

South Placer County

Telephone Directory #100315

Technical Specifications

3 Column Format

Ad Descriptions	Sizes (W x H)	
	inches	picas
1/2" box (1HS)	2 x .5	12 x 3
1" box (2HS)	2 x 1	12 x 6
2" box (4HS)	2 x 2	12 x 12
3" box (6HS)	2 x 3	12 x 18
4" box (8HS)	2 x 4	12 x 24
5" box (10HS)	2 x 5	12 x 30
Trademark with logo (TM)	2 x 1.5	12 x 9
Custom Trademark with logo (CTM)	2 x 2.25	12 x 13p6
1/12 page (QC)	2 x 2.375	12 x 14p3
1/6 page horizontal (DQC)	4.063 x 2.375	24p4.5 x 14p3
1/6 page vertical (HC)	2 x 4.875	12 x 29p3
1/4 page horizontal (TQC)	6.144 x 2.375	36p9 x 14p3
1/3 page vertical (DHC)	4.063 x 4.875	24p4.5 x 29p3
1/2 page Horizontal (THC)	6.144 x 4.875	36p9 x 29p3
2/3 page Vertical (DC)	4.063 x 9.875	24p4.5 x 59p3
3/4 page Vertical (TQP)	6.144 x 7.375	36p9 x 46p6
Full page (FP)	6.144 x 9.875	36p9 x 59p3
Coupon (CPN)	2.785 x 1.6	16p9 x 9p7
White Pages Alpha Strip (WAS)	6 x 1	36 x 6

Also Available:

In Column ads with red highlights.

Inside Front Cover, Inside Back Cover, Outside Back Cover

White Pages Bold Listing, Super Bold Listing

Yellow Pages Bold Listing, Additional Anchor Bold Listing

Full CMYK Process color available on all display ads.

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Electronic file submission.

If you wish to create an ad yourself, or have an agency do it, you may submit it to us electronically. This may take the form of a disk sent in the mail or an email file transfer.

Our email address is:

ads@southplacerphonebook.com.

Disks may be Macintosh or PC format. Files may be compressed using PKzip, Winzip, Zipit or Stuffit.

Our production is done in a Macintosh environment. We prefer all ads submitted in electronic form to be saved as Encapsulated PostScript (.EPS) files or Portable Document Format (.PDF). All text should be converted to graphic outlines prior to saving the file as an EPS. Files produced in image editing software such as PhotoShop should be created at 200 dpi at actual size. Contact us if you need the specifications for saving as a PDF.

Some native graphic file formats from either platform will be accepted.

They are: Adobe InDesign, Illustrator and PhotoShop. Native Quark files can sometimes be translated if we have the same fonts and all linked images and a printed proof are provided.

Linked graphics or photos should be provided in TIFF format (.TIF). These files can be compressed by the application creating them.

Document (.DOC)or (.PUB) files created in Microsoft Word, Publisher, Works, Claris Works, etc., will not be accepted. Ads created in those types of programs should be printed out and sent to us with any graphic elements (logos, photos, etc.) saved as separate files and we will construct the ad for our system at no extra charge.

Other Technical Issues

The best way for us to include a photo in your ad, is for you to send us an original print which we will scan and return to you. Photos printed on laser or ink jet printers do not scan well.

In order to achieve the highest quality output, we have gone to an all digital workflow in producing our books. As a result, camera ready artwork will no longer be accepted for paste up.

If you have any other questions, feel free to contact our Graphics Dept. at 530-268-8000.