dex·yp | JOB AID

fYP
White Pages Ads

Graphics Products and Design Specifications

fYP For All Regions

Table of Contents

Introduction

Definition of a White Pages Ad

- The White Pages are separated into two A to Z sections (Business and Residence).
- The Business Section lists:
  - All business classes of service.
  - All Residential customers who purchase a listing in the Business Section.
  - All Caption Listings that include both Business and Residence listings.
- The Residence Section lists:
  - All Residence classes of service.
  - All Business customers qualifying for additional Residence listings.

All White Pages products must follow current specifications and standards already in place as applied to yellow pages. Border specifications specific to each product are listed with each product in this document.

The types of White Pages ads are:

- Space Ads
- Logos Ads (W2HS)
- WP Display "In-column" Ads (W6DA)

- WP Display Half & Full Page Ads (WHP & WFP)
- Billboard, Banner & Super-Sized Banner Ads
  - Recurring WP Business Billboard Ads
  - Supersized Banner Ads (WPTQH)

White Page UDACs and Sizes

Definition of UDAC

UDAC is an acronym for Universal Directory Advertising Code, made up of letters and numbers. UDAC indicates size, color and other specifications of the items. There is some variation in the various databases.

White Page UDACs

UDAC	Name	Definition
Banner		
WPTQH	White Page Banner	Supersize Banner
Display Ads		
WHP	White Page Display	Half Page Ad
WFP	White Page Display	Full Page Ad
W6DA	White Page Display	3 Inch In-column Display Ad Sequenced Before the Listing - Black Text
Logo Listing		
W2HS	White Page Incolumn Ad	1" Logo Listing
White Page Repeating Business Billboard		
WBNB25	White Page Repeating Billboard	Repeating Banner - 50% of Available Pages
WBNB50	White Page Repeating Billboard	Repeating Banner - 50% of Available Pages
WBNB75	White Page Repeating Billboard	Repeating Banner - 75% of Available Pages
WBNB100	White Page Repeating Billboard	Repeating Banner - 100% of Available Pages
Repeating Corner Billboard		
WMR25	White Page Repeating Corner Billboard	25% of Available Pages - Black Text
WML25	White Page Repeating Corner Billboard	Repeating Corner Mark - Left - 25% of Available Pages
WML100	White Page Repeating Corner Billboard	Repeating Corner Mark - Left - 100% of Available Pages
WMR100	White Page Repeating Corner Billboard	Repeating Corner Mark - Right - 100% of Available Pages
WMR50	White Page Repeating Corner Billboard	Repeating Corner Mark - Right - 50% of Available Pages

WML50	White Page Repeating Corner Billboard	Repeating Corner Mark - Left - 50% of Available Pages
Masthead		
WMAST1	White Pages Masthead	Banner

White Page UDAC Sizes

Product	UDAC	Repeating UDAC	Directory Size	Ad Size
WP 1" LOGO LISTING	W2HS	N/A	2 col	2.5" x 1" 180 pt x 72 pt
WP 1" LOGO LISTING	W2HS	N/A	3 col	2.5" x 1" 180 pt x 72 pt
White Page Business Billboard - 25% of Available Pages	WBNB25	WBAN	2 col	5" x 1" 366 pt x 72 pt
White Page Business Billboard - 25% of Available Pages	WBNB25	WBAN	3 col	7.75" x 1" 558 pt x 72 pt
White Page Business Billboard - 50% of Available Pages	WBNB50	WBAN	2 col	5" x 1" 366 pt x 72 pt
White Pages Banner - 50% of Available Pages	WBNB50	WBAN	3 col	7.75" x 1" 558 pt x 72 pt
White Pages Banner - 75% of Available Pages	WBNB75	WBAN	2 col	5" x 1" 366 pt x 72 pt
White Pages Banner - 75% of Available Pages	WBNB75	WBAN	3 col	7.75" x 1" 558 pt x 72 pt
White Page Business Billboard - 100% of Available Pages	WBNB100	WBAN	2 col	5" x 1" 366 pt x 72 pt
White Page Business Billboard - 100% of Available Pages	WBNB100	WBAN	3 col	7.75" x 1" 558 pt x 72 pt
White Pages Full Page Ad	WFP	N/A	2 col	5" x 8.25" 366 pt x 594 pt
White Pages Full Page Ad	WFP	N/A	3 col	8" x 10" 588 pt x 732 pt
White Pages Half Page Ad	WHP	N/A	2 col	5" x 4" 366 pt x 291 pt
White Pages Half Page Ad	WHP	N/A	3 col	7.75" x 5" 558 pt x 360 pt
White Pages Repeating Corner Mark - Left - 100% of Available Pages	WML100	WCML	2&3 col	2.5" x 2" 180 pt x 144 pt

