



## Publishing Specifications

### Name Line – 9.5 pts

- Name line shown for the space listing on the artwork transmittal must agree **exactly** with the listing as it appears on the national order.
- Registered marks ® are allowed. The name line on the national order must include ^R in place of the Registered mark.

### Text

- Minimum point type: 6 pt

### Primary Address and Telephone Number – 8.5 pts
















- The address and telephone number shown for the space listing on the artwork transmittal must agree **exactly** with the listing as it appears on the NYPS order.
- Toll-free phrase is automatically set when a toll-free number (800, 855, 866, 877, 888) is used as the primary telephone number.

### Logo

- See logo chart under HS Advertising for maximum logo sizes. Exact size or smaller must be used.

### Color

- Full color art, logos, or photos may be used.
- If color is used on the border; the finding line must be the same color.
- All in-column and anchor ads must use the following colors for the border and finding line.

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