The Phone Book from BT

Advertising Technical Specification Compact Format

As easy as 1, 2, 3
1. Select ad type
2. Check technical information
3. How to supply your ad
1. Select ad type

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The Phone Book

1. Select ad type

Premium Positions

OPTION 1
Outside Back Cover (No Bleed)
Inside Front & Inside Back Cover (No Bleed)

Option 1 = H: 277mm x W: 154mm (no bleed) (785pt x 436pt)

- Option 1. This option sits within the purple area and must be H: 277mm x W: 154mm for the Outside Back Cover and the Standard Inside Cover
- Option 2. This option is full bleed and covers the whole page. The page size is H: 297mm x W: 166mm (H: 841.5pt x W: 470.5pt) but you need to include 5mm bleed and supply your advert at H: 307mm x W: 176mm (H: 870pt x W: 498.5pt)

Option 2 = H: 297mm x W: 166mm (H: 841.5pt x W: 470.5pt)

* +5mm bleed = H: 307mm x W: 176mm (H: 870pt x W: 498.5pt)

Please note
- Outside Back Cover adverts will appear within a solid white border
- The word ‘Advertisement’ will appear above the Outside Back Cover advert
- Artwork for all cover adverts must be supplied as both an EPS file and a PDF file (minimum 300dpi)
- Inside Front Cover adverts should have a 12.5mm bleed on the right. Inside Back Cover adverts should have a 12.5mm bleed on the left (7.5mm + 5mm for total Bleed).
- All critical data must fall within the purple area. If you are using Option 2, the pink/magenta areas (usually a solid colour or background image) should not contain text or critical information.

All Cover advertisements will be printed using a four colour (CMYK) process unless agreed otherwise.

As easy as 1, 2, 3

1. Select ad type
Front Cover Banner Adverts

A front cover banner ad is a branded display advertisement that appears in a fixed position situated at the foot of the front cover of The Phone Book.

Examples of how effective your front cover banner advert could look:

H: 19mm x W: 154mm (55pt x 436pt)

- Content guidelines:
  - 1 product category to state the product / service being advertised
  - 1 brand name
  - 1 company logo or company related image
  - 1 strapline (maximum of 45 characters) such as a call to action
  - 1 website address and/or telephone number

*Please note the image may vary from the examples shown above.
Bound Inserts

- A Bound Insert is a double-sided, full colour card insert that is bound into The Phone Book Classified or A-Z Sections
- It provides a permanent insert to showcase your products or services and increase brand awareness
- Both a design and print service is available
- Any non standard requirements must be pre-approved by the Production Manager
- For customer supplied Bound Inserts, please refer to section 3 - supplying your ad

Standard Bound Insert Size

- **Text/Image Area** 145 mm x 277 mm
- **Trimmed Size** 166 mm x 297 mm
- **Pre-trimmed Size** 176 mm x 307 mm

*Important note: Text/Image area offset 6mm to foredge

Board Options

- Minimum Weight 135gsm coated/uncolored
- Maximum Weight 300gsm coated/uncolored
- Recommended Weight 175gsm coated/uncolored

Customers please note

- Bound Inserts must be supplied at the Pre-trim Size
- The Phone Book printer will trim to size when the Bound Insert is bound into the Book
- All reading matter must remain within the Text Image Area
- Any non standard requirements must be pre-approved by the Production Manager
- Perforations (if used) must end 20mm from the spine (bound) edge

Any QR codes should be on the outer page edge not in the gutter as they could be difficult to scan
Sponsored Headings

Sponsored Heading advertisements are branded sponsored adverts designed to appear directly below the classification heading. Only one Sponsored Heading advert can appear within any given classification in each book.

A minimum of 75% of your advert content must focus on generic information of relevance to users of that classification, i.e. not company specific:
- Must be relevant to the classification heading
- Must be relevant to the strapline ‘Did you know...’
- The business/trading name must not feature within the generic information section

Please note it is your responsibility to provide all generic information to feature in the advertisement.