WP CORNER BILLBOARD	WML25	WCML	2&3 col	2.5" x 2" 180 pt x 144 pt
White Pages Repeating Corner Mark - Left - 50% of Available Pages	WML50	WCML	2&3 col	2.5" x 2" 180 pt x 144 pt
White Pages Repeating Corner Mark - Left - 75% of Available Pages	WML75	WCML	2&3 col	2.5" x 2" 180 pt x 144 pt
White Pages Repeating Corner Mark - Right - 100% of Available Pages	WMR100	WCMR	2&3 col	2.5" x 2" 180 pt x 144 pt
White Pages Repeating Corner Mark - Right - 25% of Available Pages	WMR25	WCMR	2&3 col	2.5" x 2" 180 pt x 144 pt
White Pages Repeating Corner Mark - Right - 50% of Available Pages	WMR50	WCMR	2&3 col	2.5" x 2" 180 pt x 144 pt

Artwork, Photo and Text Guidelines

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

Color Settings

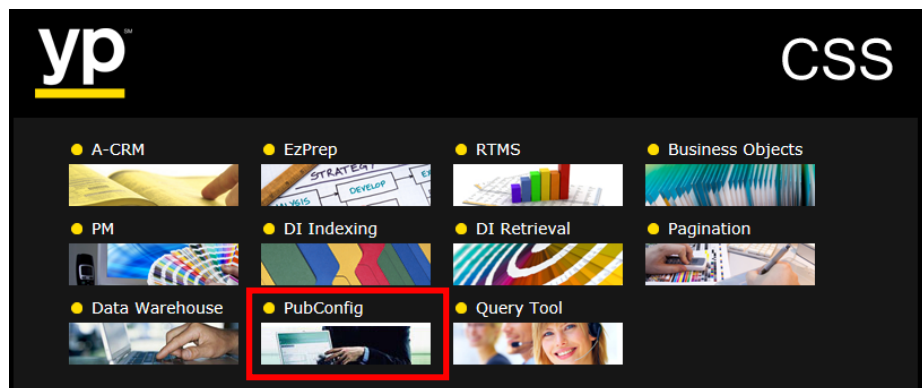### Publishing Configurator (PubConfig)

The correct color settings for display ads must be loaded through Publishing Configurator. PubConfig is a series of files that are loaded via a script the user initiates from the CSS Main window.

Click the CSS Start Menu shortcut, which is now located on your desktop.
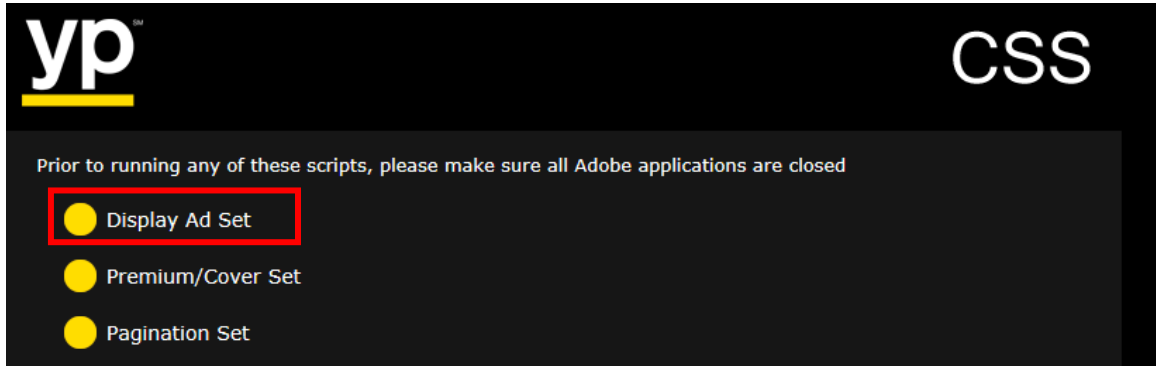

This launches the CSS Startup menu.

