



PRINT • ONLINE • SEARCH

ART APPROVAL FORM

The colors represented in this proof may not reflect the appearance of the final printed advertisement. Different output devices and different print media yield colors in varying degrees of accuracy. By signing, you acknowledge that neither the publisher of this particular directory nor can YPM guarantee the colors printed in the final published advertisement will match those in the attached proof.

- Approved
- Approved With Changes
- Send Revisions

Date: _____

Artwork Approved By: _____

TEL 949.851.7744 • FAX 949.851.3046

18400 Von Karman Ave., Ste. 200, Irvine, CA 92612 • www.ypm.com

CASH STORE Publisher Cheat Sheet

CASH STORE
CASH STORE®
Get up to \$20,000* today
 Cash Advances
 Installment Loans
 Title Loans & Auto Equity Loans
 cashstore.com
**Subject to loan approval. Some restrictions may apply. See store for details.*
 City-Locator
 Address **000 000-0000**

DEX/SPR

No Space Before & After (-) dash.
City Name and Phone Number are bolded.
Phone Number 7pt Size if it fits.

CASH STORE
CASH STORE®
Get up to \$20,000* today
 Cash Advances, Installment Loans
 & Title Loans/Auto Equity Loans
 cashstore.com
**Subject to loan approval. Some restrictions may apply. See store for details.*
 City - Locator
 Address **000 000-0000**

YBC

City Name and Phone Number are bolded.
Follows YBC's Specs (Except "Body" specs).

CASH STORE
CASH STORE®
Get up to \$20,000* today
 Cash Advances
 Installment Loans
 Title Loans & Auto Equity Loans
 cashstore.com
**Subject to loan approval. Some restrictions may apply. See store for details.*
 City - Locator
 Address **000 000-0000**

YP

City Name and Phone Number are bolded.
If Spot Color; Use (Red M:100, Y:55)

CASH STORE
CASH STORE®
Get up to \$20,000* today
 Cash Advances
 Installment Loans
 Title Loans & Auto Equity Loans
 cashstore.com
**Subject to loan approval. Some restrictions may apply. See store for details.*
 Address City **000 000-0000**

NATIONALS/ZIPLOCAL (PDC 833)

City Name has to be after Address.
No Locator Tag.
Address Line/Phone Number are 9pt Size

CASH STORE
CASH STORE®
Get up to \$20,000* today
 Cash Advances
 Installment Loans
 Title Loans & Auto Equity Loans
 cashstore.com
**Subject to loan approval. Some restrictions may apply. See store for details.*
 City - Locator
 Address **000 000-0000**

VIVIAL (PUB 557, 558, 520 & 921)

City Name and Phone Number are bolded.
Follows Vivial's New Specs.

CASH STORE
CASH STORE®
Get up to \$20,000* today
 Cash Advances
 Installment Loans
 Title Loans & Auto Equity Loans
 cashstore.com
**Subject to loan approval. Some restrictions may apply. See store for details.*
 City - Locator
 Address **000 000-0000**

Standard Template

For All Other Pubs Not Listed.
City Name is bolded.

CASH STORE
CASH STORE®
Get up to \$20,000* today
 Cash Advances
 Installment Loans
 Title Loans & Auto Equity Loans
 cashstore.com
**Subject to loan approval. Some restrictions may apply. See store for details.*
 Address City **000 000-0000**

NAMES AND NUMBERS (NAN)

Locator tags, cities, addresses, and phone numbers - all bold.