Artwork
- All sponsored heading artwork (including customer supplied artwork) will sit within a magenta border, as can be seen on the example below:

Example Sponsored Heading

H: 67mm x W: 50mm (191pt x 143pt) (Complete Advert area)
H: 49mm x W: 48mm (140pt x 135pt) (Customer Supplied Artwork Area)

Content guidelines
A maximum of 25% of your advert content can be dedicated to the following company related information:
- 1 business/trading name
- 1 company logo or image
- 1 telephone number
- 1 website or email address.
Banner adverts are branded display advertisements designed to appear in a fixed position on a page within the Business A-Z and Residential A-Z of The Phone Book and repeat approximately every ten pages throughout both sections.

Examples of how effective your full colour banner advert could look:

- Banner adverts are available in full colour. For maximum effect we recommend you limit your content to include the following key pieces of information:
  - 1 business/trading name
  - 1 company logo or image
  - 1 strapline (maximum 55 characters)
  - 1 telephone number
  - 1 website or email address.

- All banner adverts must have a solid border running around the edge. Ruled borders must be a minimum of 1.5pt.
Index Adverts

Index adverts are branded Display advertisements which appear in a fixed position within the Index situated near the front of The Phone Book. Content guidelines mirror those associated with Classified Display advertising which can be found within the Advertising Policy.

Only one Index advert per page is permitted to ensure advertisers have page dominance. Adverts will typically run from page one of the Index and the order of adverts appearing will be random.

Example of how effective your full colour advert could look:

H: 67mm x W: 155.5mm (191pt x 441pt)
Menu Guide


Full page advert: H: 275.5mm x W: 155.5mm (782pt x 441pt)

Placement of a two page menu advert cannot be guaranteed and may start on either a right or a left-hand page.

Content guidelines

- A minimum of 50% of your adverts' content must include menu-related information and should list at least 12 dishes, attractions, products for sale or services on offer.
- A maximum of 50% of your adverts' content can be dedicated to supporting company related information, eg. company name, images, strap lines, opening hours, general information, contact details etc
- Adverts featuring price information must include the following statement: 'Prices are subject to change'. This statement must feature horizontally below the price information.
- In cases where the requested content cannot feature within the booked advert size, unless priority is noted at point of sale, the Studio team may use their discretion to remove information.
- If there is insufficient space to fit the Display Advertisement as the first item in the classification (e.g. Display Advertisement is a full page ad but there is only ¼ of the page remaining), the Display Advertisement will appear on the next page, and the preceding space will be filled with single line entries, non-display ads (e.g. Business Cards), and space fillers.
- For further content information, please refer to the advertising policy.


Click here to go back to the Contents Page
The Phone Book

Voucher Section

Vouchers

Vouchers appear in a dedicated section situated near the front of The Phone Book.

Voucher dimensions

Voucher:
H: 48.3mm x W: 79.4mm (136.9pt x 225pt)

- Vouchers must be purchased with a display advert
- Draw attention to your main classified advert by choosing a classification to cross reference

Artwork
Customer-supplied artwork can be provided for the voucher as shown.

Artwork must be supplied on a white background only.

The promotional offer information will be inserted by The Phone Book studio to ensure consistency across the voucher section. The following information should be supplied to BT on a Display Advertising Copy Details sheet

- Promotional offer (maximum 48 characters):
  - The offer e.g. ‘Buy one get one free’
  - Offer details e.g. the products or services the offer applies to
- State the chosen classification to cross reference within the Voucher (non-mandatory)
- Offer date: valid from – if applicable expiry date – mandatory.
The Phone Book

Voucher Section

Content guidelines
The customer artwork section can contain the following content:

Front of voucher
- 1 brand name
- 1 company logo or company-related image
- 1 telephone number
- 1 email or web address
- Cross reference to other advertisements in The Phone Book
- Promotional offer (maximum 48 characters):
  - The offer e.g. ‘Buy one get one free’
  - Offer details e.g. the products or services the offer applies to
- Offer date: valid from (if applicable) and expiry date (mandatory)
- Any specific terms and conditions, e.g. only valid at certain times or on certain days
- Address of where the voucher is valid

Voucher terms and conditions

Terms and conditions
1. This voucher has no cash value.
2. You must present this voucher before you start your transaction.
3. Only one voucher per customer can be used in any single transaction.
4. The advertiser reserves the right to reject this voucher where it considers it reasonable to do so.
5. Photocopies or reproductions of this voucher will not be accepted.
6. This voucher cannot be used with any other special offer or promotion unless otherwise stated.
7. Additional terms may apply – please check with the advertiser.

