

REQUIREMENTS FOR ADS SUBMITTED ON DISK OR VIA E-MAIL



The following is an outline of steps that should be taken when submitting ads on disk or via e-mail. If you have questions regarding these guidelines, please call the Disk Ad Support desk at 716-875-9100 ext. 80392. These requirements can also be found on www.talkingartcenter.com in the advertisers section on the homepage.

➤ **DIRECTORY INFORMATION**

The complete [Directory List](http://www.talkingartcenter.com) can be found on www.talkingartcenter.com.

The columns on the sheet provide the following information:

Book Code: The 4-letter book code used to represent the directory name.

Directory Area Code: The area codes of the areas covered in the directory.

Directory Name: City or area the directory will be published in.

Class Section Columns: Number of columns in the class section. Either 2, 3, 4 or MAXI.

TQP Size: Will either be Wide or Tall depending on the directory.

Alpha Section Columns: Number of columns in the alpha section. Either 2, 3 or 4.

Alpha Highlight: 100% yellow background available in some directories.

Spine Ad Size: All Spine Ads are 4" high. If available for the directory the width is listed.

Inkjet Ad Size: All Inkjet Ads are 6.875" high. If available for the directory the width is listed.

➤ **UNIVERSAL DIRECTORY ADVERTISING CODES (UDACs) & SIZES**

The complete UDAC lists for both Area-Wide ([APC UDAC Chart](#)) and The Talking Phone Book/LocalEdge ([TPB UDAC Chart](#)) can be found on www.talkingartcenter.com.

- UDAC sizes are listed in inches by directory type (4, 3, 2 & MAXI). Find the corresponding UDAC size based on the information found on the Directory List.
- Alpha section UDACs appear along the right side of the chart. To find the correct UDAC size, match up the information found on the Directory List (2, 3 or 4 column) to the UDAC chart.
- Cover and Specialty item UDACs appear at the bottom of the chart.
- 3 and 4 column directories share the same Cover UDAC sizes. MAXI and 2 column directories share the same Cover UDAC sizes.

➤ **FONTS**

All fonts used in the ad or in any linked EPS's files must be provided on disk. Postscript fonts utilize both a screen font file and a postscript printer font file, please provide both of these files if using Postscript fonts. We will not accept any True Type fonts. If unable to provide fonts, please convert text to paths prior to sending.

TEXT REQUIREMENTS

Minimum Point Size

- Black text: 6 point
- Colored text: 8 point
- Type that is part of a logo or a map may be smaller than 6 pt
- Script type: 12 point
- Outlined or shadowed type
 - Serif typeface: 12 point
 - Sans Serif typeface: 10 point
- Reversed type
 - Serif typeface: 10 point
 - Sans Serif typeface: 8 point

CONTINUED NEXT PAGE

➤ **ACCEPTED FILE FORMATS**

EPS and PDF are preferred but we will accept the following File Formats:

AI (Adobe Illustrator), PSD (Adobe Photoshop), CRTR (MultiAd Creator), JPG*, TIFF*

*Must be resolution of at least 200 dpi (300 dpi for items printing on cover stock)

Please convert Microsoft Word, Excel, PowerPoint, and Publisher files to PDF before sending.

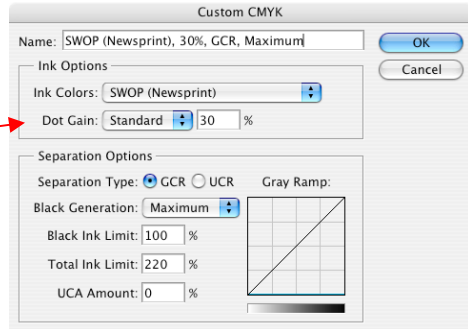
➤ **CRITERIA FOR 35% YELLOW ADS**

Ad Colors	CMYK Makeup	Trapping
Black	100% Black	Overprint
Background color	35% Yellow	Knockout

UDACs for 35% Yellow Ads include the UDAC only - 35% Yellow and Black only.

