

## Graphics Specifications

- Colour mode must be in CMYK. Please convert ALL colour elements (RGB, Pantone colour swatches, or spot colours) to CMYK.
- **PROGRAMS WE USE:** Adobe Creative Suite 6: Illustrator / Photoshop / InDesign
- **PROGRAMS WE CANNOT USE:** Publisher / Word / Corel Draw. These programs contain PDF conversions and the resulting PDFs can be accepted.
- Save ads as EPS, TIF, PDF, PSD, or AI files. High-resolution JPEG files may also be accepted, but are not preferred.
- Please send native Illustrator or Photoshop files (complete with layers) whenever possible.
- If you want to design an odd-sized border or frame that allows some of the yellow background colour to be visible, make sure to create a 50% yellow background (our colour of the yellow pages) inside the physical ad dimension.
- Minimum font sizes for display ads:  
Serif fonts: black ink - 8 point, colour - 9 point. Sans-Serif fonts: black ink - 6 point, colour - 8 point.
- Convert all fonts to outlines / paths / rasterize; OR INCLUDE Mac font files (not PC) with art files.
- **PHOTOSHOP TIPS:** Provide only high-resolution images, 300 dpi minimum. The BEST procedure when using Photoshop is to design the photographic imagery and/or background in Photoshop and then place that link into Illustrator and create the rest of the ad. Text in Photoshop does not print sharply. For more information on Photoshop resolution, image size, and colour correctness, please contact the graphics department.
- **Submit final ads to our art/graphics department via e-mail, or regular mail.**  
**Email Address: [art@actionpages.ca](mailto:art@actionpages.ca)**
- Please provide all art elements used in your ad individually. An Illustrator file or Word document with links to artwork (a logo, photograph, etc.) needs to locate those links. The programs know where they are on YOUR computer, but can't locate them on OURS.
- A photograph or hard-copy printout or business card, etc. may or may not be sufficient to be scanned and placed in your ad.
- **QUESTIONS? CONCERNS?** If you're not sure, it's best to ask. Contact the graphics department toll free at (877) 563-9219, or e-mail us at [art@actionpages.ca](mailto:art@actionpages.ca).

### LIMITED DISPLAY ADS

UDAC	Type	Ad Size
OBC	Outside Back Cover	6.125" W x 9.5" H
IFC*	Inside Front Cover	7" W x 10.25" H
IFP*	Inside Front Page	7" W x 10.25" H
IBC*	Inside Back Cover	7" W x 10.25" H
IBP*	Inside Back Page	7" W x 10.25" H
TAB	Full Page Tab	7" W x 10.25" H
	2 x Full Page Tab (each)	7" W x 9.20" H

\* Add .5" bleed to dimensions indicated above.

Spine	Spine	TBD
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Size of spine is determined by amount of ads sold.

FCB	Front Cover Button	2" W x 1" H
BAN	Front Cover Banner	6.25" W x 1" H

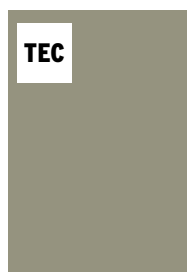
### IN-COLUMN ADS

UDAC	Ad Size	Text
2HS	1.92" W x 1" H	5 Lines
3HS	1.92" W x 1.5" H	8 Lines
3HSA	1.92" W x 1.5" H	5 Lines and Art
4HS	1.92" W x 2" H	13 Lines
4HSA	1.92" W x 2" H	10 Lines and Art

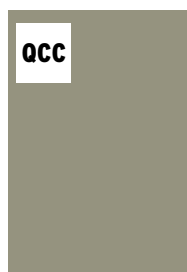
Please note, all in-column ads are set in-house.

Spot Colours Available:  
Black & Red, Orange, Green, Cyan, Dark Blue, or Purple

### DISPLAY ADS



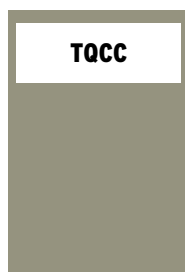
**3/8 Column**  
(TEC)  
1.75" W x 2.12" H



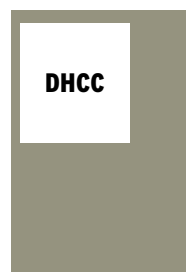
**1/12 Page**  
(QCC)  
1.92" W x 2.21" H



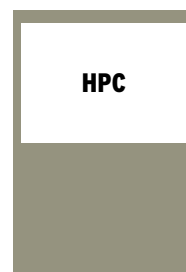
**1/6 Page**  
(DQCC)  
3.96" W x 2.21" H



**1/4 Page**  
(TQCC)  
6" W x 2.21" H



**1/3 Page**  
(DHCC)  
3.96" W x 4.54" H



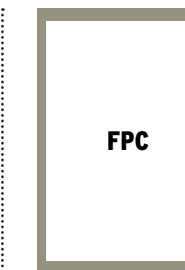
**1/2 Page**  
(HPC)  
6" W x 4.54" H



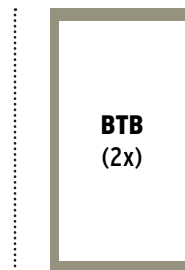
**2/3 Page**  
(DCC)  
3.96" W x 9.2" H



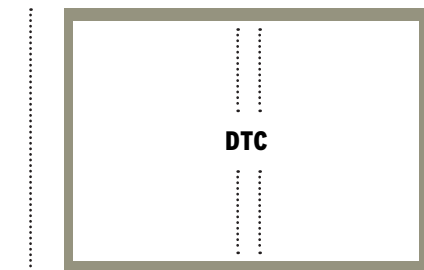
**3/4 Page**  
(TQPC)  
6" W x 6.87" H



**1 Page**  
(FPC)  
6" W x 9.2" H



**2 Pages**  
(BTB)  
5.07" W x 9.2" H



**2 Pages**  
(DTC)  
13" W x 9.2" H (incl. 1" gutter)