

# Display Ad Specifications

## for out-of-house artwork

It is imperative that you read this information closely and follow these guidelines when building your ad(s). Failure to do so may result in color and font discrepancies when the final ad is made and the book is printed. The Directory Plus Art Department will make changes as necessary to correctly format all submitted ads. Directory Plus cannot be held responsible for undesirable changes caused by neglecting to submit ads in the manner outlined here.

### DISPLAY AD SIZES for 3-column books:

All components used in the production of an ad must remain within the bounds of the following dimensions. Please remember to include a white or opaque background so the yellow page does not show through your ad. No crop marks or other printers marks are needed. No bleeds.

Southwest Colorado • San Juan County	
<b>QC</b> (QUARTER COLUMN)	168 pts wide x 152 pts high 2.33 inches wide x 2.11 inches high
<b>DQC</b> (DOUBLE QUARTER COLUMN)	346 pts wide x 152 pts high 4.8 inches wide x 2.11 inches high
<b>TQC</b> (TRIPLE QUARTER COLUMN)	524 pts wide x 152 pts high 7.28 inches wide x 2.11 inches high
<b>DHC</b> (DOUBLE HALF COLUMN)	346 pts wide x 314 pts high 4.8 inches wide x 4.36 inches high
<b>HP</b> (HALF PAGE)	524 pts wide x 314 pts high 7.28 inches wide x 4.36 inches high
<b>TTP</b> (TWO THIRDS PAGE)	346 pts wide x 638 pts high 4.8 inches wide x 8.86 inches high
<b>TQP</b> (THREE QUARTER PAGE)	524 pts wide x 476 pts high 7.28 inches wide x 6.61 inches high
<b>FP</b> (FULL PAGE)	524 pts wide x 638 pts high 7.28 inches wide x 8.86 inches high
<b>DT</b> (DOUBLE TRUCK)	524 pts wide x 638 pts (EACH SIDE) 7.28 inches wide x 8.86 inches high (EACH SIDE)

NOTE: DT ad must be designed with common elements on both sides (i.e.: border, background, colors, text crossing gutter, etc.).

Las Cruces • Alamogordo/Ruidoso/MATI/TBTC • Valencia County	
<b>QC</b> (QUARTER COLUMN)	128 pts wide x 132 pts high 1.78 inches wide x 1.83 inches high
<b>DQC</b> (DOUBLE QUARTER COLUMN)	270 pts wide x 132 pts high 3.75 inches wide x 1.83 inches high
<b>TQC</b> (TRIPLE QUARTER COLUMN)	412 pts wide x 132 pts high 5.72 inches wide x 1.83 inches high
<b>DHC</b> (DOUBLE HALF COLUMN)	270 pts wide x 274 pts high 3.75 inches wide x 3.81 inches high
<b>HP</b> (HALF PAGE)	412 pts wide x 274 pts high 5.72 inches wide x 3.81 inches high
<b>TTP</b> (TWO THIRDS PAGE)	270 pts wide x 558 pts high 3.75 inches wide x 7.75 inches high
<b>TQP</b> (THREE- QUARTER PAGE)	412 pts wide x 416 pts high 5.72 inches wide x 5.78 inches high
<b>FP</b> (FULL PAGE)	412 pts wide x 558 pts high 5.72 inches wide x 7.75 inches high
<b>DT</b> (DOUBLE TRUCK)	412 pts wide x 558 pts high (EACH SIDE) 5.72 inches wide x 7.75 inches high (EACH SIDE)

NOTE: DT ad must be designed with common elements on both sides (i.e.: border, background, colors, text crossing gutter, etc.).

**ONLY ONE SIZE NEEDS TO BE SUBMITTED:** be sure that any pertinent text will be legible. A good rule is to keep a font size minimum of 7 pt. If using an unusual font please outline or provide font with your ad submission.

**COLORS:** We have specific palettes of colors available to our customers. No other colors may be used unless a multi-color ad was purchased. Any colors in non-multi ads that do not meet our specifications will be modified to match the proper palette.

**All colors in any ad must be in the CMYK color space. Colors that are not in CMYK mode will be converted to CMYK.**

#### Blue Palette

Blue / Light Blue  
Cyan / Light Cyan  
Emerald / Light Emerald  
Forest / Light Forest  
Green / Light Green  
Yellow / Light Yellow  
100%-K Black (not a CMYK mixture)

#### Yellow Palette

Yellow / Light Yellow  
100%-K Black (not a CMYK mixture)

#### Red Palette

Gold / Light Gold  
Orange / Light Orange  
Magenta / Light Magenta  
Red / Light Red  
Rose / Light Rose  
Yellow / Light Yellow  
100%-K Black (not a CMYK mixture)

#### Multi Palette

All Colors within the CMYK Gamut  
100%-K Black (not a CMYK mixture)

Please refer to the last page for CMYK breakdowns.

