Yellow!

Yellow Pages Awareness Ads

Artwork Guidelines

Yellow Pages Book - General Information

AWARENESS ADS OVERVIEW

Awareness ads offer a creative way of advertising in key parts of the Yellow Pages directories such as the Front Cover, Back Cover and Inside Front and Back Covers, to name a few. They offer unique ways for businesses to get their messages across to Yellow Pages directory users all year round.

A variety of products are available, each designed to create different advertising opportunities including branding, presence, exposure and promotion.

DEADLINES FOR SUBMITTING ARTWORK

For Yellow Pages Book ads, please refer to the book close dates at **www.yellow.com.au/closedates**

All artwork must be submitted prior to the close date.

SUBMITTING OR CHANGING YOUR ARTWORK

To submit or change your artwork, just call **13 23 78** or email customercare@yellow.com.au
We'll get it sorted.

IMPORTANT NOTE

- All ads are subject to the Product Terms ("Terms") located at **www.yellow.com.au/terms**

- Sensis reserves the right to change any of the information in this document at any time without notice.

- Advertiser acknowledges that they are the owner of, or legally authorised to use, any business name, trade mark, trade name, design, logo, photograph, illustration, graphic, artwork or other material forming part of the advertising products and that you indemnify Sensis Pty Ltd and Telstra Corporation Ltd ABN 33 051 775 556 in accordance with the Terms. For more information, customers are to contact their Yellow Pages Media Sales Advisor.

- Responsibility for the quality and suitability of all supplied artwork files rests with the Advertiser.

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COVER ADS

Front Cover Billboard
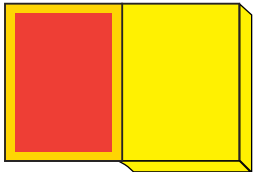
Width: 85.0mm	Height: 25.4mm

Outside Back Cover
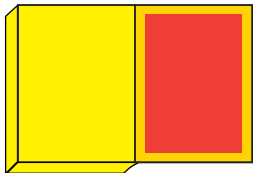
Width: 168.3mm	Height: 228.6mm

Inside Front Cover

Width: 168.3mm	Height: 228.6mm

Inside Back Cover

Width: 168.3mm	Height: 228.6mm

Awareness Ads

Highly visible products designed to create awareness of branding among all Yellow Pages Books users. The category of brand building products includes:

- Front Cover Billboard
- Inside Front Cover
- Inside Back Cover
- Outside Back Cover

Yellow Pages Book - Standard Art Requirements

Text Sizes

ARTWORK TEXT MINIMUM

	SIZE (POINTS)
Black text on a white background or the Yellow Pages yellow background	6 regular
Black text on coloured background	7 medium
White text on a black background	7 medium
Coloured (incl. grey) text (any background - must be legible)	8 bold
White text on coloured background	8 bold
All 'fine' and 'light' font weights	10 light/fine
All script fonts	10 regular

Image Resolutions

IMAGE Type	RESOLUTION
Images with text (greyscale & colour)	400dpi
Images without text (greyscale & colour)	200dpi
Line art (black & white)	1200dpi

VECTOR BASED IMAGE REQUIREMENTS

- Save files as EPS or PDF format
- Artwork must be saved as CMYK
- All transparencies must be flattened
- All text must be converted to outlines/curves/paths
- All overprinting must be removed
- Linked/embedded images in vector based art must meet the Pixel Based Image Requirements below
- A copy of the original image must also be supplied as a separate file

PIXEL BASED IMAGE REQUIREMENTS

- We prefer files to be saved with layers
- Artwork must be saved as CMYK
- When possible supply the file at the correct image/ad size
- Resolution DPI - 200dpi (images without text)
  - 400dpi (images with text/logo)
- Photoshop File Compression, only LZW compression is to be used

for more details about standard art requirements see;
Yellow Pages Display Ads Artwork Guidelines

YELLOW PAGES CALL TRACKING

If the advert is part of the Yellow Pages Call Tracking Program, phone numbers in the advert are replaced with ones provided by Sensis.