Back of voucher
Each voucher will contain the same terms and conditions on the reverse. These cannot be altered.

Voucher icon for use in display advertisements
Provide an incentive for customers to choose you and stand out from the competition by including the voucher icon in your advertisement – this icon will be added automatically unless otherwise instructed by the advertiser. See example below of the voucher icon being used in a display advertisement:

For customer-supplied artwork, please email The Phone Book studio to request a jpeg of the voucher icon at studio.artlib@bt.com

Tel: 01234 567890
124 Downhill Road, Manchester M14 2LG

Quality fresh flowers for all occasions
- Quality service
- Wedding flowers
- Funeral tributes
- Same day delivery

FLORISTS DIRECT

Branded Fillers

- Branded fillers are a multi insertion ad package, placed randomly throughout the entire classified directory of The Phone Book, delivering high visibility and brand awareness.
- The number, size, position and frequency of branded fillers cannot be guaranteed.
- The branded filler package includes one artwork design which is used to create 60 individually sized adverts to encourage maximum coverage.
- There is no guarantee that all 60 filler sizes will appear within any given book.
- On average a branded filler ad will appear 12 times, giving the equivalent of 1.5 pages of coverage, in every 100 pages.
- Please refer to the BTD Advertising Services Contract for more information, which can be found under 'Help & Support' at www.thephonebook.bt.com.

Content guidelines

To gain maximum impact from your Branded Filler package ensure the content is focused and provides a call to action by following the guidelines below:

- 1 headline (figured prominently) to clearly state the product/service being advertised.
- 2 of the following types of company information:
  - brand name
  - company logo
  - company relevant image
  - affiliated membership logo
- Additional information (15 – 60 character limits, see fig 2, page 14), such as a call to action or a key piece of information you want to stay front of mind.
- 1 website address
- 1-3 telephone numbers (see fig 2, page 14) with a brief description.
- A QR Code may also feature within the branded filler ad space, where space is available. For more information on QR Codes, please refer to page 17.

In cases where the requested content does not fit within the branded filler ad space available, The Phone Book Studio has the discretion to amend the wording as required.
Branded Fillers

Branded Filler Artwork Design - Example

Here are a few examples to show you how one branded filler artwork design can work across multiple advert sizes.

The ad sizes range from 5.04 cm x 1.98 cm (W x H) to 15.56 x 15.95 cm (W x H), so be sure that the content and design will work just as well for the smallest sizes.

To see further examples of how a Branded Filler artwork design can work in an example Phone Book, please refer to the Branded Fillers - Example Pages document.

Great Deals On All New Boiler Installations

Call Now On: 0116 0123 4567

5 year warranty

Call Now On: 0116 0123 4567

Great Deals On All New Boiler Installations

No payment for 12 months

Call Now On: 0116 0123 4567

Great Deals On All New Boiler Installations

Nothing to pay for 12 months

Call Now On: 0116 0123 4567

Branded Fillers

Construction
- Each artwork contains 2 borders (see fig 1 below):
  - A 1pt rectangular outer border, which must appear in purple (80% cyan, 100% magenta), and a 1pt inner curved rectangular border
- All artwork is to fit inside this border
- Upon request, templates can be provided on an artwork CD
For further artwork guidelines, refer to section 2 Technical Information later in this document

Size Guidelines
- Each branded filler design must be supplied in the various sizes and dimensions as shown in fig 2.

fig 1 – Construction Example

fig 2 – Size Guidelines

<table>
<thead>
<tr>
<th>Width</th>
<th>Height</th>
<th>Additional Information</th>
<th>Telephone No. Limits</th>
</tr>
</thead>
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<td>1.98cm (56pts)</td>
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</tr>
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<td>17.50cm (476pts)</td>
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<td>3</td>
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<td>5.04cm (143pts)</td>
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<td>10.3cm (292pts)</td>
<td>18.27cm (516pts)</td>
<td>50</td>
<td>3</td>
</tr>
</tbody>
</table>

* A QR code cannot feature within this ad size due to the limited space available.
Display Advertising

