

## HOW TO BUILD YOUR OWN AD

- All ads must be built in Adobe Illustrator and saved as Illustrator version 10 or lower, EPS/Mac Format. We cannot accept ads created in any other application or file format.
- Dex Colors MUST be used for text & artwork (see DEX COLORS)
- Minimum 1 pt. Ad Border (2 pt. if Purple, Brown or Umber)
- SVG FILTERS in Illustrator are not supported at this time
- All Photos should be placed in ad file for position only, and should also be provided as individual TIFF or JPEG files
- All Art Elements (Maps, Logos, Illustrations, Clip Art, etc.) should be included in ad, outlined & built using Dex Colors
- Art Elements must have a minimum 1pt. in Line Weight

## PHOTOS/PHOTO ELEMENTS

- Photos in Ad must be TIFF or JPEG, 150 DPI & sized to 100% (Original photos MUST be supplied at a minimum of 4x6 in.)
- Photos should be saved in RGB Mode or Grayscale Mode
- Minimum Photo size in ad is 3/4x3/4 in.

## TYPE SPECIFICATIONS

- ALL ad text must be set in Illustrator and converted to Outlines
- Body Copy must be at least 6 pt. **SAN SERIF** or 8 pt. **SERIF**
- Reversed or screened text must be at least 8 pt. **SAN SERIF** or 10 pt. **SERIF**
- EXCEPTIONS: BROWN, PURPLE & UMBER TYPE must be 2 pts. larger
- Type over a color photo:
  - Black or reversed type: 10 pt. **SAN SERIF** or 12 pt. **SERIF**
  - Color type: 12 pt. **SAN SERIF** or 14 pt. **SERIF**, outlined with a 1 pt. black rule or 1.5 pt. white rule
- *Bold san serif type is recommended over a photo*

## HOW TO SEND YOUR AD

- Include ALL Photos, Illustrations, Logos, Maps (including layered documents) as separate files
- Include a Printed copy or PDF of the ad (for reference only)
- Send files via e-mail (maximum 10 MB) or supply on CD
- Supply ALL files to YOUR DEX SALES REPRESENTATIVE

*If you are inquiring about a LEADER AD, GETAWAY BOOK, COUPON, DOUBLE/TRIPLE TRUCK or SEGMENTED AD, please call for additional information on these items.*

REV. 4/27/06





















**For additional information and help  
PLEASE CONTACT  
Graphics Customer Care Center  
1-877-224-0017**

## DEX COLORS

- Use the color mixes below for text, flat color, gradients, etc.
- Dex colors may be set at 100% or screened between 10% and 85%
- Non-Knockout ads (ads without white background) may only use Dex Cyan, Red, Green and Black

**ONLY DEX COLORS can be used. Custom CMYK color mixes or Pantone Colors are not allowed.**

	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

## DEX 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 consult your Dex Sales Consultant regarding YOUR DIRECTORY SIZE.**

ALL ad sizes are in picas/points:

YP	2 COL	3 COL 7X11	3 COL 9X11	4 COL
Q01	15x12	11p9x14p6	15x14p6	11p9x14p6
Q02	31x12	24x14p6	31x14p6	24x14p6
Q03		36p3x14p6	47x14p6	36p3x14p6
Q04	31x24p6	24x29p6	31x29p6	24x29p6
Q06	31x37	36p3x29p6	47x29p6	36p3x29p6
Q08	31x49p6	24x59p6	31x59p6	48p6x29p6
Q09		36p3x44p6	47x44p6	
Q12		36p3x59p6	47x59p6	48p6x44p6
Q16	31x49p6 each pg			48p6x59p6
Q24		36p3x59p6 each pg	47x59p6 each pg	
Q32				48p6x59p6 each pg
Q48				48p6x59p6 each pg
LD4	15x12			
LD6		11p9x18	15x18	
LD8				11p9x24
WP	6x9	7x9	7x11	9x11
W04	31x24p6	37p7x24p4	36p3x29p6	
W06				48p6x29p6
W08	31x49p6	37p7x49p3	36p3x59p6	
W12				48p6x59p6
WRB	15x9	18p4x9	17p10x9	15p10x12
WRR	15x9	18p4x9 2 COL	17p10x9 2 COL	15p10x12 3 COL
		12x9 3 COL	11p9x9 3 COL	11p9x12 4 COL

**ALL ADS ARE BUILT AT 100% HOWEVER, some Directories are reduced in our Printing Process. PLEASE CONSULT WITH YOUR DEX SALES REPRESENTATIVE.**