

# Printing Specifications

## Colors in ads

### Non-Knockout Ads-

Only Cyan, Red, Green and Black are allowed in non-knockout ads. These colors may touch.

### Knockout Ads-

All colors choices are available in knockout ads. (See *salesperson for more details about the number of colors available*). These colors may touch.

## Space between colors

Different colors may touch each other without a separation, however, if the colors do NOT touch, a 1.5 points clearance is required.

## Color photographs

For good registration and reproduction, color photographs must be at least 1 inch by 1 inch.

See- "Supplying Digital Art" document for more information about color photos.

## Line rules and borders

Line rules and borders must be at least 1 point wide.

**Exceptions-** purple, brown and umber line rules or borders must be at least 2 points wide.

## Type specs

**Body copy-** must be at least

- 6 point for sans serif type faces
- 8 point for serif type faces

**Reversed or screened-** must be at least

- 8 point for sans serif type faces
- 10 point for serif type faces

**Exceptions-** purple, brown and umber body copy must be at least

- 10 point for sans serif type faces
- 12 point for serif type faces

**Black or reversed type** running over a full color photo must be

- 10 point for sans serif type faces
- 12 point for serif type faces

*Note: Bold sans serif type faces are recommended.*

**Color type** running over a full color photograph must be at least

- 12 point sans serif type faces
- 14 point serif type faces
- Outlined with a 1 point black rule or 1.5 point white rule.

*Note: Bold sans serif type faces are recommended.*

## Reduced size directories

To accommodate the reduction in type size, increase all minimum type sizes by at least 2 points for Community and On-The-Go directories.

## Dex ad sizes

Yellow Pages are published in 4 sizes:

- 2 Column 6x9
- 3 Column 7x11
- 3 Column 9x11
- 4 Column 9x11

White Pages are published in 7 sizes:

- 2 Column 6x9
- 2 & 3 Column 7x9
- 2 & 3 Column 7x11
- 3 & 4 Column 9x11

*Please ask your sales consultant which size your book is.*

All ad sizes are in picas/points.

YP	2 Col	3 Col 7x11	3 Col 9x11	4 Col
Q01	15 x 12	11p9 x 14p6	15 x 14p6	11p9 x 14p6
Q02	31 x 12	24 x 14p6	31x 14p6	24 x 14p6
Q03		36p3 x 14p6	47x 14p6	36p3 x 14p6
Q04	31 x 24p6	24 x 29p6	31 x 29p6	24 x 29p6
Q06	31 x 37	36p3 x 29p6	47 x 29p6	36p3 x 29p6
Q08	31 x 49p6	24 x 59p6	31 x 59p6	48p6 x 29p6
Q09		36p3 x 44p6	47 x 44p6	
Q12		36p3 x 59p6	47 x 59p6	48p6 x 44p6
Q16	31 x 49p6 each page			48p6 x 59p6
Q24		36p3 x 59p6 each page	47 x 59p6 each page	
Q32				48p6 x 59p6 each page
Q48				48p6 x 59p6 each page
LD4	15 x 12			
LD6		11p9 x 18	15 x 18	
LD8				11p9 x 24

WP	6 x 9	7 x 9	7 x 11	9 x 11
W04	31 X 24p6	37p7 x 24p4	36p3 x 29p6	
W06				48p6 x 29p6
W08	31 X 49p6	37p7 x 49p3	36p3 x 59p6	
W12				48p6 x 59p6
WRB	15 x 9	18p4 x 9	17p10 x 9	15p10 x 12
WRR	15 x 9	18p4 x 9 2 Column	17p10 x 9 2 Column	15p10 x 12 3 Column
		12 x 9 3 Column	11p9 x 9 3 Column	11p9 x 12 4 Column



## Dex colors

Use the color mixes below for text and flat color.

	C	M	Y	K
dark blue	100	35	0	0
cyan	100	0	0	0
teal	100	0	0	40
magenta	0	100	0	0
purple	80	100	0	0
umber	20	60	70	50
brown	20	50	80	20
khaki	0	0	100	35
ocean	70	0	30	0
olive	20	0	100	0
black	0	0	0	100
yellow	0	0	100	0
green	100	0	100	0
red	0	100	100	0
mango	0	45	100	0
lavender	35	100	0	0
gold	0	15	100	0
black cherry	0	100	0	35