

Directory List

Click [here](#) for directories using new ad sizes.

Display Advertising

Item Codes and Sizes

LSA UDAC	UDAC Description	New 2 Column	New 3 Column	New 4 Column
		W x H in points	W x H in points	W x H in points
DQCU	Double Quarter Column Unlimited	392 x 140	352 x 174	261 x 174
GDQCU	Guide Double Quarter Column Unlimited <i>(Guide Headings in SPR Pub Initials Only)</i>	392 x 140	352 x 174	261 x 174
TQCU	Triple Quarter Column Unlimited	392 x 213	534 x 174	n/a
GTQCU	Guide Triple Quarter Column Unlimited <i>(Guide Headings in SPR Pub Initials Only)</i>	392 x 213	534 x 174	n/a
4QCU	Four Quarter Column Unlimited	n/a	n/a	534 x 174
HPU	Half Page Unlimited	392 x 286	534 x 354	534 x 354
GHPU	Guide Half Page Unlimited <i>(Guide Headings in SPR Pub Initials Only)</i>	392 x 286	534 x 354	534 x 354
FPU	Full Page Unlimited	392 x 578	534 x 714	534 x 714
GFPU	Guide Full Page Unlimited <i>(Guide Headings in SPR Pub Initials Only)</i>	392 x 578	534 x 714	534 x 714

Publishing Specifications

Listed Name

- Name of the anchor listing shown on the national order must appear in the display ad. It may differ slightly. *Anchor can be omitted.*

Listed Address

- Listed address may appear in the display ad. The address can differ slightly from the anchor listing on the national order or be completely omitted. *Anchor can be omitted.*

Telephone Numbers

- The primary telephone number must agree with the number on the anchor listing as shown on the national order. *Anchor can be omitted.*
- All ten-digit directories must include all area codes in advertising.
- Vanity telephone numbers can be used in display advertising.

Borders

- Display advertising may have a full, partial, or no borders on all four sides.
- Ads with partial or no borders must have components placed to represent a border.

Color

- May contain any number of colors and/or color photographs and white knockout.

Contents

- No limitation as to how much total area can contain solid reverse, screen, line illustration, copy text, photographs, repetitive design, or any combination of these elements.
- Illustrative material and copy in an advertisement cannot appear upside down.

HS Advertising

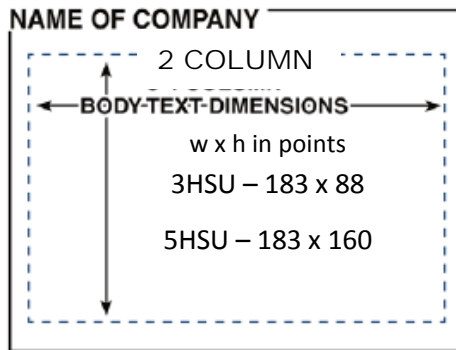
Item Codes and Sizes

LSA UDAC	UDAC Description	2 Column	3 Column	4 Column
		W x H in points	W x H in points	W x H in points
3HSU	1½ Inch Space Listing Unlimited	183 x 88	163 x 88	117 x 88
A3HSU	Anchor 1½ Inch Space Listing Unlimited <i>(Directories with DEX Pub Initials Only)</i>	183 x 88	163 x 88	117 x 88
G3HSU	Guide 1½ Inch Space Listing Unlimited <i>(Guide Headings in SPR Pub Initials Only)</i>	183 x 88	163 x 88	117 x 88
5HSU	2½ Inch Space Listing Unlimited	183 x 160	163 x 160	117 x 160
A5HSU	Anchor 2½ Inch Space Listing Unlimited <i>(Directories with DEX Pub Initials Only)</i>	183 x 160	163 x 160	117 x 160
G5HSU	Guide 2½ Inch Space Listing Unlimited <i>(Guide Headings in SPR Pub Initials Only)</i>	183 x 160	163 x 160	117 x 160