Adjusting Photos for 35% Yellow Ads

Scan in as Black and White or convert to Grayscale. Then convert to CMYK using the settings shown. After changing to CMYK fill the yellow channel or plate with 35% black (which will fill the CMYK image with 35% yellow). Final resolution for photos should be 200 dpi, save as EPS file.



➤ **CRITERIA FOR KNOCKOUT (W) ADS**

Ad Colors	CMYK Makeup	Trapping
Ad Red	100% Magenta, 35% Yellow	Knockout
Ad Blue	100% Cyan	Knockout
Ad Green	100% Cyan, 100% Yellow	Knockout
Ad Yellow	100% Yellow	Knockout
Black	100% Black	Overprint
Background Color	White	Knockout
Process Colors	Any blend of CMYK colors*	Knockout

* Not to exceed 220. Pantone Process colors will be converted to equivalent CMYK Values.

UDACs for Knockout Ads include the UDAC plus W and P, S, or E (for example: QCWP)

W - Black and white only. (APC UDACs do not require W for white background.)*

P - Any combination of Ad colors, process colors and black.

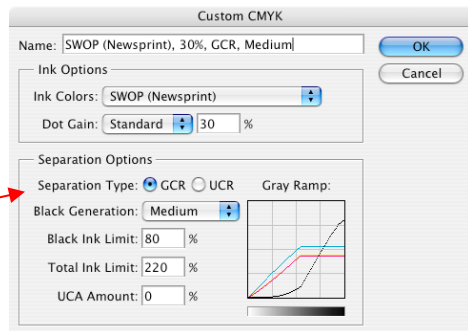
S (APC only) - Any combination of Ad colors and black.

E (APC only) - Any combination of Ad colors, process colors and black.

* HS Ads with color will be UDAC plus W and can have 3 ads colors, red, green, and blue.

Adjusting Photos for Process Color Ads

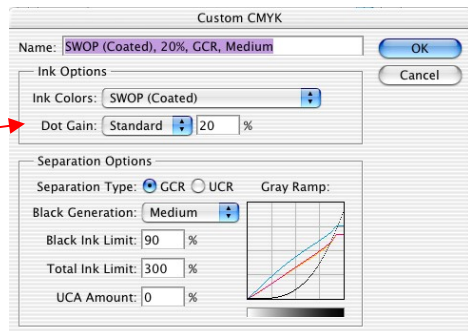
Scan in as RGB. Convert to CMYK using the settings shown. Final resolution for photos should be 200 dpi, save as EPS file.



UDACs for Cover and Specialty Items are always white knockout with full Process color

Adjusting Photos for Process Color Ads printing on Cover Stock (Cover Items, TAB, TIP, Direct Mail)

Scan in as RGB. Convert to CMYK using the settings shown. Final resolution for photos should be 300 dpi, save as EPS file.



➤ OTHER INFORMATION

ARTWORK

- Line art: Bitmapped TIFFs at 600 dpi and no LZW compression.
- Color images: CMYK EPS files, 200 dpi. 1.5" or larger in size. Ads and artwork printing on cover stock need to be 300 dpi (this includes Direct Mail).

OTHER

- Do not embed artwork. Please also provide the native or "live" file and the EPS file.
- Please include all referenced artwork, EPS and TIFF files.
- Our books are printed at 100 lpi and 1200 dpi on directory stock. Please be aware that dot gain on the press will be 30-40%. This will make any screened area of 70% black appear almost black and cause light typefaces in a reverse to fill in.

➤ HARDCOPY INFORMATION

COVER ADS, SPECIALTY ITEMS, IN-COLUMN, RCF, AND LEADER ADS: The Customer or Ad agency **MUST** supply a color hardcopy of the ad/art supplied on the disk or e-mailed to the Production Department with the print order to guarantee that the correct artwork is placed in your advertising and for use in processing these orders. All Cover/Specialty Item print orders supplied without a color hardcopy will be graphic returned for correction. All In-Column, RCF, and Leader Ad Print Orders will be issued a Sales Return if no hardcopy is provided.

