



PIONEER

TELEPHONE DIRECTORIES CORP.

yellow pages

106 Parkwest Circle • Dothan AL 36303
 (334) 794-4129 / Fax (334) 794-1773
www.ptdyellow.com

3 COLUMN

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Electronic Artwork Guidelines

- Ads must be built to exact size specifications. *(See Ad Sizes Below)*
- If submitted by disc, Mac Format
- Graphics/Images must be **AT LEAST 300 dpi** (Dots Per Inch)
- Ads & Graphics should be in **CMYK** color. All other formats will be converted to the nearest CMYK values
- File **MUST** be in a .tiff, .eps, .jpg, .indd, .psd, .ai or .pdf
- **NO** Microsoft Word, Excel, Publisher, WordPerfect, etc.
- **NO** Graphics printed or copied from any website unless it is a press quality download - resolution at least 300 dpi

3 COLUMN - AD SIZES IN INCHES

SIZE	W	x	H
2 HS	2.21	x	1.000
3 HS	2.21	x	1.500
4 HS	2.21	x	2.000
5 HS	2.21	x	2.500
6 HS	2.21	x	3.000
QC	2.21	x	2.250
DQC	4.607	x	2.250
QC	7.000	x	2.250
TDQC	4.607	x	7.000
TTQC	7.000	x	7.000
HC	2.210	x	4.625
DHC	4.607	x	4.625
THC	7.000	x	4.625
DC	4.607	x	9.375
FP	7.000	x	9.375
FRONT COVER	2.34	x	2.250
INSIDE COVER ¹ / ₂	7.000	x	4.625
INSIDE COVER ALL	7.000	x	9.375
OUTSIDE COVER ¹ / ₂	7.490	x	4.276
OUTSIDE COVER ALL	7.490	x	8.795

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We Do NOT accept any graphics that don't meet the specifications listed above. If graphics do not meet the required specs, a hard copy must be provided. We DO NOT accept any graphics that have been printed or copied from any website unless it is a press quality download.

Mail Artwork To:

**Pioneer Telephone Directories
 106 Parkwest Circle
 Dothan, AL 36303**

Email To: ads@ptdyellow.com