

www.bermudayp.com

The Bermuda Yellow Pages®



GRAPHIC



SIZES	Page 1
PHOTOSHOP	Page 2
ILLUSTRATOR	Page 3
QUARKEXPRESS	Page 4
PDF	Page 5
TRANSPORT	Page 6
FTP	Page 6

2006 **GUIDELINES** 2007

Call our Production Staff at **297-YELL (9355)**
Fax: **296-0216** • production@bermudayp.com
Swan Building, 26 Victoria Street, Hamilton HM12

Just Yell 
BERMUDA YELLOW PAGES LIMITED

Advertisement SIZES

	Inches	Picas/Points
Double Full Page (2 Full Pages)	7.458 x 9.75	44p9 x 58p6
Full Page	7.458 x 9.75	44p9 x 58p6
Three Quarter Page	7.458 x 7.25	44p9 x 43p6
Double Full Column	4.889 x 9.75	29p4 x 58p6
Half Page	7.458 x 4.806	44p9 x 28p10
Half Page Verticle	4.889 x 7.278	29p4 x 43p8
Double Half Column	4.889 x 4.806	29p4 x 28p10
Single Column	2.319 x 9.75	13p11 x 58p6
Quarter Page	7.458 x 2.333	44p9 x 13p12
Half Column	2.319 x 4.806	13p11 x 28p10
Double Quarter Column	4.889 x 2.333	29p4 x 13p12
1 Eighth Column	2.319 x 1.097	13p11 x 6p7
2 Eighth Column	2.319 x 2.3125	13p11 x 2p4
3 Eighth Column	2.319 x 3.556	13p11 x 21p4
Menu Single Page	7.458 x 9.75	44p9 x 58p6
Menu Double Page (2 Full Pages)	7.458 x 9.75	44p9 x 58p6
Banner White/Pink Page	6 x 1	36p0 x 6p0
Front Cover Outside/Inside*	8.75 x 10.875	52p6 x 10p10
Back Cover Outside/Inside*	8.75 x 10.875	52p6 x 10p10
Tab Page Divider*	8.75 x 10.875	52p6 x 10p10
Blue Pages Full Page	7 x 9.75	42p6 x 58p6
Education Full Page	7 x 9.75	42p6 x 58p6
Education Half Page	7 x 4.75	42p6 x 28.6

(*) **Page Edge/Trim**.....8.75 x 10.875 Inches (*) **Safe Image Area**.....7 x 9.875 Inches

(*) **Bleed**.....0.5 Inch All Round (*) **Non-Bleed Ad Size**.....7 x 9.875 Inches

(*) **Note:** The tabs trim into the outside of the page by 0.375 of an Inch

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Guidelines for PHOTOSHOP

Resolution

BITMAP..... 1200 Pixels Per Inch
COLOUR / GRAYSCALE (Non-Glossy)..... 266 Pixels Per Inch
COLOUR / GRAYSCALE (Glossy)..... 300 Pixels Per Inch
"Please use & supply Photoshop files to size used in ad layout"

Colour

MODE..... All files used must be CMYK (Cyan, Magenta, Yellow & Black)
FULL COLOUR..... Any colour combination in the CMYK spectrum **SINGLE COLOURS**.....
BLUE 100C, 0M, 0Y, 0K **RED** 0C, 100M, 91Y, 0K **GREEN** 100C, 0M, 65Y, 0K
"Any proportional percentage of a single colour may be used"

Settings

INK COLOUR..... NON-GLOSSY: SWOP (Uncoated) GLOSSY: SWOP (Coated)
BLACK INK LIMIT..... NON-GLOSSY: 80 GLOSSY: 95
TOTAL INK LIMIT..... NON-GLOSSY: 220 GLOSSY: 325
"All Photoshop files must be saved and used as either an EPS or TIFF"

"REMEMBER"

Pantone/RGB/Monotone/Duotone Colours..... Must be changed to CMYK
Darkest Point..... In non-glossy ads must not exceed 220% ink limit
Layers..... Please save and supply layered .psd support file before flattening

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Guidelines for ILLUSTRATOR

Colour

MODE..... All files used must be CMYK (Cyan, Magenta, Yellow & Black)
FULL COLOUR..... Any colour combination in the CMYK spectrum **SINGLE COLOURS.....**
BLUE 100C, 0M, 0Y, 0K **RED** 0C, 100M, 91Y, 0K **GREEN** 100C, 0M, 65Y, 0K
"Any proportional percentage of a single colour may be used"