DISPLAY ADS: A hardcopy of the ad is not required. If no hardcopy is supplied with the print order the information supplied on disk or emailed to us will be used "As is" by the Production Department. The print order should state to "Use the file on disk/sent to diskads", this should be written near the signature line of the print order. By not supplying a hardcopy for proofreading purposes, it is assumed that the Sales Person/Customer has approved and verified the contents of the disk or emailed file that has been supplied to us. If the customer does provide a hardcopy of the ad it should be attached to the print order to ensure accuracy.

- The supplied disk should only contain the photos, logos or ad layout for the print order the disk is attached to. Disks containing multiple pieces of art or ad layouts will be graphic returned since we will be unable to determine which art/ad layout to use.
- Ads will be checked against the anchor information during the design and proofreading stages. If a discrepancy is found a Graphic Return will be issued.

➤ ELECTRONIC AD SUBMISSION PROCEDURE

An Electronic art or ad layout can be submitted in two ways.

- Files can be supplied on acceptable forms of media (CD-ROM, DVD-ROM, 3.5" Floppy Disks, USB Flash). This type of submission must be used if the file(s) total 25MB or more.
- Files totaling under 25MB can be emailed to the sales representative. All changes to advertisement must be made through the sales representative and files should never be sent directly to the Production Department from the customer.

Requests for return of Art/Disks must be submitted by Sales Representative

FINAL CHECKLIST FOR SUBMITTING ELECTRONIC FILES

Have You..????

- Checked that your ads are the proper size?
- Saved your ad file as an EPS or PDF format?
- Included all referenced artwork, EPS and TIFF files, and the native file?
- Included all Fonts (Screen and Postscript Printer fonts) but no True Type fonts or have converted the text to paths?
- Make sure all color images are CMYK, EPS files, minimum of 200 dpi?
- Forwarded a color hard copy to your sales representative of any cover or specialty items (Tip-ons, Fold out TABs, etc) that have been supplied on the disk or emailed to your sales representative?

CONTINUED NEXT PAGE

REQUIREMENTS FOR ADS SUBMITTED ON DISK OR VIA E MAIL

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(1) DIRECTORY INFORMATION

The complete [Directory List](#) can be found on the company intranet under the Production heading.

The columns on the sheet provide the following information:

Book Code	The 4-letter book code used to represent the directory name.
Directory Area Code	The area codes of the areas covered in the directory.
Directory Name	City or area the directory will be published in.
Class Color	Class section background color. Either white or 35% yellow.
Class Section Columns	Number of columns in the class section. Either 2, 3, 4 or MAXI.
TQP Size	Will either be Wide or Tall depending on the directory.
Alpha Section Columns	Number of columns in the alpha section. Either 2, 3 or 4.
Alpha Highlight	100% yellow background available in some directories.
Spine Ad Size	All Spine Ads are 4" high. If available for the directory the width is listed.
Inkjet Ad Size	All Inkjet Ads are 6.875" high. If available for the directory the width is listed.

(2) UNIVERSAL DIRECTORY ADVERTISING CODES & SIZES

The complete UDAC lists for both Area-Wide ([APC UDAC Chart](#)) and The Talking Phone Book@ ([TPB UDAC Chart](#)) can be found on the company intranet under the Production heading.

UDAC sizes are listed in inches by directory type (4, 3, 2 & MAXI). Find the corresponding UDAC size based on the information found on the **Directory List**.

Alpha section UDACs appear along the right side of the chart. To find the correct UDAC size, match up the information found on the **Directory List** (2, 3 or 4 column) to the UDAC chart.

Cover and Specialty item UDACs appear at the bottom of the chart.

3 and 4 column directories share the same Cover UDAC sizes. MAXI and 2 column directories share the same Cover UDAC sizes.

(3) FONTS

All fonts used in the ad or any EPS's placed in the ad must be provided on disk. Please provide both screen and postscript printer fonts. We will not accept any True Type fonts!!!!!! We will accept ads designed using fonts from the following list of typefaces.

ACCEPTABLE FONTS FOR ADS SUPPLIED ON DISK or EMAILED

(This List includes Font Families, variations on these Fonts may be used, i.e. Futura Bold, Palatino Bold Italic)

All Fonts NOT listed Below MUST be Converted to Paths prior to submitting the ad on disk.

