

1. AD SIZE

AD SIZE	COLOR	ACTUAL SIZE	LIVE AREA	BLEED
1/8 PAGE AD	1 & 2 Colors	3.6875"w x 2.4063"h	3.4375"w x 2.1563"h	3.9375"w x 2.6563"h
1/4 PAGE AD	1 & 2 Colors	7.5"w x 2.4063"h	7.25"w x 2.1563"h	7.75"w x 2.6563"h
1/4 PAGE VERTICAL	1, 2 & 4 Colors	3.6875"w x 4.9375"h	3.4375"w x 4.6875"h	3.9375"w x 5.1875"h
1/2 PAGE VERTICAL	1, 2 & 4 Colors	3.6875"w x 10"h	3.4375"w x 9.75"h	3.9375"w x 10.25"h
1/2 PAGE	1, 2 & 4 Colors	7.5"w x 4.9375"h	7.25"w x 4.6875"h	7.75"w x 5.1875"h
FULL PAGE	1, 2 & 4 Colors	7.5"w x 10"h	7.25"w x 9.75"h	7.75"w x 10.25"h

2. COLOR

Four-color	Two-color	Black & White
CMYK only (No Pantone, RGB or LAB colors)	Black & one of the following Pantone colors: <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="background-color: #0070C0; color: white; padding: 2px 5px; border: 1px solid black;">Pantone 300c</div> <div style="background-color: #C00000; color: white; padding: 2px 5px; border: 1px solid black;">Pantone 185c</div> </div> <div style="background-color: #008000; color: white; padding: 2px 5px; border: 1px solid black; width: fit-content; margin: 0 auto;">Pantone 347c</div>	Black only (Please double check that your ad ONLY uses black, and not C, M or Y colors.)

3. FILE FORMAT

We accept all of the standard programs (InDesign, Photoshop, Illustrator, & Quark.) Package your files so we receive all the graphics, photos and fonts we need to print your ad.

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) Resolution must be 300 dpi when the file is at 100%. The files must be in CMYK. JPEG files should be saved as highest quality (compression 12).

OR

Submit a **press quality PDF**. To create your PDFs in compliance with our printing needs, please use the Adobe PDF preset that is available at www.DavcoAdvertising.com. The file must be converted to CMYK color space. Please contact us for more info.

If you supply an ad designed in a **Microsoft Office** (or a similar) program, we will need to **recreate your ad**. Unfortunately we can't use these files to print your ad.

DavCo Advertising

PO Box 288, 89 North Kinzer Road, Kinzers, PA 17535 • LCBD@davcoadvertising.com
717.442.4155 or 800.283.2826 • Fax 717.442.0402 • www.DavCoAdvertising.com

4. SUBMITTING YOUR AD

Compress all your ad files into one zipped or stuffed file, and e-mail it to: LCBD@davcoadvertising.com. If your compressed file is larger than 10MB, you can upload it to our FTP site:

For Lancaster County Business Directory ads
[ftp.DavCoAdvertising.com](ftp://ftp.DavCoAdvertising.com)
Username: lcbd | **Password:** davcoads

For Central Pennsylvania Business Directory ads
[ftp.DavCoAdvertising.com](ftp://ftp.DavCoAdvertising.com)
Username: cpd | **Password:** davcoads2



DIRECTORY AD DESIGN GUIDE

KEEP IN MIND...

Keep all live matter such as type, logos and important information within the live area measurements (a minimum of .125" inside of the actual document space).

Any ad that contains an element, picture, or fill color that touches the edge of the “actual ad space” requires bleed (ad size plus .125" of bleed on all sides).

Things that look good on screen don't always work when printed—particularly with two-color ads. **Transparency, drop shadows & feathering** can cause **difficulties** when printing. If you're not designing a four-color ad, please don't use these effects.

Please make sure all your photos & graphics are 300 dpi when they are at 100% in your ad file.

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

