

# The Lancaster County Business Directory



Please use the specifications below when preparing your Lancaster County Business Directory ad.

## ACCEPTABLE FORMATS (PC & MAC)

- Quark or InDesign** Photos and graphics must be placed in the document. Use "Collect for output" (Quark) or "Package" (InDesign) to assure all art and fonts used in the document are included.
- Illustrator** Save these files in .eps format. All fonts must be converted to outlines and all placed images must be embedded in the file.
- Photoshop** (.psd, .eps, .tiff, .jpg) formats are accepted. Resolution must be 300 dpi when the file is at 100%. The files need to be in CMYK color mode. JPEG files should be saved as highest quality (compression 12).
- PDF** An Adobe preset is available from DavCo to help you create your PDFs correctly. When submitting a Print Quality .pdf, all fonts must be embedded and the file must be distilled and converted to CMYK color space.

## GENERAL INFORMATION

In order to keep the Lancaster County Business Directory (LCBD) on schedule, all supplied ads must be in complete form and ready to place, not requiring any additional changes or adjustments. Advertisers will be charged for any extra work required to correct files not complying with our standards. Orders must be accompanied by:

- Native digital file (.qxd, .indd, .psd, etc.)
- Links/picture files
- Both screen and printer fonts
- .pdf proof
- Hard copy proof showing separations (if applicable)

**COMPLETE AD FILES (AS STATED ABOVE)  
MUST BE SUBMITTED TO DAVCO BY THE  
CLOSING DATE OF JUNE 30**

## SUBMITTING YOUR FILES

- 1.) We accept both PC and MAC files on CD or DVD
- 2.) Files can also be uploaded to our FTP site  
<ftp://ftp.davcoadvertising.com>
  - Enter username and password information. (below)  
Username: [davcoftp](#) Password: [ftp4clients](#)
  - Upload your compressed files to the [DavcoLCBD](#) folder
- 3.) **IMPORTANT!**  
Please notify us at [LCBD@davcoadvertising.com](mailto:LCBD@davcoadvertising.com) after your files are successfully uploaded. **IF YOU DO NOT CONTACT US WE HAVE NO WAY OF KNOWING THAT YOUR FILE IS UPLOADED AND READY TO BE RETRIEVED.**

## COLOR CATEGORIES

We use specialized software to prepare your ad for press. To assure the best results, please follow the standards below:

### FULL COLOR ADS

- 1.) All images must be high resolution (300dpi). Images should not be scaled or rotated in page layout programs (should appear as 100% at 0°).
- 2.) Files must be **CMYK only**. No RGB, LAB or any other color mode, Ads may not contain any Pantone colors, **CMYK ONLY!**

### ONE COLOR ADS

- 1.) All images must be high resolution (300dpi). Images should not be scaled or rotated in page layout programs (should appear as 100% at 0°).
- 2.) Images & graphics must be **grayscale or black and white**.

### TWO COLOR ADS

- 1.) All images must be high resolution (300dpi). Images should not be scaled or rotated in page layout programs (should appear as 100% at 0° rotation).
- 2.) Colors can only be **BLACK (K)** and either Pantone: **BLUE (300c)**, **RED (185c)** or **GREEN (347c)**  
These colors can be found in the *Pantone Coated Library* (the Pantone number **MUST** be followed by a "C")  
*Please test print your separations prior to submitting your files, and supply a print out of your separations with your ad.*

**PLEASE NOTE:** Things that appear correct on screen do not always work when separated for press. When designing two color ads, keep them simple. *Transparent elements, drop shadows & feathering can cause problems and often need to be modified, or in some cases removed.*

**Please do not apply strokes or rules to the outside of your ad. A standard border and shadow will be added to each ad when it is placed into the final print file.**