Aachen-Bold	DINEngschnitt-Alternate	Lithos	Snell-Roundhand
Akziden-Grotesk	Dom-Casual	Lubalin	Souvenir
Albertus	Dorchester-Script	Lubalin-Graph	Stempel-Schneidler

Algerian	Doric-Bold	Lucida	Stencil
American-Typewriter	Dutch	Machine	Stone-Infomat
Americana	Engraver	Marigold	Stone-Sans
Amigo	Eras	Medici-Script	Syntax
Antique-Olive	Eurostile	Meta	Swiss
Arial	Enice	Minion	Tekton
Avant-Garde	Flyer-Black	Mistral	Tiepole
Avant-Garde-Condensed	Franklin-Gothic-no.2	Mona-Lisa	Tiffany
Banco	Franklin-Gothic-Condensed	Myriad	Times
Bauer-Bodoni	Folio	New-Century-Schoolbook	Times-Ten
Bauer-Bodoni-Condensed	Focus	News-Gothic	Trade-Gothic
Bauhaus	Frutiger	Nimbus	Trade-Gothic-Condensed
Belwe	Futura	Notepad	Trajan
Bembo	Futura-Condensed	Nuptial-Script	Triplex
Benguiat	Garamond	Officina	Univers
Berkeley	Gill-Sans	Optima	University-Roman
Bernhard	Glypha	Optimum	Usherwood
Bernstein	Gothic	Oxford	Utopia
Bodoni	Goudy	Palatine	VAG-Rounded
Bookman	Goudy-Text	Papyrus	Weiss-Regular
Bremen	Helvetica	Peignot	Windsor
Brush-Script	Helvetica-Compressed	Pelican	Zapf-Chancery
Caliste	Helvetica-Condensed	Poppl	Zapf-Dingbats
Candida	Helvetica-Neue-Roman	Present	Zurich
Carta	Hiroshige	Prestige	
Cascade-Script	Hobe	Quake	
Caslon-Two-Twenty-Four	Humanist	Quorum	
Caxton	Icolneva	Raleigh	
Centaur	Impact	Raphael	
Century	Insignia	Rapier	
Charlemagne	Italia	Reporter-no.2	
Cheltenham	Kabel	Revue	
Clearface	Kaufmann	Ribbon	
Colvona	Koch-Antiqua	Rockwell	
Compacta	Korrina	Saben	
Cooper-Black	Kuenstler-Script	Serif-Gothic-Regular	
Copperplate	Legacy	Serpentine	
Courier	Linocript	Shelley	

(4) ACCEPTED PROGRAMS

We will accept ads designed in the following applications:

Adobe Illustrator 10.0 Adobe Photoshop 7.0 (resolution of 200dpi or larger)

Macromedia Freehand 10.0 MultiAD 6.5.8

Quark Express 6.0 Adobe InDesign 2.0

No Microsoft Word, Excel, PowerPoint or Publisher files Please!!

(5) ACCEPTED TYPES OF MEDIA

Macintosh Formatted Disks Recommended.

3.5" Floppy Disks CD-ROM Discs

Zip Disks

(6) CRITERIA FOR 35% YELLOW ADS

Ad Colors

CMYK Makeup

Trapping

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AD Red	100% Magenta + 35% Yellow	Knockout
AD Green	100% Cyan + 100% Yellow	Knockout
AD Blue	100% Cyan	Knockout
AD Yellow	100% Yellow	Knockout
Black	100% Black	Overprint
Background color	35% Yellow	Knockout