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### DISPLAY AD SIZES for 2-column books:

All components used in the production of an ad must remain within the bounds of the following dimensions. Please remember to include a white or opaque background so the yellow page does not show through your ad. No crop marks or other printers marks are needed. No bleeds.

### Gallup & Grants • Truth or Consequences • Socorro County

All components used in the production of an ad must remain within the bounds of the following dimensions.

<b>QC</b> (QUARTER COLUMN) .....	180 pts wide x 144 pts high
.....	2.5 inches wide x 2 inches high
<b>DQC</b> (DOUBLE QUARTER COLUMN).....	369 pts wide x 144 pts high
.....	5.13 inches wide x 2 inches high
<b>HP</b> (HALF PAGE) .....	369 pts wide x 288 pts high
.....	5.13 inches wide x 4 inches high
<b>TQP</b> (THREE QUARTER PAGE) .....	369 pts wide x 436 pts high
.....	5.13 inches wide x 6.06 inches high
<b>FP</b> (FULL PAGE) .....	369 pts wide x 585 pts high
.....	5.13 inches wide x 8.13 inches high

**COLORS:** We have specific palettes of colors available to our customers. No other colors may be used unless a multi-color ad was purchased. Any colors in non-multi ads that do not meet our specifications will be modified to match the proper palette.

**All colors in any ad must be in the CMYK color space. Colors that are not in CMYK mode will be converted to CMYK.**

#### Blue Palette

Blue / Light Blue  
Cyan / Light Cyan  
Emerald / Light Emerald  
Forest / Light Forest  
Green / Light Green  
Yellow / Light Yellow  
100%-K Black (not a CMYK mixture)

#### Yellow Palette

Yellow / Light Yellow  
100%-K Black (not a CMYK mixture)

#### Multi Palette

All Colors within the CMYK Gamut  
100%-K Black (not a CMYK mixture)

#### Red Palette

Gold / Light Gold  
Orange / Light Orange  
Magenta / Light Magenta  
Red / Light Red  
Rose / Light Rose  
Yellow / Light Yellow  
100%-K Black (not a CMYK mixture)

Please refer to the last page for CMYK breakdowns.

# OVERVIEW FOR OUTSIDE ARTWORK SUBMISSIONS

- **All ads submitted should have a white knockout or solid background.** Any ads submitted with background transparency will have a white knockout added to prevent the yellow page from showing through.
- We accept Illustrator CC and Photoshop CC files, or lesser versions of each program (later than CS6).
- PDF exports from the above formats are acceptable. See section on Saving Adobe Illustrator to PDF section for more details. Call the Art Department if you are unsure about PDF exports.
- All photo images (color & grayscale) must be submitted at **300 dpi at 100% of the size it will appear in the ad.** If in doubt, supply a larger image rather than a smaller image.
- JPEG formats are acceptable at the above resolution with either NO compression or very minimal employed.
- Scanned line art (such as a logo with no gradients or grayscales) should be submitted as TIFF in Bitmap Mode (2 grays) at a minimum of 600 dpi at 100% of the size it will appear in the ad. Higher resolutions are acceptable, up to 1200 dpi.
- Directory Plus uses specific palette colors for the Red, Blue & Yellow palettes. Refer to the enclosed CMYK breakdowns. Any colors submitted that do not match our palettes will be converted by the Art Department.
- Fonts submitted must be True Type or OTF. If you are creating artwork on a PC system, it is best to convert fonts to outlines in Illustrator, or rasterize fonts in Photoshop before submitting artwork. Font substitutions may be necessary if this is not done; we cannot always accurately match fonts.
- All images supplied in RGB color mode will be converted to CMYK or returned for correction.
- Please read the following documentation for more details.

## ACCEPTABLE FILE FORMATS FOR SUBMITTED ELECTRONIC ARTWORK

**Completed ads must be:** Illustrator version CS6 through CC saved as AI, EPS or Press-Ready PDF.

Photoshop version CS6 or later saved both as PSD *with layers & fonts included* **and** as flattened TIFF. **Please provide both.**

**Supplied artwork elements submitted for ads built by the Directory Plus Art Department may be:**

TIFF, EPS or JPEG with minimal or no compression. Certain press-quality PDF files may also be acceptable. Vector logos are preferred.