- A range of display advertisements are available in both Classified and Business A-Z sections.
- In addition, full page and half page advertisements are now available within the Preface.
- If there is insufficient space to fit the Display Advertisement as the first item in the classification (e.g. Display Advertisement is a full page ad but there is only ¼ of the page remaining), the Display Advertisement will appear on the next page, and the preceding space will be filled with single line entries, non-display ads (e.g. Business Cards), and space fillers.
- Please refer to the BTD Advertising Policy for more information on advertisement copy and ad positioning, which can be found under ‘Help & Support’ at www.thephonebook.bt.com
- Double page spread (facing left and right pages) and consecutive pages (right and then left over the page)
  Two pages, each page H: 275.5mm x W: 155.5mm (782pt x 441pt)

- **Full page**
  H: 275.5mm x W: 155.5mm (782pt x 441pt)
- **Three-quarter page**
  H: 206mm x W: 155.5mm (585pt x 441pt)
- **Half page**
  H: 136.5mm x W: 155.5mm (388pt x 441pt)
- **Third page**
  H: 136.5mm x W: 103mm (388pt x 292pt)
- **Quarter page**
  H: 67mm x W: 155.5mm (191pt x 441pt)
- **Half column**
  H: 136.5mm x W: 50mm (388pt x 143pt)
- **Double-quarter column**
  H: 67mm x W: 103mm (191pt x 292pt)
- **Quarter column**
  H: 67mm x W: 50mm (191pt x 143pt)
Table: Business Card & Classified Listings

<table>
<thead>
<tr>
<th>Business Card advertisements</th>
<th>Maximum number of lines</th>
<th>Type</th>
<th>Size</th>
<th>Typeface</th>
<th>Maximum number of characters per line (inc. spacing)</th>
</tr>
</thead>
<tbody>
<tr>
<td>These advertisements are available within the Classified and Business A-Z sections</td>
<td>2</td>
<td>Caps</td>
<td>12pt</td>
<td>Bold Condensed</td>
<td>22</td>
</tr>
<tr>
<td>Trade details</td>
<td>2</td>
<td>Caps</td>
<td>6.5pt</td>
<td>Bold Condensed</td>
<td>34</td>
</tr>
<tr>
<td>Further information</td>
<td>1</td>
<td>lower case</td>
<td>6pt</td>
<td>Medium</td>
<td>45</td>
</tr>
<tr>
<td>Address and telephone number</td>
<td>2</td>
<td>Caps and lower case</td>
<td>6pt</td>
<td>Medium</td>
<td>45</td>
</tr>
</tbody>
</table>

Content guidelines – Business Card ad types

- BT reserves the right to abbreviate non-sensitive wording to improve the layout of the advert. For example “Limited” to “Ltd”, “Road” to “Rd”
- On occasion, where these abbreviations are insufficient and characters do not fit appropriately into the advert, BT may either alter the advert layout or recontact the customer to discuss alternative wording
- Only two addresses permitted. Web addresses and email addresses are allowable within Trade Details or Further Information fields only

The layout of the Business Card advertisements will follow the example (left), with line breaks used where necessary.

Classified Line Entry (CLE)

| Business name and description | Caps and lower case | 7pt |
| Address | Caps and lower case | 7pt |
| Telephone number | Caps and lower case | 7pt |

Free Line Entry (FLE)

| Business name and description | Caps and lower case | 6pt |
| Address | Caps and lower case | 6pt |
| Telephone number | Caps and lower case | 6pt |
QR (Quick Response) Code

- A QR code is a specific matrix barcode (or two-dimensional code) that can be scanned using a smartphone (e.g. iPhone, Blackberry, Android) to take users directly from your printed advertisement to your website.
- Available for all display advertisement sizes (from Quarter Column upwards), Branded Fillers and Cover advertisements (excluding Front Cover Banner adverts).
- The recommended minimum size for a QR code is H: 20mm x W: 20mm (57pt x 57pt) as below:

**Recommended Size:**

![QR Code Image]

At the customer’s own risk we will accept QR Codes down to a minimum size of H: 12.7mm x W:12.7mm (36pt x 36pt), however the customer accepts that some devices may have difficulty in reading the QR Code at this size.

