



THE LOCAL PAGES

4910 W. Amelia Earhart Dr., Ste. # 1 • Salt Lake City, UT 84116

Phone: 1-888-249-6920 • www.thelocalpages.net

ARTWORK SPECIFICATIONS

ACCEPTABLE FILE FORMATS

.eps (preferred)	.tif	.psd	.bmp
.ai (preferred)	.jpg	.pdf	.png

DIGITAL FILES

1. All files must be in one of the following Adobe formats: Illustrator, Photoshop or Acrobat. **NO** Microsoft Office software (*Word, Excel, Publisher, etc.*).
2. Images must be 300 dpi for a yellow page ad; or 600 dpi for a cover and/or tab ad and saved in an acceptable file format.
3. All images must be converted to CMYK (*No RGB*).
4. Include all source (raw) files and/or images to be used in ad. No embedded images.
5. When sending in .pdf format, make sure all fonts are embedded.

FONTS

Please include all fonts used or convert all text to paths or outlines. If there is a certain font you would like to use, please send us that font's name.

FONT SIZING

1. When using 100% black, white, cyan, magenta or yellow fonts, they **can not** be smaller than 6pt.
2. When using additional colors the font size **can not** be smaller than 8pt.

For black and white ads, please be mindful that in conversion to grayscale some colored fonts on colored backgrounds or images may disappear (*please see examples*). One solution for this would be to use a 100% white or 100% black text.



SCANNABLE ARTWORK

For best results, when you are sending scannable artwork, please **DO NOT** send any of the following items: photo copies, newsprints (phonebook pages), faxes, napkins, hats, T-shirts etc. Actual photos are ALWAYS best!

* All CD-ROM disks MUST be in PC format

See Back For Ad Sizes

CHECKLIST

- File is an Acceptable Format
- Ad Sizes are Correct
- Best Possible Artwork is Provided
- File is At Least 300 dpi for Yellow Page Ads; 600 dpi for Cover and/or Tab Ads
- Photos are CMYK
- Phone #(s) and Address(es) are Correct
- Spelling, Grammar and Punctuation are Correct
- Desired Fonts are Included

If you have any questions please feel free to contact us at:

1.888.249.6920

Advertising copy that does not conform to these specifications will not be accepted. All materials provided become property of the Publisher and will not be returned. Publisher will not be held responsible for color shifts. Advertiser shall verify all information in submitted advertising copy and Publisher shall not be responsible for any errors in advertising copy submitted. Advertiser understands that Publisher does NOT guarantee that final product will match any advertising copy submitted.