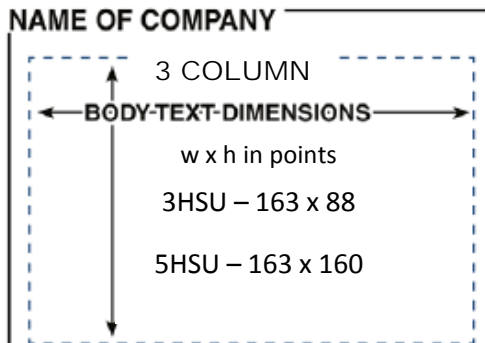
3HSU, A3HSU, G3HSU, 5HSU, A5HSU, G5HSU – Submitted as EPS

- Entire body of the ad should be submitted as one file using size noted in the Total Body/Text Area for appropriate column size. *It will be treated as 1 piece of art.*
- Body/Text Area dimensions account for one name line and one primary address/telephone number line. The height decreases when the name or primary address/telephone number exceeds one line (ex. required toll free phrase) and/or alternate call lines are included. Subtract 10 pts from the ad height for each name overflow line, additional address line, and/or alternate call line.
- If optional logo is included, it cannot exceed the size noted in the Maximum Logo Size.

Column Size	UDACs	Total Body/Text Area -includes optional logo-	Maximum Logo Size
2	3HSU, A3HSU, G3HSU	183 x 88	172 x 54
2	5HSU, A5HSU, G5HSU	183 x 160	172 x 72
3	3HSU, A3HSU, G3HSU	163 x 88	152 x 54
3	5HSU, A5HSU, G5HSU	163 x 160	152 x 72
4	3HSU, A3HSU, G3HSU	117 x 88	106 x 54
4	5HSU, A5HSU, G5HSU	117 x 160	106 x 72

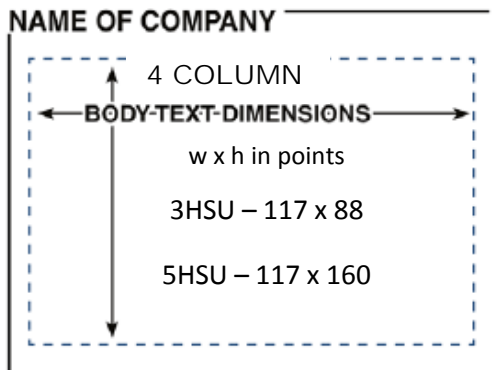


Primary address.....456-7890



Primary address.....456-7890

Logo and text must fit within Body-Text dimensions. The Height decreases 10 pts per name overflow, main listing overflow line, and each alternate call line.



3HSU, A3HSU, G3HSU, 5HSU, A5HSU, G5HSU – Submitted as Text Only (not EPS)

- All composition is reset by publisher using closest available font.
- Ensure maximum characters per line and maximum number of lines are not exceeded.
- Number of lines allowed account for one name line and one primary address/telephone number line. The amount of lines decreases when the name or primary address/telephone number exceeds one line (ex. required toll free phrase) and/or alternate call lines are included.

HEIGHT – MAXIMUM LINES IN TEXT ONLY AD	
Ad Size	Max Lines in 6pt
3HSU, A3HSU, G3HSU no logo	14
5HSU, A5HSU, G5HSU no logo	24

WIDTH – ESTIMATED MAXIMUM CHARACTERS PER LINE							
Col Size	Pt Size	6	7	8	10	12	14
2/3	Upper/Lower Case	50	45	38	30	25	22
	CAPITALS	40	37	31	25	21	19
4	Upper/Lower Case	45	40	33	15	20	17
	CAPITALS	35	32	26	20	16	14

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 [size charts](#) for maximum logo sizes. Exact size or smaller must be used.

Color

- May include line art or photos in full color and text may appear in any one color for SPR directories or red, blue, or green for DEX directories.

Coupons

Item Codes and Sizes

Coupon pages should be built using our templates to ensure consistency in the directory. The files have a spot color named Page in the background. This color changes to match the yellow color for the book it appears in, so it should be left alone. Click on the hotlink for the appropriate size to download the template.