## HOW TO SUBMIT YOUR ARTWORK

**Electronic Submission:** Visit [www.DirectoryPlus.com](http://www.DirectoryPlus.com) and click on the 'Artwork Upload' navigation button and follow the on-screen instructions and prompts. Have your contract information available – you'll be prompted to fill in required information fields. Each upload event can accommodate up to 4 files of 20Mb maximum each. You **MUST** wait for the final confirmation/rejection page for the upload process to be completed. Once we receive your artwork, the Art Department will review it for suitability. You will be contacted by your sales representative if additional files or information are needed.

**E-Mail Submission: Files are NOT accepted as an attachment to email. DO NOT EMAIL YOUR ARTWORK.**

### **WE DO NOT ACCEPT**

Quark Xpress; Freehand; Photo Paint; Paintshop Pro; Microsoft Publisher, Word, Works, Powerpoint; or any other consumer-level programs.

## QUESTIONS?

**Call the art department at (970) 259-6500  
or 1-800-832-9832 before proceeding!**

***For more information, including ad sizes and color palettes,  
please read the following Ad Building Specs!***

## SPECIFIC APPLICATION GUIDELINES:

### ADOBE ILLUSTRATOR (Version CS6 or higher)

**Attributes:** Under no circumstances should you set the fill or the stroke to overprint. These settings should remain disabled as shown.

**Trapping:** No trapping is necessary and should not be used. All trapping is performed automatically in the pre-press stage.

**Text/Fonts:** All font files must be included for all fonts used or convert all text to outlines before submission. **Please include an editable copy as well as an outlined copy of your ad when submitting. Unusual fonts must be supplied or substitution will occur.**

**Embedded Graphics:** Be sure to embed all graphics into the Illustrator file and also include the embedded images themselves. Do not link placed files. All embedded raster files must be at 300 dpi for color and grayscale images, and a minimum of 600 dpi for scanned line art. Also include the embedded images as separate files to allow the Directory Plus Art Department to manipulate the images if it becomes necessary to do so in the future.

**Saving:** Save as version CC or higher. Make sure nothing is checked under "Options" except that "Document Thumbnails" may be checked. If "Include Linked Files" shows up as checked, cancel saving and verify that all images have been embedded.

### SAVING ADOBE ILLUSTRATOR TO PDF

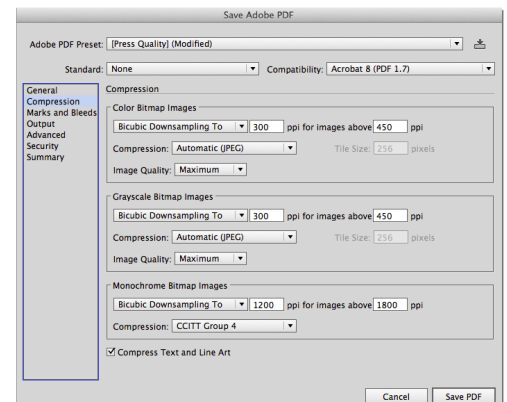
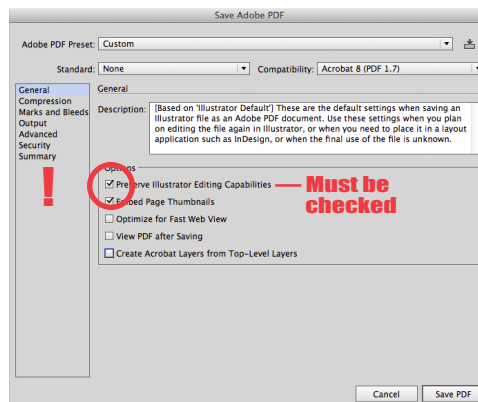
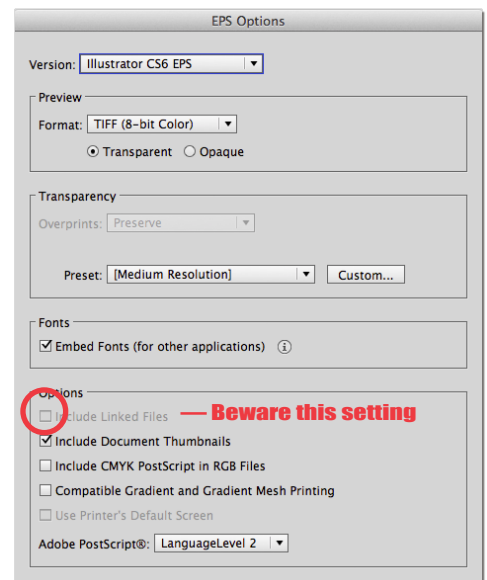
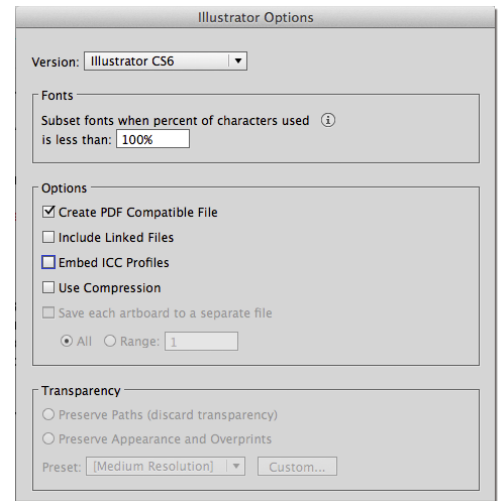
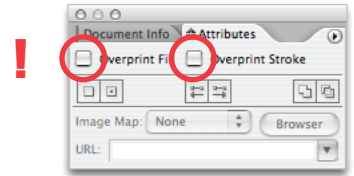
**General File Compatibility:** Set compatibility to Acrobat 8.0 with "Preserve Illustrator Editing Capabilities" box checked. No other boxes need to be checked.