1. Click PubConfig.

2. Select the Display Ad Set.

The script loads several files onto the user's PC including:

- Color settings/profiles for AI and PS
- Fonts
- Illustrator Plug In
- Photoshop Actions for color settings
- Illustrator Symbols
- Illustrator color palettes

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.

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:
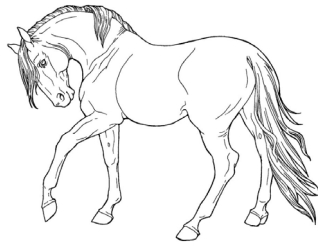
Acceptable Artwork

- 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

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.

San-Serif Typefaces:
- Eras
- Zapf Humanist
- Swiss721 Condensed

6 point minimum for San-Serif typefaces

8 points, bold for all Serif typefaces when reversed on single color background

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.

Serif Typefaces:
- Garamond
- Times
- Bodoni

8 point minimum for all Serif typefaces

10 points, bold for all Serif typefaces when reversed on single color background

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.

Script Typefaces:
- Staccato
- Brush Script
- Park Avenue

10 point minimum for script typefaces

BRUSH SCRIPT IN ALL CAPS

Text on a Screened Background

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

Background Screens 10%-30% tint range

8 pt. bold, sans-serif
10 pt. bold, serif

Background Screens 50%-85% tint range

10 pt. bold, sans-serif
12 pt. bold, serif

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 can't 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.

Display Ads Standards and Ethics

There are certain standards that apply to all Display Ads:

1. **Derogatory Statements:** Copy content or images which reflect negatively or display discredit or can be perceived as disparaging towards another advertiser or the products/services of the publisher are NOT PERMITTED.

2. **Misleading, Deceptive or Fraudulent Advertising:** Copy SHOULD NOT mislead by making deceptive, unwarranted or exaggerated claims. "Fine Print" CANNOT be used to qualify a claim; it MUST be easily understood and readily readable. When a claim is questionable, the Sales Representative MUST probe further regarding the claim and request acceptable proof.

3. **Lottery and Casino:** In those states where gambling is legal (Casinos and Lottery), such advertising is acceptable at the appropriate headings (Casinos and Lottery Ticket Agencies).

4. **Alcohol/Guns:** Images of alcoholic beverages are allowed ONLY at the appropriate related heading. Advertising of guns or gun products is limited to the heading of Guns & Gunsmiths. EXCEPTION: An incidental reference (1) is allowed at Pawnbrokers.

5. **Medical Marijuana:** Advertising content must not promote the distribution of medical marijuana, including the prescription and/or dispensation of medical marijuana, in any portion of the advertising content.

6. **Offensive Advertising:** Advertisements which are indecent or offensive to good taste, either explicitly or implied, in text or illustrations, are UNACCEPTABLE. Images or illustrations of scantily clad or nude men/women, sexually suggestive images, photographs, or suggestive verbiage is UNACCEPTABLE. This includes the heading of Plastic Surgeons.

7. **Politics:** Campaign advertising by political candidates or advertising that contains a 'Political' message including an endorsement is UNACCEPTABLE.

8. **General Price and Percent Policy:** YP allows advertisers to place prices, percent discounts, percent reductions, percent savings, price ranges, and/or commission percentages in their advertising. In addition, loan amounts, credit approval amounts, financing percentages, and insured amounts are also allowed in advertising.