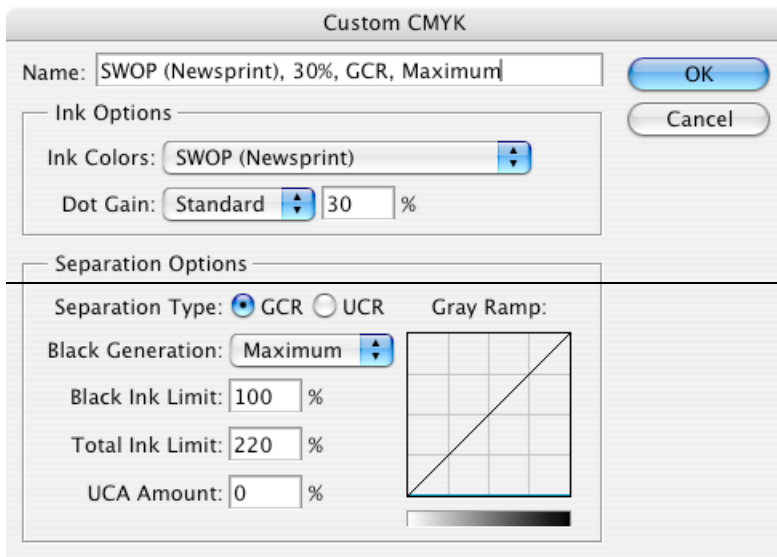
UDACs for 35% Yellow Ads include the UDAC plus C i.e. 2HSC

No C – UDAC only – 35% Yellow and Black only.

C – One of the AD colors plus Black and 35% Yellow (HS ads only)

Photos

Scan in as Black and White or convert to Grayscale. Then convert to CMYK using the following settings under: **PhotoShop/Color Settings/Working Spaces:Custom CMYK**. See setup below. After changing to CMYK fill the yellow channel with 35% black (which will fill the CMYK image with 35 % yellow). Final resolution for photos should be 200 ppi, save as EPS file.



(7) CRITERIA FOR KNOCKOUT (W) ADS

Ad Colors

See Ad Colors under Yellow Ads

Black

Background Color

Process Colors

CMYK Makeup

100% Black

White

Any blend of CMYK colors not to exceed 220. No Pantone Process colors!

Trapping

Knockout

Overprint

Knockout

Knockout

UDACs for Knockout Ads include the UDAC plus W and P, C or M. I.e. QCWP

W – Black and white only. (Area-Wide [APC] UDACs do not require W for white background.)

Any combination of the AD colors plus Black. (S for APC Ads)

P – Any combination of Ad colors, process colors and black. (E for APC Ads)

Photos

For Process Ads: Scan in as RGB. Then convert to CMYK using the following settings under: **PhotoShop/Color Settings/Working Spaces: Custom CMYK**. See setup below. Final resolution for photos should be 200 ppi, save as EPS file. Non-Process: Convert to Grayscale and save as a 200ppi EPS file.

Custom CMYK

Name: SWOP (Newsprint), 30%, GCR, Medium

Ink Options

Ink Colors: SWOP (Newsprint)

Dot Gain: Standard 30 %

Separation Options

Separation Type: GCR UCR

Black Generation: Medium

Black Ink Limit: 80 %

Total Ink Limit: 220 %

UCA Amount: 0 %

Gray Ramp:

OK

Cancel

(8) HARDCOPY INFORMATION

• COVER ADS, SPECIALITY SPECIALTY ITEMS, IN-COLUMN, RCF, AND LEADER

ADS: The Customer or Ad agency **MUST** supply a color hardcopy of the ad/art supplied on the disk or e-mailed to the Production Department with the print order to guarantee that the correct artwork is placed in your advertising and for use in processing these orders. All Cover/Specialty Item print orders supplied without a color hardcopy will be graphic returned for correction. All In-Column, RCF, and Leader Ad Print Orders will be issued a Sales Return if no hardcopy is provided.

• **DISPLAY ADS:** A hardcopy of the ad is not required. If no hardcopy is supplied with the print order the information supplied on disk or emailed to us will be used “As is” by the Production Department. The print order should state to “Use the file on disk/sent to diskads”, this should be written near the signature line of the print order. By not supplying a hardcopy for proofreading purposes, it is assumed that the Sales Person/Customer has approved and verified the contents of the disk or emailed file that has been supplied to us. If the customer does provide a hardcopy of the ad it should be attached to the print order to ensure accuracy.

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- The supplied disk should only contain the photos, logos or ad layout for the print order the disk is attached to. Disks containing multiple pieces of art or ad layouts will be graphic returned since we will be unable to determine which art/ad layout to use.
- Ads will be checked against the anchor information during the design and proofreading stages. If a discrepancy is found a Graphic Return will be issued.

