



# DIRECTORY

## ADVERTISEMENT SPECIFICATIONS GUIDELINES

### PRODUCTION GUIDELINES

The following guidelines are designed to assist the advertisement designers in providing all ads in the best possible formats to ensure that they display as intended in the St. Louis Black Pages. If there are any specific questions not covered in this document, please feel free to contact us.

### FOUR COLOR PROCESS

All advertisements must be in either grayscale or four-color. Please check to be sure that all four-color work is CMYK. We cannot accept advertisements submitted in RGB format.

### ACCEPTABLE PROGRAMS

All camera-ready advertisements must be submitted digitally. Electronic files may be e-mailed, or submitted on CD-ROM, DVD, or Zip disks (100 or 250 MB Zip disks are acceptable) and mailed to the address at the bottom of the page. Recommended formats for ads are PDF or EPS. Camera-ready artwork cannot be accepted by fax. TIF are acceptable for camera-ready artwork and Photoshop files may be used if they have not been flattened (ie. if they are still in layered format).

#### Production Guidelines:

##### • IN DESIGN

Include ALL external files, graphics, and fonts used in the document. (This should be taken care of when you Package/Collect for Output, but it is recommended to check that everything is there.) The collected folder should be archived (converted to .zip or .sit) before sending.

##### • ADOBE ILLUSTRATOR

Include ALL external files, graphics, and fonts used in the document. Include a version with fonts intact and one with fonts converted to outlines. **DO NOT FLATTEN FILES.**

#### Applications that are acceptable, but NOT preferable:

##### • ADOBE PHOTOSHOP

Use grayscale format for one-color advertisements only. Photos should be at least 200 dpi, but no greater than 300 dpi at the size they are to be used. Bitmap format should be a minimum of 600 dpi, but no greater than 1200 dpi. Ads should be submitted as TIF files. **DO NOT FLATTEN FILES.**

##### • QUARKXPRESS 4.x, 5.x, 6.x

Include ALL external files, graphics, and fonts used in the document. (This should be taken care of when you Package/Collect for Output, but it is recommended to check that everything is there.) The collected folder should be archived (converted to .zip or .sit) before sending.

### TEXT AND FONT RECOMMENDATIONS

When submitting any file, we require that all fonts used in the advertisement be included with submission, even if the type has been converted to outline. The preferred format for fonts is Type 1 as these produce the best output for the printer. TrueType fonts may be accepted, but don't always display or print correctly.

Please provide only the fonts used in the creation of the advertisement. If you have Flight-Check or other similar pre-flight and collection software, it will collect the appropriate fonts for you.

When submitting files in Adobe Illustrator we request that you submit 2 versions, one with the text converted to outline and one with the copy still in editable text format.

Whenever possible, always find and use the correct typeface (ie. regular, italic, bold, bold italic, etc.) as stylized text may not print correctly. In other words, if you need part of the copy in a bold face, do not simply bold the text from the style menu. Find and use a bold version of the font. This will ensure that your advertisement prints as expected.

### SIZE REQUIREMENTS . . . . . width x height

1/16 horizontal . . . . .	2.75 x .875
1/8 horizontal . . . . .	2.75 x 1.875
1/4 vertical . . . . .	2.75 x 4
1/4 horizontal . . . . .	5.875 x 1.875
1/2 vertical . . . . .	2.75 x 8.25
1/2 horizontal . . . . .	5.875 x 4
3/4 vertical . . . . .	5.875 x 6.125
Full Page . . . . .	5.875 x 8.25

#### **The following are NOT acceptable:**

- **REVERSED** text below 6 point San Serif or 10 point Serif
- **OUTLINE** or **INLINE** typefaces below 16 points
- **FINELINE SCRIPT** typefaces below 21 points
- **STRETCHED** or **COMPRESSED** text which is below 75% or above 120% of normal size

Your cooperation in following these guidelines will contribute greatly to making the production phase of the next edition of the St. Louis Black Pages go very smoothly.

Thank you.



**The Saint Louis Black Pages**  
6614 Clayton Road #333 • St. Louis, Missouri 63117 • [www.black-pages.com](http://www.black-pages.com)  
Call 314-531-7300 or send advertisements to: [production@black-pages.com](mailto:production@black-pages.com)