9. **Coupon Incentives:** Coupon advertisers promote their products through incentives found on the coupon. Price or discount ranges must not be used as the actual coupon incentive figure because they are not specific enough. For instance, you could not say, "Your price range is $12.00 to $18.00 with coupon." Any qualifications, exceptions, conditions, or limitations attached to coupon incentives or pricing must be clearly stated.

   o **Incentive Offerings Limits:** There is no limit to the number of incentive offerings an advertiser can make in a coupon, provided the offer is

clearly stated and qualified. **Note:** If a "free" product/service is mentioned in a customer's coupon and is repeated in their classified advertising, the ad must stipulate that the offer requires the use of the DexYP coupon.

- o **Expiration Date:** There must be reference to an expiration date (month/day/year) in each coupon. If appropriate, the coupon can state "no expiration date" or "through month/year." The phrase "subject to cancellation without notice" is not acceptable. When there is more than one expiration date, the advertiser must specifically match the expiration date with the appropriate incentive offer.

10. **Sensitive Headings:** (listed below) that have restrictions on text, photos and other content made necessary by the nature of the businesses that advertise in these headings. Ad content must comply with Standards for the Sensitive Heading in which it falls.

Abortion Alternatives	Gentlemen's Clubs	Lingerie
Abortion Providers	Entertainment Adult	Massage
Abortion Referrals	Entertainment Family &	Massage-Therapeutic
Abortion Services	Business	Massage Therapists
Bathhouses	Escorts Personal	Singing Telegrams
Body Piercing	Escorts	Telegrams-Singing &
	Escort Services	Entertaining

11. **Common Ownership Ads:** Group Advertising is where two or more businesses advertise together in a single display ad, which includes the businesses' individual names, addresses and/or telephone numbers. These ads are acceptable with the following criteria: All outer borderlines MUST be continuous around the entire ad. A phrase such as, "Under Same Ownership" or "A Division of…" must be included. Other exclusions apply.

12. **United States Flag:** Illustrations in which the Flag has been pictured in a dignified manner as a natural or incidental part of the scene and purely for patriotic purposes may be used. The Flag **cannot** however be used for any business motive or to imply that the advertisers products or services are endorsed by the U.S. Government. No Trademark may consist of or comprise the Flag of the United States, or of any State, or any simulation thereof.

13. **Depiction of US Currency:** The portrayal of currency cannot resemble actual currency in size or color. If it does, it will need to be altered. This does not apply to play money or cartoons.

14. For additional details, please refer to the full **22 State Standards**.

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.**

Listings

White Pages Regular Listing (WRL)

A White Pages Regular listing (WRL) is only available through the business office.
Example:

A-1 Janitor Service 206 Adcock Rd 71913 ---- 767-7728

White Bold Listing and Number (WBLN)

A White Pages Bold Listing maybe purchased for straight lines and all listings in a caption arrangement. The name and telephone number are set in bold type
Example:

A-1 JANITOR SERVICE 206 Adcock Rd 71913 ---**767-7728**

White Pages Extra Line(s) (WEL)

A White Pages Regular Extra Line (WEL) is used when a customer purchases extra information. The lines are located between the name and address/telephone line. Some acceptable examples of WELs include products sold by business, credit card acceptance, and Internet address.

Allowable Special Characters

Text may contain only the existing characters illustrated on a normal keyboard:
A to Z, 0 to 9, exclamation mark (!), universal double quote ("), pound(#), dollar ($), percent (%), ampersand(&), universal single quote and apostrophe ('), parentheses [( )], asterisk (*), plus (+), comma (,), hyphen (-), period (.), virgule (/), semicolon (;), less than (<), equal (=), greater than (>), question mark (?), at sign (@), left and right brackets ([ ]), reversed virgule (\), caret (^), underscore (_), grave accent (`), left and right braces ({}), bar(|), swung dash (~), acute accent (é), tilde (ñ), umlaut (ü), inverted acute accent (é), inverted exclamation mark (¡), double quotation marks (""), single quotation marks ('').

Restrictions

- Not valid in a caption arrangement.
- Not available for a White Pages Regular Listing.
- Address or cross-street information; telephone numbers for pagers and fax lines; and personalized telephone numbers (e.g., 1-800-DENTIST) are not allowable.
- Colon (:) is not an acceptable special character.

