

APC/Texas - UDAC - Universal Directory Advertising Codes and Sizes

APC FULL SIZE FOUR COLUMN BOOKS

DISPLAY ADS	
UDAC	Size (inches)
QC	1.917 w x 2.472 h
DQC	3.917 w x 2.472 h
TQC	5.917 w x 2.472 h
DHC	3.917 w x 5.028 h
THC	5.917 w x 5.028 h
HP	7.917 w x 5.028 h
TQP	5.917 w x 10.139 h
TOPH	7.917 w x 7.514 h
FP	7.917 w x 10.139 h
DTC**	11.834 w x 10.139 h
DT*	15.834 w x 10.139 h

IN-COLUMN ADS	
UDAC	Size (inches)
1HS	1.917 w x .5 h
2HS	1.917 w x 1 h
3HS	1.917 w x 1.5 h
4HS	1.917 w x 2 h
5HS	1.917 w x 2.5 h
6HS	1.917 w x 3 h
8HS	1.917 w x 4 h
CTM	1.917 w x 2 h
TM / PMTM	1.917 w x 1 h
LD1	1.917 w x 4 h
LD2	1.917 w x 4 h

COUPONS (2 sided)	
UDAC	Size (inches)
COUP	3.694 w x 1.944 h
COUP2	3.694 w x 3.96 h
COUP4	7.472 w x 3.96 h
COUP6	7.472 w x 5.973 h
COUPFL	7.472 w x 10 h
COUPP	7.472 w x 10 h
COUPG	7.472 w x 10 h

FULL SIZE THREE COLUMN ALPHA

ALPHA ADS	
UDAC	Size (inches)
WMBR	7.917 w x .875 h
WTMX	2.556 w x 1 h
W4HS	2.556 w x 2 h
W6HS	2.556 w x 3 h
WMT	7.917 W X 1.5 H

NOTES for APC UDACS	
UDAC combinations:	
UDAC	White and Black
UDAC + S	White and Ad Colors
UDAC + E	White and Process Colors
UDAC + O	Menu ad
HS UDAC combinations:	
UDAC	Yellow and Black
UDAC + W	Black with White Knockout and up to four Ad Colors
Websites are always in blue	
ALPHA AD UDAC combinations:	
UDAC	White and Black
UDAC + c	Yellow Highlight and Black

APC FULL SIZE THREE COLUMN BOOKS

DISPLAY ADS	
UDAC	Size (inches)
QC	2.556 w x 2.444 h
DQC	5.236 w x 2.444 h
TQC	7.917 w x 2.444 h
DHC	5.236 w x 5.028 h
HP	7.917 w x 5.028 h
DC	5.236 w x 10.139 h
TQP	7.917 w x 7.514 h
FP	7.917 w x 10.139 h
DDC*	10.472 w x 10.139 h
DT*	15.834 w x 10.139 h

IN-COLUMN ADS	
UDAC	Size (inches)
1HS	2.556 w x .5 h
2HS	2.556 w x 1 h
3HS	2.556 w x 1.5 h
4HS	2.556 w x 2 h
5HS	2.556 w x 2.5 h
6HS	2.556 w x 3 h
8HS	2.556 w x 4 h
CTM	2.556 w x 2 h
TM / PMTM	2.556 w x 1 h
LD1	2.556 w x 4 h
LD2	2.556 w x 4 h

COUPONS (2 sided)	
UDAC	Size (inches)
COUP	3.694 w x 1.944 h
COUP2	3.694 w x 3.96 h
COUP4	7.472 w x 3.96 h
COUP6	7.472 w x 5.973 h
COUPFL	7.472 w x 10 h
COUPP	7.472 w x 10 h
COUPG	7.472 w x 10 h

FULL SIZE THREE COLUMN ALPHA

ALPHA ADS	
UDAC	Size (inches)
WMBR	7.917 w x .875 h
WTMX	2.556 w x 1 h
W4HS	2.556 w x 2 h
W6HS	2.556 w x 3 h
WMT	7.917 W X 1.5 H

*Double Truck UDACS - Width must be divided by 2 for each page. File will be named .A and .B.	
***DTS (Double Truck With Spot Color) may not open the correct template for APC books. See a Manager for assistance.	
WMBR	
For WMBR a 1/8" space must be left on the top. Therefore the size listed here is the actual design area but an additional .125" should be added to the final ad EPS.	
WHs Ads	
For Alpha In-column Ads a 1/16" space must be left on the top and bottom of the ad EPS area. Therefore the size listed here is the actual design area but an additional .125" total should be added to the final ad EPS.	

