

# HOW TO USE THE FORM

## Art Submission

Electronic ad copy will only be accepted if it meets ALL of the following guidelines set forth for the type of ad being submitted.

### Guidelines

The use of the following formats will allow Names and Numbers to process your Ad quickly.

Formats: (PDF, TIFF, EPS, High Quality JPEG, and PSD) Refer to the note below regarding fonts.

Fonts: All fonts must be converted to outlines. If your application does not allow you to convert to outlines and you are sending a PDF then you must provide us the fonts. If you have to provide fonts, they have to be in MAC format and have to include ALL SCREEN FONTS and POSTSCRIPT FONTS.

Ads: All application formats, ie Illustrator, Photoshop, Quark, InDesign, Freehand, and Corel Draw must be saved or exported out as a PDF, TIFF, EPS, High Quality JPEG, or PSD.

Graphics: Vector Graphics - Best saved as a PDF or EPS.  
Raster Graphics - Can be saved as a PDF, TIFF, High Quality JPEG, or PSD.

### Regular Yellow Page Ads:

DPI: 200 - All cuts and photos for use in regular yellow pages must be at 200 dpi. 72 dpi pictures from the internet are not high enough quality for reproduction. Pictures from Digital Cameras must have a 3 mega pixel quality or better. Please DO NOT increase the size or resolution on a graphic from the original. It will not make a file acceptable. In addition, photos and cuts need to be the size they will appear in the ad or larger. Images cannot be enlarged and still maintain the quality of the image.  
**Bitmapped (.bmp) or Line Art Images need to be 600 DPI.**

Color: CMYK ONLY - RGB will NOT be accepted.

Line Screen: 100 = (200 dpi)

### Inside Cover, Outside Cover, Tab Insert Ads:

DPI: 300 - All cuts and photos for use in regular yellow pages must be at 300 dpi. 72 dpi pictures from the internet are not high enough quality for reproduction. Pictures from Digital Cameras must have a 4 mega pixel quality or better. Please DO NOT increase the size or resolution on a graphic from the original. It will not make a file acceptable. In addition, photos and cuts need to be the size they will appear in the ad or larger. Images cannot be enlarged and still maintain the quality of the image.  
**Bitmapped (.bmp) or Line Art Images need to be 1200 DPI.**

Color: CMYK ONLY - RGB will NOT be accepted.

Line Screen: 150 = (300 dpi)

### Outside Back Cover Ads:

Must provide a .75 inch space for the print of the mailing information at the top of the ad. This bulk rate information can overlay the top of the ad provided the color at the top is light enough for black print to show or dark enough for reverse type.

**Yes, I Agree to the Guidelines for Artwork Submission.**  
(Please check the box once you have fully read the guidelines)

The guidelines portion of the form is an explanation of what we accept.

You will notice if a customer uses this type of submission they are restricted to 4 types of files (PDF, Tiff, High Quality Jpeg and PSD.) These formats are what we use daily in the Graphics Department.

The customer is asked to agree to the guidelines above.

Please check the appropriate box to complete form:

### Original - First Time Submission

(Could be any of the following below)

- Submitting Artwork for the first time for upcoming Directory

### Revision

(Could be any of the following below)

- Replacing photos for existing submission.
- Changes to a logo.
- Changing artwork after receipt of proof.
- Changing or redesigning artwork (Ad, logo, photo, etc.) previously submitted.

## Submission Preference

**Original:** (Required Field)

- If customer is submitting artwork for the first time they will select this box.

**Revision:** (Required Field)

- If customer is making a change to a previous submission they will select this box. (Example: Replacing a photo with a new one.)

# HOW TO USE THE FORM CONT.

## Artwork or Ad Submission Form

Please fill out the form completely so your artwork can be processed quickly.

### Subject Line

Select a book:  \* Company Name:  \*  
Account #:  \* New Account:  \* (Please check the box if new account.)

\* Required fields

### Subject Line

- Select a Book:** (Required Field)
  - If customer is in multiple books then art must be submitted for each book.
- Company Name:** (Required Field)
  - Company name must be entered.
- Acct # or New Acct:** (Required Field)
  - Account number must be entered. New accounts check the New Account Box.

### Contact Person

Name:  \* Phone:  \* Email:   
Name of Outside Advertising Agency (if applicable)

### Contact Person

- Contact Name:** (Required Field)
  - Name for contact must be entered
- Phone Number:** (Required Field)
  - Contact Phone Number must be entered
- Email:** (Not Required Field)
  - Contact email incase phone can't be reached.
- Name of Outside Advertising Agency:** (Not Required Field)
  - If Contact has an Advertising Agency sending in art.

### Ad or Artwork Information

#### Ad or Artwork Description:

Please describe which file name goes to which heading and/or size of ad.

**Very important:** when uploading files for more than one heading

### Ad or Artwork Information

- Ad or Artwork Description:** (Required Field)
  - Info on what the ad or artwork regards to.

### Ad File Information

FileType:  \*

Please remember to include fonts if file is not converted to outlines.  
All photos sent in must be at least 200 dpi if in yellow pages and 300 dpi if a Cover Ad.

### Ad File Information (Required Field)

- Choose what type of file is being sent.

### Attach Ad File

Maximum allowed file size for upload is 50 megabytes (MB) or 51200 kilobytes (KB) or 52428800 bytes.

You may [zip](#)/stuff file(s) prior to uploading.

Allowed file types: .tif, .jpg, .pdf, .zip, .sit  no file selected \*

### Attach Ad File

- Select the file and attach it to the form.