

Local Edge Print UDACs - Universal Directory Advertising Codes and Sizes

LOCAL EDGE DIRECTORIES

FULL SIZE FOUR COLUMN BOOKS

DISPLAY ADS	
UDAC	Size (inches)
QC	1.917 w x 2.472 h
DTS	3.917 w x 1.958 h
DQC	3.917 w x 2.472 h
TOC	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
TOP (tall)	5.917 w x 10.139 h
TOP (wide)	7.917 w x 7.514 h
FP	7.917 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
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
COUPFL	7.472 w x 10 h
COUPG	7.472 w x 10 h

FULL SIZE THREE COLUMN ALPHA

ALPHA ADS	
UDAC	Size (inches)
WTMX	2.556w x 1.0 h
W4HS	2.556 w x 2 h
W6HS	2.556 w x 3 h
WMT	7.917 w x 1.5 h
WMBR	7.917 w x .875 h

NOTES for Local Edge UDACs

DISPLAY AD UDAC combinations:  
 UDAC Yellow and Black  
 UDAC + W White and Black  
 UDAC + WP White and Process Colors  
 UDAC + O Menu ad  
 IN-COLUMN AD UDAC combinations:  
 UDAC Yellow and Black  
 UDAC + W Black with White Knockout and up to four Ad Colors  
 LD1 & LD2 are Process Color with White Knockout

FULL SIZE THREE COLUMN BOOKS

DISPLAY ADS	
UDAC	Size (inches)
QC	2.556 w x 2.444 h
DTS	5.236 w x 1.958 h
DQC	5.236 w x 2.444 h
TOC	7.917 w x 2.444 h
DHC	5.236 w x 5.028 h
HP	7.917 w x 5.028 h
TOP (wide)	7.917 w x 7.514 h
FP	7.917 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
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
COUPFL	7.472 w x 10 h
COUPG	7.472 w x 10 h

FULL SIZE THREE COLUMN ALPHA

ALPHA ADS	
UDAC	Size (inches)
WTMX	2.556 w x 1.0 h
W4HS	2.556 w x 2 h
W6HS	2.556 w x 3 h
WMT	7.917 w x 1.5 h
WMBR	7.917 w x .875 h

ALPHA AD UDAC combinations:

UDAC White and Black  
 UDAC + C Yellow Highlight and Black  
 WMT and WMBR  
 For banners a 1/8" space must be left on the side which will be nearest to the listing columns. 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.  
 \*Double Truck UDACs - Width must be divided by 2 for each page. File will be named .A and .B.

MAXI THREE COLUMN BOOKS

DISPLAY ADS	
UDAC	Size (inches)
QC	1.917 w x 2.472 h
DTS	3.917 w x 1.962 h
DQC	3.917 w x 2.472 h
TOC	5.917 w x 2.472 h
DHC	3.917 w x 5.028 h
THC	5.917 w x 5.028 h
HP (tall)	3.917 w x 10.139 h
TOP (tall)	5.917 w x 10.139 h
DT*	11.834 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
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	2.903 w x 2.444 h
COUPFL	5.917 w x 10.139 h
COUPG	5.917 w x 10.139 h

MAXI THREE COLUMN ALPHA

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

ALPHA AD UDAC combinations:

UDAC White and Black  
 UDAC + C Yellow Highlight and Black  
 WMT and WMBR  
 For banners a 1/8" space must be left on the side which will be nearest to the listing columns. 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.  
 \*Double Truck UDACs - Width must be divided by 2 for each page. File will be named .A and .B.

\*TALL & PANA - sizes reflected are design sizes. Actual size appearing in book is scaled down to 75%.

MAXI TWO COLUMN BOOKS

DISPLAY ADS	
UDAC	Size (inches)
QC	2.903 w x 2.472 h
DQC	5.917 w x 2.472 h
HC	2.903 w x 5.028 h
HP	5.917 w x 5.028 h
TOP	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
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
COUPFL	5.917 w x 10.139 h
COUPFM*	7.917 w x 10.139 h
COUPG	5.917 w x 10.139 h

MAXI TWO COLUMN ALPHA

ALPHA ADS	
UDAC	Size (inches)
WTMX	2.917 w x 1.5 h
W4HS	2.917 w x 2 h
W6HS	2.917 w x 3 h
WMT	5.847 w x 1.5 h
WMBR	5.847 w x .875 h