**Linking & Embedding:** Embed all placed files before writing file to press-quality PDF format.

**Compression:** It's best to use NO COMPRESSION. When file sizes become too large, Zip 8 Bit compression can be used, with downsampling no less than 300 ppi (dpi) for Color or Grayscale content and no less than 600 ppi (dpi) for Monochrome Bitmap Images (line art). "Compress Text and Line Art" check box may be checked.

### UNDER NO CIRCUMSTANCES CAN JPEG COMPRESSION BE USED

as this converts all CMYK images to RGB and the artwork will need to be extracted and converted back to CMYK by the Art Department. Directory Plus will not be responsible for the miscoloring of ads submitted in the wrong color space.



## ADOBE PHOTOSHOP (Versions CS6 through CC)

**Sizing & Resizing:** To ensure proper dimensions, it is important to use inches or points as the unit of measure when sizing and resizing images in Photoshop. *(It is important to note that 29.6 picas is not equal to 29p6, thus using picas in Photoshop will cause incorrect sizing. Please also note that pixels dimensions are not the same as points and will result in incorrect sizing.)*

**Color Space & Resolution:** Photoshop graphics must be created in the CMYK or Grayscale color space at 300 dpi at the correct size.

Ads submitted in RGB will be converted to CMYK. Because of visible color spectrums, differences between CMYK and RGB can be quite noticeable so it is recommended that ads are built correctly from the beginning.

**All solid blacks should consist of *black only* (0% C, 0% Y, 0% M, 100% K).**

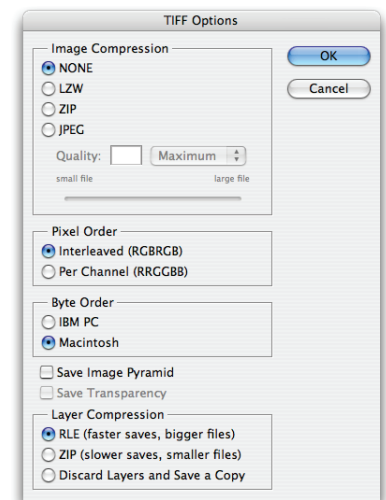
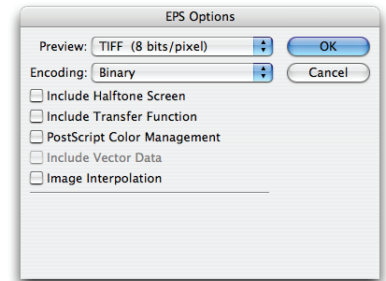
Photoshop's default CMYK black is composed of rich color. This is not acceptable. Rich blacks found in any ad will be converted by the Art Department. Although the Art Department will do its best to convert these blacks with care, this may affect the overall look of your ad so it is wise to carefully check for this before submitting. *The Directory Plus Art Department is not responsible for the miscoloring of ads submitted without regard to these specifications.*

**Maximum CMYK Color Density:** *Maximum color saturation (ink coverage) should not exceed 220%, so please adjust continuous-tone (photo) images accordingly.*

**Trapping:** No trapping is necessary and should not be used. All trapping is performed automatically in the pre-press stage.

**Text/Fonts:** All MAC font files must be included for all fonts used or rasterize all text layers from PC files before submission.