Formats

ILLUSTRATOR..... Save file as Illustrator EPS (.eps)
FREEHAND..... Save file as Freehand EPS (.eps)
COREL DRAW..... Save file as Illustrator EPS (.eps)
"Please check and delete any unnecessary stray points before saving"

Fonts

OUTLINES..... To avoid font conflicts and non-recognition
 please **OUTLINE** fonts before saving or using as EPS
OVERPRINTING..... Check for appropriate overprints in Attributes window
"Include the original (non-outlined) support file for future font identity"

"REMEMBER"

Pantone/RGB/Spot Colours..... Must be changed to CMYK
Layers..... Please save and supply layered .ai support file before flattening
Placed Images..... Please **EMBED** all used graphics and use appropriate Photoshop settings

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Guidelines for

QUARKEXPRESS

Colour

MODE..... All files used must be CMYK (Cyan, Magenta, Yellow & Black)

FULL COLOUR..... Any colour combination in the CMYK spectrum **SINGLE COLOURS.....**

BLUE 100C, 0M, 0Y, 0K **RED** 0C, 100M, 91Y, 0K **GREEN** 100C, 0M, 65Y, 0K

"Any proportional percentage of a single colour may be used"

Images

SUPPORT..... Always supply the LINKED images with your advertisement

COLOUR..... All imported images must be CMYK

FORMAT..... EPS or TIFF (Save Corel Draw as Illustrator .eps)

"Please crop, scale or rotate images before importing into Quark"

Fonts

RECOGNITION.....

Please supply copies of ALL fonts used in the advertisement (screen & printer fonts)

RECOMMENDED..... Any Adobe Type 1 font (avoid True Type fonts if possible)

"Do not use the Measurements toolbox to 'force' style a font"

"REMEMBER"

Spot Colour..... Must be switched off in Edit Colour window

Collect For Output..... This is a great way to provide support files

Placed Images..... Please use appropriate Photoshop & Illustrator settings

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Guidelines to make a PDF

from QuarkExpress

- 1..... Download BDAYP.joboptions from
www.bermudayp.com/dload.html
- 2..... **ACROBAT 6:** Unstuff & place into (Mac HD > Users > Shared > Adobe PDF > Settings)
ACROBAT 7: Unstuff & place into (Mac HD > Library > Application Support > Adobe PDF > Settings)
- 3..... Export to .eps File
- 4..... Open Acrobat Distiller and set Default Settings to BDAYP.joboptions
- 5..... Drag & Drop .eps file into Distiller Window

from Illustrator

- 1..... Embed images
- 2..... Outline fonts
- 3..... Save As Adobe PDF (.pdf)

from InDesign

- 1..... Download BDAYP.joboptions from www.bermudayp.com/dload.html
- 2..... **ACROBAT 6:** Unstuff & place into (Mac HD > Users > Shared > Adobe PDF > Settings)
ACROBAT 7: Unstuff & place into (Mac HD > Library > Application Support > Adobe PDF > Settings)
- 3..... Export to .eps File
- 4..... Open Acrobat Distiller and set Default Settings to BDAYP.joboptions
- 5..... Drag & Drop .eps file into Distiller Window

"REMEMBER"

Stuffit Deluxe..... Must be used to expand/open BYP PDF settings

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Guidelines for TRANSPORT

CD/DVD

- 1..... Burn Advertisement + Support Folder to CD/DVD
- 2..... Support Folder contains all Graphics & Fonts in Advertisement
- 3..... Name CD/DVD using Advertisement & Contact Names + Phone Number
- 4..... Deliver with cover to BYP, Swan Building, 26 Victoria Street, Hamilton HM12

Email

- 1..... Prepare Advertisement appropriately (see guideline pages 2-6)
- 2..... Support Folder should contain all Graphics & Fonts in Advertisement
- 3..... Name Email using Advertisement & Contact Names
- 4..... Compress Folder using Stuffit Deluxe 5..... Email to production@bermudayp.com

FTP Site

- 1..... Prepare Advertisement appropriately (see guideline pages 2-6)
- 2..... Support Folder should contain all Graphics & Fonts in Advertisement
- 3..... Name Folder using Advertisement & Contact Names
- 4..... Compress Folder using Stuffit Deluxe
- 5..... Open Fetch Software Host: www.bermudayp.com User ID: anonymous
- 6..... Drag & Drop Advertisement into "Incoming" Folder

"REMEMBER"

Confirm..... Inform your sales representative how your Advertisement has been sent

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