Example:

Aapple Muffler—
  Mon-Fri 8-5 Sat 9-2
  626 Ambler Av 79601 -----------------------676-7920

White Pages Feature Bold Listing (WFLB)

A White Pages Feature Bold Listing may be purchased for straight lines and all listings in a caption arrangement. The listing is bracketed with a black line on top and bottom. Examples:

AAA FENCE CO
211 Clairmont 71901 -----**321-4313**

MAMA TOMATO'S
555-1234
1234 57th St 555 1234

MAMA TOMATO'S
1234 57th St 555 1234

White Pages Feature Bold Listing (WFLB) Specifications Chart

Description	ALL REGIONS	
Name	Superbold	
Address	Light type	
Telephone Number	Superbold	
Rules at top and bottom	Yes	

Ads Highlighted with 30% Black (Grayscale)

Key Concepts for Artists

- Ads with a color code of GRSP (Gray Splash) are highlighted ads.
- Artists will need to manually add 30% Black to all White Page highlighted advertising.
- Artists are encouraged to 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.**

Color Code

- GRSP: Gray Splash Ads

Examples

- Gray has been placed behind the right side of the ad only.

- Gray has been placed behind the entire ad.

- There is still white in the figures. Note that a white box can be put behind small type in order to make it more legible.

- Notice that portions of the ad remain white. That is fine to leave as is.

- Some portions of the ad remain white.

- 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.

For more information see: White Pages Color Removal

Logos Ads (W2HS)

Product Overview

UDAC Guide Logo Ads

UDAC	Product	Description
W2HS	White Page Incolumn Ad	1" Logo Listing

Ad Dimensions Logo Ads

UDAC	Product	Dir Size	Ad Size
W2HS	**WP 1" LOGO LISTING**	2 col	2.5" x 1" 180 pt x 72 pt
W2HS	**WP 1" LOGO LISTING**	3 col	2.5" x 1" 180 pt x 72 pt

- Ad Space - Height 72 pts
- Graphics/Text - Space Height 62pts

Visuals

Examples of what the Artist provides for W2HS: (Text can be included.)

Logo Ad Specifications

- The W2HS UDAC's allow a logo and/or tagline/slogan to print along with listing information.
- Available in varying height depending on region (see chart below).
  - Calculated from the top of the UDAC to the top of the listing information.
- Actual height allowed for the graphic/text space is slightly smaller than ad space (see chart below).
- **Art/Logo**
  - The ad space allows the Customer to display their logo or business name.
  - The logo must be the actual logo used on business collateral, or may be a national brand logo.
  - Grayscale Photos are allowed.
- **Text**
  - The ad space can have <u>1 line</u> of text providing tagline/slogan or informational text
  - Text can only be set below the customer logo/name in the ad space or as the only element in the ad space.
  - Text may be any font type and attribute and only used as it is set by the system.
  - Text can be any case type (UPPER, lower, U/l, Initial Caps, etc.).
  - Telephone or fax numbers or addresses are <u>not allowed</u> in the ad space.
- **Border**
  - Border encompasses the entire ad
  - Rules are always black
- **Color**
  - Ads with GRSP color code can have 30% black background.

Ad Composer/Graphics

- Sets the advertiser's logo and/or tagline/slogan (if desired).
- If the Color Code is GRSP, the Artist will apply a 30% black background.
- Ad composer builds the ad with no border.

Pagination

- The listing elements are set automatically during Pagination.
- Rule/Border provided at Pagination.

WP Display "In-column" Ads (W6DA)

Product Overview

These UDACS are placed in the columns of the directory but are worked in Adobe Illustrator, similar to Billboards & Banner ads.

UDAC - Display "In-column" Ads

UDAC	Product	Description
W6DA	White Page Display Ad	3 Inch In-column Display Ad Appears Before the Listing

Ad Dimensions Display "In-column" Ads

UDAC	Product	Dir Size	Ad Size
W6DA	White Page Display Ad	2 & 3 col	2.5 " x 3 " 180 pts x 216 pts

Visuals

Specifications

- Use 2pt border unless Sales requests a custom border.
- Creative "Free-Form" Borders of any color that is available within the color code and the product.
- Graphics and B&W photos allowed
- Logos do not have to match listed name and may be a national brand logo.
- Color Tints from 10% to 100% K are allowed, reverse is permitted.
- White text allowed.