Cover & Specialty Items

THREE & FOUR COLUMN BOOKS

COVER & SPECIALTY	
UDAC	Size (inches)
BIC	6 w x 4 h (2 sided)
FIF	7.917 w x 10.139 h
FIB	7.917 w x 10.139 h
FOB	7.917 w x 10.139 h
1/2 IF	7.917 w x 4.917 h
1/2 IB	7.917 w x 4.917 h
1/2 OB	7.917 w x 4.917 h
TABD	7.917 w x 10.139 h
TABP	7.917 w x 10.139 h
FCBAN	7.5 w x 1.5 h

COVER & SPECIALTY	
UDAC	Size (inches)
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
GFB	3.36w x 10.139h
GTF1	3.36w x 1.2h
GTF2	3.36w x 2.49h
GTF4	3.36w x 5.04h
GTF8	3.36w x 10.15h

COVER & SPECIALTY	
UDAC	Size (inches)
GTFP1	3.36w x 1.21h (2 sided)
GTFP2	3.36w x 2.49h (2 sided)
GTFP4	3.36w x 5.04h (2 sided)
GTFP8	3.36w x 10.15h (2 sided)
MAPF	7.375w x 10.139h
MAPB	7.375w x 10.139h
SPN*	4 w x various h
SPNX*	8 w x various h
TIJET	6.625 w x various h
BIJET	6.625 w x various h

COVER & SPECIALTY	
UDAC	Size (inches)
SNP	2.1 x 2.1 x 3
TIPM	4 w x 4 h
TIP4	4 w x 4 h (2 sided)
TIP6	6 w x 6 h (2 sided)
TIPPS	4 w x 4 h (3 sided)
FEATURE PAGE ADS	
BANPRO	7.5 w x 1.5 h
CD-ROM ADS	
PBOBC	5.25 w x 4.25 h

NOTES for Cover & Specialty Items

\*SPN/SPNX 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.

MAXI TWO & THREE COLUMN BOOKS

COVER & SPECIALTY	
UDAC	Size (inches)
BIC	6 w x 4 h (2 sided)
FIF	5.917 w x 10.139 h
FIB	5.917 w x 10.139 h
FOB	5.917 w x 10.139 h
1/2 IF	5.917 w x 4.917 h
1/2 IB	5.917 w x 4.917 h
1/2 OB	5.917 w x 4.917 h
TABD	5.917 w x 10.139 h
FCBAN	6.1 w x 1.5 h

COVER & SPECIALTY	
UDAC	Size (inches)
FCA	1.6w x 1.25h
FCAM	1.6w x 1.25h
FCAT	1.6w x 1.25h
FCA2	1.6 x 2.683
FCA3	1.6 x 4.116
GFB	3.36w x 10.139h
GTF1	3.36w x 1.2h
GTF2	3.36w x 2.49h
GTF4	3.36w x 5.04h

COVER & SPECIALTY	
UDAC	Size (inches)
GTFP1	3.36w x 1.21h (2 sided)
GTFP2	3.36w x 2.49h (2 sided)
GTFP4	3.36w x 5.04h (2 sided)
GTFP8	3.36w x 10.15h (2 sided)
SPN*	4 w x various h
SPNX*	8 w x various h
TIJET	6.625 w x various h
BIJET	6.625 w x various h

COVER & SPECIALTY	
UDAC	Size (inches)
SNP	2.1 x 2.1 x 3
TIPM	4 w x 4 h
TIP4	4 w x 4 h (2 sided)
TIP6	6 w x 6 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

MIDI ONLY BOOKS (TALL & PANA)

COVER & SPECIALTY	
UDAC	Size (inches)
GTFP1	3.36 w x 1.15 h
GTFP2	3.36 w x 2.4 h
GTFP3	3.36 w x 4.88 h
GTFP6	3.36 w x 7.36 h
1/2OB	5.5 w x 3.56 h

COVER & SPECIALTY	
UDAC	Size (inches)
1/2IB	5.5 w x 3.56 h
1/2IF	5.5 w x 3.56 h
FOB	5.5 w x 7.375 h
FIB	5.5 w x 7.375 h
FIF	5.5 w x 7.375 h

COVER & SPECIALTY	
UDAC	Size (inches)
SPN	3 w x various h
SPNX	6 w x various h
SNP	1.65 x 1.58 x 1.58
FCA/FCA1/FCAM	1.458 w x .8675
FCA2	1.458 w x 1.80 h

COVER & SPECIALTY	
UDAC	Size (inches)
FCA3	1.458 w x 2.73 h
TABD	5.5 w x 7.375 h
FCBAN	5.204 w x 1.04 h