allowed in the finding line **and address line**. The information transfers over automatically from the Telco records. Leave it as is.
- Leave National Ads as they are provided.
 - Follow the [Full Scan Art Process](#) in this document.
- Components of National Ads that become local in subsequent years can remain as they are.
- **Ads can be created without artwork if that is what the customer requests.**

UPDATE

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.

Layout and Graphics:

- Ads can be sold as CLW (white background) or CLY (12% yellow background.)
 - CLY ads will open with a yellow background.
- The color designation can also be found in Ad Info next to the UDAC.

UPDATE

- CLY text and box color is limited to red, green, blue, and black.

UPDATE

- CLY art color is limited to solid red, green, blue, or black.

CLW

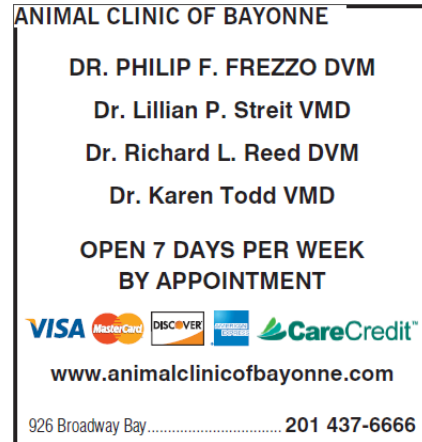


CLY



- CLW: Full color art, logos or photos may be used.
- CLW: Ads can have 1 piece of artwork.

Smaller artwork, like credit card logos and similar, can be combined into one piece of artwork.



Sample Ads: 5HSS

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Sample Ads: 3HSS

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EZ Ad Color Swatches:

- Below is the EZ Ad color palette.
- These are the only colors that should be used for text. Artwork can be process color or have any color applied.

DexYP fYP In-Column Ad Color Swatches

Black c0 m0 y0 k100 6pt / 8pt	Blue c100 m0 y0 k0 6pt / 8pt	Med Blue c100 m0 y20 k0 6pt / 8pt	Dark Blue c100 m20 y0 k7 8pt / 10pt
Blue Green c80 m0 y20 k0 6pt / 8pt	Green c100 m0 y100 k00 6pt / 8pt	Teal c80 m0 y40 k0 6pt / 8pt	Dark Green c100 m30 y90 k0 8pt / 10pt
Magenta c0 m100 y0 k0 6pt / 8pt	Burnt Orange c0 m80 y100 k0 6pt / 8pt	Orange c0 m60 y80 k0 6pt / 8pt	Purple c70 m80 y0 k00 6pt / 8pt
Wine c30 m50 y70 k0 8pt / 10pt	Grape c50 m80 y0 k0 6pt / 8pt	Plum c30 m100 y0 k0 6pt / 8pt	Red c0 m100 y55 k0 6pt / 8pt
Dark Brown c50 m75 y80 k0 8pt / 10pt	Red Brown c30 m60 y80 k15 8pt / 10pt	Sienna Brown c20 m100 y100 k0 8pt / 10pt	White c0 m0 y0 k0 8pt / 10pt

Ad Designer Processes:

Ads with No Artwork:

It is a system requirement for EZ Ad that every 3HSS and 5HSS ad must contain a piece of artwork in order to upload to PM. This artwork is 51 pt x 3 pt, so it should not interfere with the text of the ad.

1. Acquire the ad.
2. Click Art Search. Search by Art ID #C 4669851.

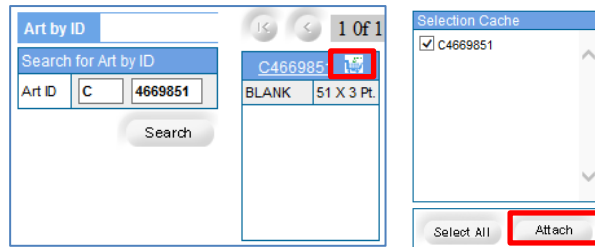


Art by ID

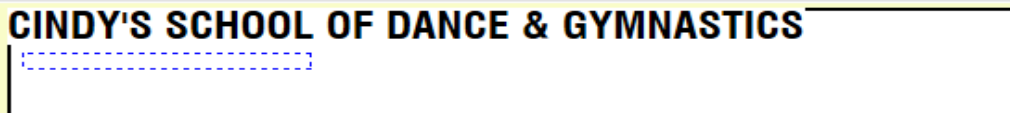
Search for Art by ID

Art ID

- Click on the Add Art to Cache icon, and click Attach.



- Click Next. Click Compose. The ad opens it in EZ ad.
- The art file is automatically placed at the top the ad.



- Work the ad and upload BAU.

Full Scan Artwork Process for National

National ads should be stored to the catalog as full scan art:

- Retrieve artwork from Up/Down External.
- In PM Ad/Art Creation click New Art.
- Check the “full scan art” box, enter the Custom CMR ID and click OK.

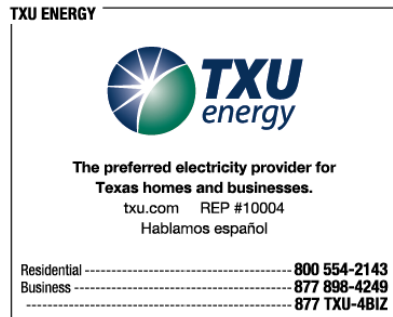
General Information	
Art ID	C 4677673
Base Art	
Color Type	CMYK
Full Scan Art	<input checked="" type="checkbox"/>
Repeating Logo Art	
Art Usage	Undefined

Art Information	
Creation Date	03/23/2018
<input checked="" type="radio"/> Custom	123456
CMR ID	123456
<input type="radio"/> Brand Name Logo	
<input type="radio"/> Brand Name Art	
<input type="radio"/> Graphic Component	
<input type="radio"/> Stock	
Category	Sub Category
<input type="button" value="Delete"/> <input type="button" value="Select Category"/>	

- Prepare the artwork by cropping out border, finding line and listings.

Artwork as provided

Artwork prepared for upload.



The preferred electricity provider for
Texas homes and businesses.
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Hablamos español

5. Work the ad in EZ Ad, positioning the artwork as it appears in the original.
6. Do not adjust Finding Line, Tel# Line or Address Line text to match the National copysheet. Allow the lines to populate at the table-driven font size.
7. Save and upload the ad.