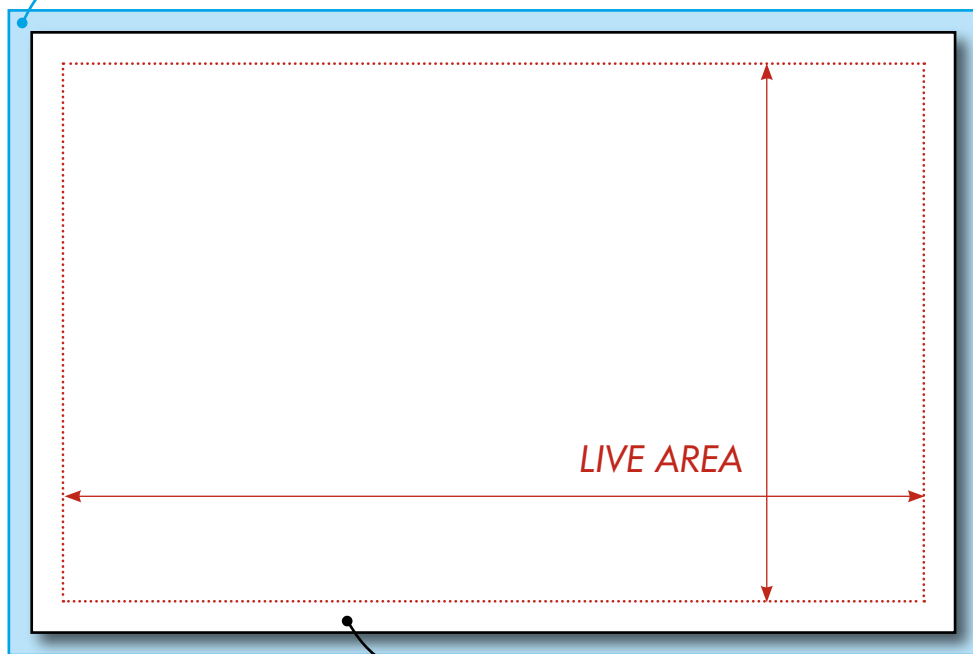
**IF YOU HAVE QUESTIONS ABOUT THESE INSTRUCTIONS, PLEASE CONTACT KEITH NISLY AT 717-442-4155**

# Ad Layout

## AD SIZES

1/8 page	Actual: 3.6875"w x 2.4063"h	Live area: 3.4375"w x 2.1563"h	Bleed: 3.9375"w x 2.6563"h
1/4 page horizontal	Actual: 7.5"w x 2.4063"h	Live area: 7.25"w x 2.1563"h	Bleed: 7.75"w x 2.6563"h
1/4 page vertical	Actual: 3.6875"w x 4.9375"h	Live area: 3.4375"w x 4.6875"h	Bleed: 3.9375"w x 5.1875"h
1/2 page vertical	Actual: 3.6875"w x 10"h	Live area: 3.4375"w x 9.75"h	Bleed: 3.9375"w x 10.25"h
1/2 page horizontal	Actual: 7.5"w x 4.9375"h	Live area: 7.25"w x 4.6875"h	Bleed: 7.75"w x 5.1875"h
Full page	Actual: 7.5"w x 10"h	Live area: 7.25"w x 9.75"h	Bleed: 7.75"w x 10.25"h

BLEED SHOULD EXTEND .125" BEYOND THE ACTUAL DOCUMENT SPACE.



ACTUAL AD SPACE

- Keep all live matter such as type, logos and important information within the live area (a minimum of .125" inside of the actual ad space).
- Please do not add a frame or border to the outer edge of your ad. Your ad will be placed into a frame with a standard border and shadow when it is added to the page layout.
- Be very selective when using an overall solid dark background. Keep total CMYK percentages below 200%.  
C:80% M:40% Y:40% K:20% = 180% - OK    C:20% M:100% Y:10% K:100% = 230% - Too dense
- Thin or small type on a dark background tends to fill in due to the registration of the surrounding colors. A good rule of thumb is to make your font size at least 12pt when using light colored type on a dark background. Script fonts are not recommended. Adding a tint of the colors used in the background should improve the overall appearance.

**Thank you for your assistance in helping us produce a quality directory!**

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