



**PIONEER**

TELEPHONE DIRECTORIES CORP.

yellow pages

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

**2 COLUMN**

# 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, or .pdf
- **NO** Microsoft Word, Excel, Publisher, WordPerfect, etc. Files
- **NO** Graphics printed or copied from any website unless it is a press quality download - *resolution at least 300 dpi*

*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

**2 COLUMN - AD SIZES (IN INCHES)**

SIZE	W	X	H
2 HS .....	2.50	X	1.00
3 HS .....	2.50	X	1.50
4 HS .....	2.50	X	2.00
5 HS .....	2.50	X	2.50
6 HS .....	2.50	X	3.00
QC .....	2.50	X	2.00
DQC .....	5.25	X	2.00
HC .....	2.50	X	4.10
DHC .....	5.25	X	4.10
TDQC.....	5.25	X	6.25
FP .....	5.25	X	8.25
OUTSIDE FRONT COVER ..	1.83	X	2.11
INSIDE COVER <sup>1</sup> / <sub>2</sub> .....	5.25	X	4.10
INSIDE COVER ALL.....	5.25	X	8.25
OUTSIDE COVER <sup>1</sup> / <sub>2</sub> .....	5.25	X	3.75
OUTSIDE COVER ALL.....	5.25	X	7.58