APC MAXI TWO COLUMN BOOKS

DISPLAY ADS	
UDAC	Size (inches)
QC	2.903 w x 2.472 h
3U	2.903 w x 3.694 h
HC	2.903 w x 5.028 h
6U	5.917 w x 3.694 h
HP	5.917 w x 5.028 h
TQP	5.917 w x 7.583 h
FP	5.917 w x 10.139 h
DT*	11.834 w x 10.139 h

IN-COLUMN ADS	
UDAC	Size (inches)
1HS	2.903 w x .5 h
2HS	2.903 w x 1 h
3HS	2.903 w x 1.5 h
4HS	2.903 w x 2 h
5HS	2.903 w x 2.5 h
6HS	2.903 w x 3 h
8HS	2.903 w x 4 h
CTM	2.903 w x 2 h
TM / PMTM	2.903 w x 1 h
LD1	2.903 w x 4 h
LD2	2.903 w x 4 h

COUPONS (2 sided)	
UDAC	Size (inches)
COUP	2.903 w x 2.444 h
COUP2	2.903 w x 4.963 h
COUP4	5.917 w x 4.963 h
COUP6	5.917 w x 7.481 h
COUPFL	5.917 w x 10.139 h
COUPP	5.917 w x 10.139 h
COUPG	5.917 w x 10.139 h

MAXI THREE COLUMN ALPHA

ALPHA ADS	
UDAC	Size (inches)
WMBR	5.847 w x .875 h
WTMX	1.917 w x 1 h
W4HS	1.917 w x 2 h
W6HS	1.917 w x 3 h
WMT	5.847 W X 1.5 H

APC/TEXAS DIRECTORIES

Cover & Specialty Items

APC THREE & FOUR COLUMN BOOKS

COVER & SPECIALTY

UDAC	Size (inches)
BIC	6 w x 4 h (2 sided)
1/2IB	7.917 w x 4.917 h
1/2IF	7.917 w x 4.917 h
1/2OB	7.917 w x 4.917 h
FCA	2.1w x 1.25h
FCAM	2.1w x 1.25h
FCAT	2.1w x 1.25h
FCA2	2.1 x 2.592
FCA3	2.1 x 3.934
FCBAN	7.5 w x 1.5 h

UDAC	Size (inches)
FIB	7.917 w x 10.139 h
FIF	7.917 w x 10.139 h
FOB	7.917 w x 10.139 h
SNP	2.1 x 2.1 x 3
SPN*	4 w x various h
SPNX*	8 w x various h
TJUT	6.625 w x various h
BIJET	6.625 w x various h
GTFF1	3.36w x 1.21h
GTFF2	3.36w x 2.49h

UDAC	Size (inches)
GTFF4	3.36w x 5.04h
GTFF5	3.36w x 6.319h
GTFF8	3.36w x 10.15h
GTFF1	3.36w x 1.21h (2 sided)
GTFF2	3.36w x 2.49h (2 sided)
GTFF4	3.36w x 5.04h (2 sided)
GTFF8	3.36w x 10.15h (2 sided)
GFB	3.36w x 10.139h
TABD**	9.25 w x 11.375 h
TABDP**	9.25 w x 11.375 h

UDAC	Size (inches)
TIPM	4 w x 4 h
TIP4	4 w x 4 h (2 sided)
TIP6	6 w x 6 h (2 sided)
TIPMD4***	4 w x 4 h (2 sided)
TIPPS	4 w x 4 h (3 sided)
CD-ROM ADS	
PBOBC	5.25 w x 4.25 h
FEATURE PAGE ADS	
BANPRO	7.5 w x 1.5 h

NOTES for PERM UDACS	
PERM Directory - Has 2 covers Midland and Odessa. Ads are sold for each cover and use standard cover sizes.	
UDAC combinations:	
UDAC+O	Odessa Cover Ad
UDAC+M	Midland Cover Ad
* See Directory List on the Talking Art Center for Sizes by Directory or see policy section 1.40.2 for more info on calculating spine ad size.	

APC MAXI TWO COLUMN BOOKS

COVER & SPECIALTY

UDAC	Size (inches)
BIC	6 w x 4 h (2 sided)
1/2IB	5.917 w x 4.917 h
1/2IF	5.917 w x 4.917 h
1/2OB	5.917 w x 4.917 h
FCA	1.6w x 1.25h
FCAM	1.6w x 1.25h
FCAT	1.6w x 1.25h
FCA2	1.6 x 2.683

UDAC	Size (inches)
FCA3	1.6 x 4.116
FCBAN	6.1 w x 1.5 h
FOB	5.917 w x 10.139 h
FIB	5.917 w x 10.139 h
FIF	5.917 w x 10.139 h
FOB	5.917 w x 10.139 h
TJUT	6.625 w x various h
BIJET	6.625 w x various h

UDAC	Size (inches)
SNP	2.1 x 2.1 x 3
SPN*	4 w x various h
SPNX*	8 w x various h
TABD**	7.5 w x 10.9 h
TABDP**	7.5 w x 10.9 h
TIPM	4 w x 4 h
TIP4	4 w x 4 h (2 sided)
TIP6	6 w x 6 h (2 sided)

UDAC	Size (inches)
TIPMD4***	4 w x 4 h (2 sided)
TIPPS	4 w x 4 h (3 sided)
FEATURE PAGE ADS	
BANPRO	5.853 w x 1.5 h
CD-ROM ADS	
PBOBC	5.25 w x 4.25 h

** TAB UDACS - Sizes are measured using the full cut size. Actual Design area is 7.917 x 10.139 for 3 & 4 Column and 5.917 x 10.139 for 2 Column.	
*** Only available for the MIDI directory. See Policy Manual for additional information.	