		New 2 Column	New 3 Column	New 4 Column
LSA UDAC	UDAC Description	W x H in points	W x H in points	W x H in points
CDSP / CDSP2	In-Heading Coupons	392 x 578	534 x 714	
Download .eps Templates			CDSP	CDSP2

Publishing Specifications

Border

- Artwork must be inside the coupon and cannot break the border. A standard 1.5 pt black border is required.
- Separation of Leave Behind and Offer Areas - Each coupon features a “leave behind” area on the left with an “offer” area on the right (opposite for the back of the coupon). The 2 areas are separated by dashes, which are 1 pt black with a 2 pt dash and 3 pt gap.

Contents

- Coupons must contain an offer. Usually this offer is stated either as a fixed dollar amount or as a percentage off the normal price of the product or service. One offer per coupon.
- Must contain expiration date no later than 3 months after the end of the directory life.
- Content of the coupons must relate to the specific heading in which it is being placed under.
- “Cash value 1/100 cent” is required to appear in each coupon for directories in the State of Washington.
- All yellow page display specifications apply.

Back Side

- Back side of coupon (CDSP2) MUST be a mirror image of front. Content is the same, except reversed in position, meaning “offer” is on the left side and “leave behind” is on right side.

Priority Placement Advertising

Item Codes and Sizes

LSA UDAC	UDAC Description	New 2 Column	New 3 Column	New 4 Column
		W x H in points	W x H in points	W x H in points
PPLPU	Priority Placement Unlimited	190 x 289	170x 289	124 x 289
GPLPU	Guide Priority Placement Unlimited <i>(Guide Headings in SPR Pub Initials Only)</i>	190 x 289	170x 289	124 x 289

Publishing Specifications

All existing display specifications apply.

Reservations

CMR must check inventory availability PRIOR to selling this product.

Grandfathered Items

Item Codes and Sizes

LSA UDAC	UDAC Description	New 2 Column W x H in points	New 3 Column W x H in points	New 4 Column W x H in points
1HS	½ Inch Space Listing*	183 x 16	163 x 16	117 x 16
1MS	¾ inch Space Listing*	183 x 35	163 x 35	117 x 35
2HS	1 Inch Space Listing*	183 x 52	163 x 52	117 x 52
3HS	1 ½ Inch Space Listing*	183 x 88	163 x 88	117 x 88
4HS	2 Inch Space Listing*	183 x 124	163 x 124	117 x 124
5HS	2 ½ Inch Space Listing*	183 x 160	163 x 160	117 x 160
6HS	3 Inch Space Listing*	183 x 196	163 x 196	117 x 196
7HS	3 ½ Inch Space Listing*	183 x 232	163 x 232	117 x 232
8HS	4 Inch Space Listing*	183 x 268	163 x 268	117 x 268
QC	Quarter Column	190 x 140	170x 174	124 x 174
STE	Single Three Eights	190 x 213	170 x 265	124 x 265
DOC	Double Quarter Column	392 x 140	352 x 174	261 x 174
DOCV	Double Quarter Column Vertical	190 x 286	170 x 354	--
TQC	Triple Quarter Column	392 x 213	534 x 174	397 x 174
DHC	Double Half Column	392 x 286	352 x 354	261 x 354
THC	Triple Half Column	--	534 x 354	397 x 354
HP	Half Page	392 x 286	534 x 354	534 x 354
TQP	Triple Quarter Page	--	534 x 533	534 x 533
FP	Full Page	392 x 578	534 x 714	534 x 714
TM	Trademark**	183 x 58	163 x 58	117 x 58
TM	Trademark** <i>Pubco 682/694</i>	183 x 84	163 x 84	117 x 84
CTM	Custom Trademark**	183 x 130	163 x 130	117 x 130

*Sizes include only body of the ad. It excludes space for 1 name/finding line and 1 address/tel# line.

**Text and cut area only - Finding Line and "Where to Buy" line phrase are excluded.

Publishing Specifications

All existing publishing specifications apply.