(9) OTHER INFORMATION

File Formats

Macintosh	Recommended
PC	Adobe Illustrator, Adobe Photoshop or Corel Draw files acceptable if saved as EPS format with all text converted to paths.
TIFF, EPS, or PDF	Acceptable
JPEG	If not created using one of our acceptable applications may need to be reset in the Production Department for optimum quality.

Text Requirements

Minimum Point Size	Black	6 point
	Ad or Process Colors	8 point
<i>Only type that is part of a logo or a map may be smaller than 6 pt</i>		
Outlined or Shadowed Type	Script Type	12 point
	Serif Typeface	12 point
	Sans Serif Typeface	10 point
Reversed	Serif Typeface	10 point
	Sans Serif Typeface	8 point

Artwork

Line Art	Bitmapped TIFFs at 600 dpi and no LZW Compression.
Color Images	CMYK EPS files, 200 dpi, 1.5" or larger in size.

Other

DO NOT embed artwork. Please also provide the native or "live" file and the EPS file. Please include all referenced artwork, EPS and TIFF files.

Our books are printed at 100 lpi and 1200 dpi on directory stock. Please be aware that dot gain on the press will be 30-40%. This will make any screened area of 70% black appear almost black and cause light typefaces in a reverse to fill in.

10) Electronic Ad Submission Procedure (Customers)

- An Electronic art or ad layout can be submitted in two ways:
- c. Files can be supplied on acceptable forms of media (Refer to number 5 above). This type of submission must be used if the file(s) total 25MB or more.
 - d. Files totaling under 25MB can be emailed to the sales representative. All changes to advertisement must be made through the sales representative and files should never be sent directly to the Production Department from the customer.

11) Electronic Ad Submission Procedure (Sales)

Files submitted on disc—the disc should be attached to the corresponding print order and submitted per standard print order procedures.

Files that have been emailed by a customer should be saved to your desktop and uploaded through the TalkingArtCenter's "Upload Art for Ads" option. Please follow the directions listed below to Upload the customer's artwork

Step 1: Log onto the Talking Art Center and select the "Upload Art for Ads" option.

Step 2: Once the Upload screen appears, enter the information that has a * next to it. (Customer Name, Phone Number, Book and UDAG)

If the uploaded artwork is being used in more than one ad, please enter additional information into the fields for Book 2, Book 3, etc. If not leave these fields blank.

Once the customer information has been entered, scroll down to the "Attach Artwork" area of the online form.

Step 3: Attaching Artwork

Click the "Upload Button" and a finder window will open.

Step 4: Find the file that needs to be uploaded.

Step 5: Once the correct file has been found, select it and click the "open" button.

The file name will appear in the "Upload Files" window. If additional files need to be uploaded, repeat steps 3 & 4.

Once all of the files have been uploaded and all of the customer information has been entered, press the "Submit" button.

Step 6: Submit Artwork

After the "Submit" button has been pressed, a message box will appear stating that the art was successfully submitted, and an email confirmation will be sent.

The upload screen will clear and art for another customer can be uploaded.

Step 7: Email Confirmation

An email will be sent after each successful upload.

Step 8: Print the PDF File

The PDF file that is attached to the email will indicate the customer information that was entered and provide a barcode for each piece of art that was uploaded.

Please print this sheet and attach it to the corresponding print order

FINAL CHECKLIST FOR SUBMITTING ELECTRONIC FILES

Have You..????

- Checked that your ads are the proper size?
- Saved your ad file as an EPS or PDF format?
- Included all referenced artwork, EPS and TIFF files, and the native file?
- Included all Fonts (Screen and Postscript Printer fonts) but no True Type fonts or have converted the text to paths?
- Make sure all color images are CMYK, EPS files, minimum of 200 dpi?
- Forwarded a color hard copy to your sales representative of any cover or specialty items (Tip ons, Fold out TABs, etc) that have been supplied on the disk or emailed to your sales representative?

Requests for return of Art/Disks can be electronically submitted to Production from the company intranet under the Production Tab.