**Saving:** Save as version CS6 or higher. Photoshop (raster) graphics that exist as a component of an ad or a piece of artwork must be saved in the TIFF or EPS format. When saving TIFF files the Byte Order should be MAC and LZW Compression may be used, but not necessary. When saving EPS files, the Preview should be set to TIFF (8-bit/pixel), the Encoding should be set to ASCII or Binary, and the option boxes must be unchecked. Submit ads in the native Photoshop format with layers (PSD) as well as in flattened EPS or TIFF format. If the ad requires no final revisions we will simply use the EPS or TIFF provided. If the ad does require editing we will be able to make changes to the PSD if all the layers (text and otherwise) are intact and the fonts included on the disk. If the above criteria are not met we may need to return the ad to the original artist for revision.



### COLOR PALETTE BREAKDOWNS

If a Blue or Red Palette ad has been purchased, only colors from that palette (to the right) may be used.

All black in the ads must be 100% black and not a mixture of CMYK.

No color photos are allowed except in Full Color (Multi Palette) ads.

Directory Plus **Blue Palette** Colors (C/M/Y/K)

Color Name	C	M	Y	K
Black	0/0/0/100			
Blue	100/50/0/0			
Cyan	100/0/0/0			
Emerald	80/0/80/0			
Forest	100/0/80/30			
Green	30/0/100/0			
Light Blue	30/10/0/0			
Light Cyan	20/0/0/0			
Light Emerald	20/0/20/0			
Light Forest	40/0/30/0			
Light Green	8/0/30/2			
Page Yellow	0/0/60/0			
White	0/0/0/0			
Yellow	0/0/100/0			

Directory Plus **Red Palette** Colors (C/M/Y/K)

Color Name	C	M	Y	K
Black	0/0/0/100			
Red	0/100/90/0			
Light Red	0/20/10/0			
Rose	0/85/40/20			
Light Rose	0/30/20/00			
Magenta	0/100/0/0			
Light Magenta	0/20/0/0			
Orange	0/30/85/0			
Light Orange	0/10/20/0			
Gold	0/11/94/6			
Light Gold	0/6/40/4			
Yellow	0/0/100/0			
Page Yellow	0/0/60/0			
White	0/0/0/0			

# Internet Ad Specifications

## for out-of-house artwork

**It is imperative that you read this information closely and follow these guidelines when building your ad(s). Directory Plus cannot be held responsible for undesirable changes caused by neglecting to submit ads in the manner outlined here.**

### INTERNET ADS

All components used in the production of an ad must remain within the bounds of the following dimensions. Please supply a layered file *with fonts included or outlined* in either an Illustrator or Photoshop file if you anticipate changes needing to be made by Directory Plus at any point. Any changes to an *uneditable* ad will be the responsibility of the advertiser.

Completed ads must follow these specs:

#### IBD-I • INTERNET BASIC DISPLAY AD

..... 300 pts/pxs wide x 250 pts/pxs high  
..... total file size (.png or .jpg) <**40KB**

#### ITD-I • INTERNET TOP DISPLAY AD

..... 300 pts/pxs wide x 250 pts/pxs high  
..... total file size (.png or .jpg) <**40KB**

#### IPD-I • PREMIER RANKING PACKAGE

..... Internet Display ad size = 300 pts/pxs wide x 250 pts/pxs high  
..... total file size (.png or .jpg) <**40KB**  
Additional logo/images available for this package must be 250x250 pts/pxs or smaller and <**40KB**

#### ICD-I • COMPREHENSIVE INTERNET DIRECTORY PACKAGE

..... Internet Display ad size = 300 pts/px wide x 250 pts/px high  
..... total file size (.png or .jpg) <**40KB**  
Additional logo/images available for this package must be 250x250 pts/pxs or smaller and <**40KB**

**NO ANIMATED FILES ARE ALLOWED AT THIS TIME. ADS MUST BE OPAQUE (NO TRANSPARENT ADS).  
ACCEPTABLE FILE FORMATS ARE .PNG OR .JPG AND THE FILE SIZE MUST BE UNDER 40KB.**

**ADS THAT DO NOT MEET THIS 40K FILE SIZE REQUIREMENT  
OR ARE NOT CORRECTLY SIZED WILL BE RETURNED FOR CORRECTION.**

**IF A FLATTENED/UNEDITABLE FILE IS SUBMITTED, ANY CHANGES MUST BE MADE BY CUSTOMER  
AND RESUBMITTED TO THE CUSTOMER'S SALES ACCOUNT REPRESENTATIVE OR UPLOADED.**