# WP Display, Half & Full Page Ads (WHP & WFP)

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.

UDACs and Dimensions - White Page Display Ads

UDAC	Description	Dir Size	Ad Size
WHP	**Half Page Display Ad**	2 col	5" x 4" 366 pt x 291 pt
WHP	Half Page Display Ad	3 col	7.75" x 5" 558 pt x 360 pt
WFP	Full Page Display Ad	2 col	5" x 8.25" 366 pt x 594 pt
WFP	Full Page Display Ad	3 col	8" x 10" 588 pt x 732 pt

Visuals
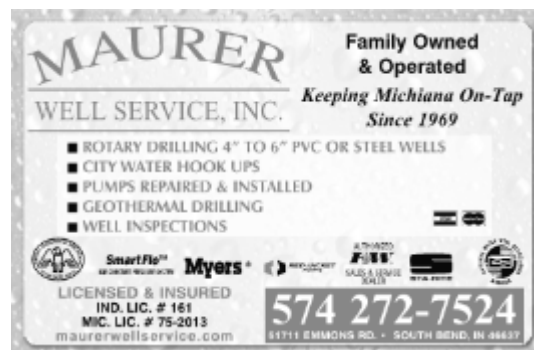
HONEST, RELIABLE REASONABLE
No Gimmicks…No Hidden Charges..
Just Clean Carpets!

Residential Commercial
Hydro Truck Mounted Steam Cleaning RX-20 Extraction
"All Pre-Conditioning Included"

Family Owned & Operated

In Business For 24 Years

• Upholstery Cleaning
• Imported Area Rug Cleaning
• 24 Hr. Emergency Water/Flood Damage
• Tile & Grout Cleaning • High Pressure Washing
Biodegradable Non-Toxic Flea Treatment

A MOBILE CARPET & FLOOR CLEANING
AMOBILECARPETANDFLOORCLEANING.COM
909 **393-0156**
1-800-825-8058

We'll Help You Reach Your Dreams!
Solutions For Today's Home Buyers
Specializing In Brokerage & Real Estate For Over 2 Years
Buy Now At Historic Low Prices!
• Full Service Real Estate & Mortgage Broker
• Loan Modification
• Short Sale Specialist

PROGRESSIVE SOLUTIONS USA
REALTORS

FOR SALE / SOLD

CALL TODAY… To Speak With An Agent!
248.381.4732
25305 West 8 Mile
Mon-Sat: 9am-5pm
www.gohomeconnect.com

Specifications

- Use 2pt border unless Sales requests a custom border. No border restrictions.
- Creative "Free-Form" Borders of any color that is available within the color code and the product.
- Graphics and B&W photos are allowed
- Logos do not have to match listed name and may be a national brand logo.
- Color Tints from 10% to 100% K are allowed, reverse is permitted.
- White text allowed.
- The CXPi Font 1 General, Clearview and Bell Centennial fonts should not be used.
    - The CXPi font is a symbols font that may not transfer correctly to the page.
    - Clearview is not available as a font.
    - Bell Centennial causes errors in Illustrator if you try to complete an ad using it.

Repeating Business Billboard Ads (WBNB__)

Product Overview

Repeating Banner ads will print on a percentage of the available White Pages according to UDAC. They are available only in business white page sections.