Calls to these numbers are counted via the Call Tracking Program and the totals are reported within the My Reporting tab in myAccount.
To access myAccount, login via myYellow at: **https://my.yellow.com.au**

All eligible numbers that can be replaced with a Call Tracking Number will be replaced.

Yellow Pages Book - Front Cover Billboard

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Description

Front Cover Billboard advertising aims to be a high impact branding opportunity for businesses located on the cover of all Yellow Pages and White Pages directories. Front Cover Billboard advertising is an opportunity for businesses to communicate their brand and tactical message through a mass media communication channel.

Mandatory Information

Business/Company/Government Department/Organisation name

Optional Information

Images representing the business or products;

Logo, in the form of logos or brands representing the advertiser and which the advertiser is authorise to use;

Slogan and/or tactical message for the business of **up to ten (10) words** (note: message must be readable. Ampersand (&) is included as a word);

Internet address and/or email address;

Maximum three (3) contact number(s);

Location or address details;

Specialisation of business;

Reference to other brand awareness products

Product and/or service details; and/or

Mobile Codes & SMS Keywords.

Note on Mobile Codes: Due to the compact size of the Front Cover Billboard advertisements the disclaimer & the call-to-action are not restricted to be located directly below the mobile code - they may be located elsewhere in the advertisement.
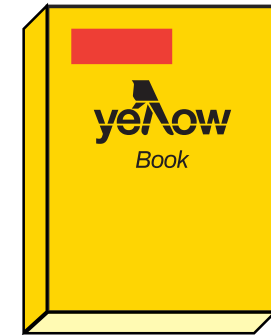
FRONT COVER BILLBOARD		
Size	85.0	Width (mm)
	25.4	Height (mm)
Resolution	300 DPI	
Notes		
Images need to be saved ideally at 100% or larger, (slight variances will be accepted). Content restrictions, see full description.		

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Description

This highly visible form of advertising provides an opportunity for advertisers to promote their brands, product and business through a major distribution and impact medium located on the inside of the front or back cover of selected Yellow Pages and White Pages directories.

Mandatory Information

Business/Company/Government Department/Organisation name

Optional Information

Images representing the business or products;

Logo, in the form of logos or brands representing the advertiser;

Slogan and/or tactical message for the business;

Internet address and/or email address;

Contact number(s);

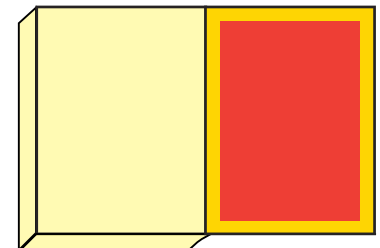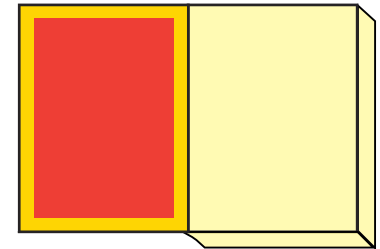Location or address details, if required;

Specialisation of business;

Product and/or service details;

Special awards; and/or

Mobile codes

SMS keywords

INSIDE FRONT / BACK COVER		
Size	168.3	Width (mm)
	228.6	Height (mm)
Resolution	300 DPI	
Notes		
Images need to be saved ideally at 100% or larger, (slight variances will be accepted)		

Yellow Pages Book - Outside Back Cover

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Description

Outside Back Cover advertising is available for businesses, companies and organisations as an opportunity to communicate their organisation and brand through a wide communications channel.

This form of advertising appears on the outside back cover of each directory product (where available) within the attached specifications (see placement and dimensions) mandatory with a bordered area surrounging the back cover advertising.

Mandatory Information

Business/Company/Government Department/Organisation name

Optional Information

Images representing the business or products;

Logo, in the form of logos or brands representing the advertiser;

Slogan and/or tactical message for the business;

Internet address and/or email address;

Contact number(s);

Location or address details, if required;

Specialisation of business;

Product and/or service details;

Special awards; and/or

Mobile codes

SMS keywords

OUSTSIDE BACK COVER		
Size	168.3	Width (mm)
	228.6	Height (mm)
Resolution	300 DPI	
Notes		
Images need to be saved ideally at 100% or larger, (slight variances will be accepted).		