UDACs and Dimensions – Repeating Business Billboard Ads

UDAC	Description	Dir Size	Ad Size
WBNB25	25% of Available Pages	2 col	5" x 1" 366 pt x 72 pt
WBNB25	25% of Available Pages	3 col	7.75" x 1" 558 pt x 72 pt
WBNB50	50% of Available Pages	2 col	5" x 1" 366 pt x 72 pt
WBNB50	50% of Available Pages	3 col	7.75" x 1" 558 pt x 72 pt
WBNB100	100% of Available Pages	2 col	5" x 1" 366 pt x 72 pt
WBNB100	100% of Available Pages	3 col	7.75" x 1" 558 pt x 72 pt

Visuals

Specifications

- Borders must be 2pt, square corner.
- All Billboards are placed alphabetically.
- Available in Business white pages only
- Customer Proofs will be mailed out.
- Group or Segmented ads are allowed
- Graphics and B&W photos allowed.
- Logos do not have to match listed name and may be a national brand logo.
- Color Tints from 10% to 100% K are allowed, reverse is permitted.
- White text allowed.
- The CXPi Font 1 General, Clearview and Bell Centennial fonts should not be used.
  - The CXPi font is a symbols font that may not transfer correctly to the page.
  - Clearview is not available as a font.
  - Bell Centennial causes errors in Illustrator if you try to complete an ad using it.

Repeating Corner Billboard (WMR__)

Product Overview

Repeating Corner Billboard ads will print on a percentage of the available White Pages according to UDAC. UDACs with an "L" will print on the upper left corner of the pages. UDACs with an "R" will print on the upper right corner of the pages.

UDACs and Dimensions Guide - Repeating Corner Billboard

UDAC	Description	Dir Size	Ad Size
WMR25	Repeating Corner Bill – Right 25% of Available Pages	2 & 3 col	2.5" x 2" 180 pt x 144 pt
WML25	Repeating Corner Bill – Left 25% of Available Pages	2 & 3 col	2.5" x 2" 180 pt x 144 pt
WMR50	Repeating Corner Bill – Right 50% of Available Pages	2 & 3 col	2.5" x 2" 180 pt x 144 pt
WML50	Repeating Corner Bill – Left 50% of Available Pages	2 & 3 col	2.5" x 2" 180 pt x 144 pt
WML100	Repeating Corner Bill – Left 100% of Available Pages	2 & 3 col	2.5" x 2" 180 pt x 144 pt

Visuals

Specifications

- Prints in top left (WML) OR right (WMR) corners of each page
- These will have a unique border that will distinguish it from display in-column ads
- Border cannot be changed and must remain black in color
- Ads must contain the advertiser's business name and phone number
- **No** Group or Segmented ads are allowed
- All Billboards and Banners are placed alphabetically.
- Available in Business white pages only
- Customer Proofs will be mailed out.
- Group or Segmented ads are allowed
- Graphics and B&W photos allowed.
- Logos do not have to match listed name and may be a national brand logo.
- Color Tints from 10% to 100% K are allowed, reverse is permitted.
- White text allowed.
- The CXPi Font 1 General, Clearview and Bell Centennial fonts should not be used.
  - The CXPi font is a symbols font that may not transfer correctly to the page.
  - Clearview is not available as a font.
  - Bell Centennial causes errors in Illustrator if you try to complete an ad using it.

Supersized Banner Ads (WPTQH)

Product Overview

UDAC Guide

WPTQH

UDAC	Description	Dir Size	Ad Size
WPTQH	**Supersized Banner Ads**	2 col	
WPTQH	**Supersized Banner Ads**	3 col	

Visuals

Specifications

- Only **ONE** ad can be sold per Listing Name and Phone number
- Creative "Free-Form" Borders are allowed.
- All Billboards and Banners are placed alphabetically.
- Available in Business white pages only
- Customer Proofs will be mailed out.
- Group or Segmented ads are allowed
- Graphics and B&W photos allowed.
- Logos do not have to match listed name and may be a national brand logo.
- Color Tints from 10% to 100% K are allowed, reverse is permitted.
- White text allowed.
- The CXPi Font 1 General, Clearview and Bell Centennial fonts should not be used.
  - The CXPi font is a symbols font that may not transfer correctly to the page.
  - Clearview is not available as a font.
  - Bell Centennial causes errors in Illustrator if you try to complete an ad using it.

Mastheads (WMAST1)

Product Overview

These are Generic ads now and never need to be changed.

UDAC Guide

UDAC	Description	Dir Size
WMAST1	Masthead	2 col
WMAST1	Masthead	3 col