**Please note**

- In order to ensure the reproduction detail and quality required, BT strongly recommends that QR Codes are reproduced in black on a white background only.
- Requests for QR codes in colour or on a coloured background will be accepted only at the customer’s own risk.
- For all advertisements that feature a QR code, the associated web address will also appear within the advert unless the Customer requests for this to be removed. This is to ensure that those Customers who do not have a QR Code enabled device can still access the Customer’s website.
- QR Codes can be created by the Studio or customer supplied.
- Customer supplied artwork for QR codes must be supplied as an EPS file, a PDF file, TIFF or JPEG (minimum 300dpi).
- The use of QR codes is free of any licence. The QR code is clearly defined and published as an ISO standard. Denso Wave owns the patent rights on QR codes but has chosen not to exercise them.
### 2. Technical information

#### Format of artwork
- Customer-supplied adverts must be supplied in both EPS and PDF formats at exactly 300dpi.
- BT’s preferred file format is PC, Adobe Illustrator 10, saved as an editable postscript (.eps) file.
- We can accept artwork files created by most other graphics programs but only in the following file formats: ai, eps, tif, jpg, pdf and psd.
- All files must be supplied in CMYK or greyscale in order to match your selected colours as closely as possible.
- All black and white adverts must be supplied in greyscale only and must not contain other colour values.
- A printout of files provided must be supplied for reference.
- To ensure best reproduction quality, the total ink density levels should not exceed 240%.

#### Fonts
- All fonts must be converted to outline.
- BT reserves the right to substitute fonts if not outlined.
- System or TrueType fonts must be converted to outline.
- Text must be legible.
- It is recommended that reversed out text is a minimum of 10pt for Sans Serif fonts and 12pt for Serif fonts.
- The minimum type size that can be used for text is 6pt.
- BT recommends the use of Sans Serif typefaces for legibility and reproduction. Colours applied to textual elements are limited to two colours and that text colour should enhance the advert’s image or graphic.

#### References
- Original high-quality references should be supplied whenever possible.
- References should be supplied either at the size required for the advertisement or larger.
- Requirements for colour references must be provided in colour.
- Supporting files (fonts and images) should be supplied where relevant.
- Do not staple, fold, deface or otherwise mutilate references.
- Avoid photocopies and faxes whenever possible.
- Do not supply references or artwork from any other publication’s advertisement.
- Unfortunately customer-supplied artwork and references, including disks, cannot be returned.

#### Construction
- The Phone Book is produced using traditional four-colour process (CMYK).
- All display adverts must have enough visual content or a visible border to define its area. Ruled borders should be a minimum of 1mm (2pt).
- All advert content must fall inside the advert border. Any supplementary text that sits outside of the advert border, must feature the business/trading name.
- Requests for specific colours (corporate logos or custom colours) must be provided with appropriate CMYK values.
- Adverts created with a purple background may merge with The Phone Book page furniture and are therefore not recommended.

#### Images
- Images and artwork within adverts must be embedded.
- The quality of your artwork and images is measurable by dots per inch (dpi); this refers to how much ink makes up the finished print.
- Greyscale and CMYK images (non-vector graphics) must be provided at exactly 300dpi.
- Bitmap files must be provided at 1200dpi.
- Images created for or taken from the internet will not be accepted due to copyright and quality reasons.
- QR code information on the following page.

#### Disclaimer
- Due to the nature of the printing process, colours may vary between references supplied, the customer proof, and the finished printed directory.
- If there is insufficient space to fit the Display Advertisement as the first item in the classification (e.g. Display Advertisement is a full page ad but there is only ¼ of the page remaining), the Display Advertisement will appear on the next page, and the preceding space will be filled with single line entries, non-display ads (e.g. Business Cards), and space fillers.

#### Copyright
- Advertisers are responsible for the copyright in supplied materials (whether references or completed artwork) and are responsible for ensuring that permission to use any such material has been granted by the owner.

#### Written confirmation
- Please include a written proof e.g. certificate or newspaper article of any awards claimed in the advert, e.g. Best Pub 2010.
- Please also include a written guarantee that any promises can be fulfilled e.g. Free Delivery.

### Artwork will be rejected if:
- Advertisements do not follow The Phone Book’s Technical Specification.
- Information is incomplete or supporting files (refs) are missing.
- Content is deemed inappropriate and does not comply with The Phone Book Advertising Policy.
- Corrections to advertisements supplied by a third party are being requested.
- BT reserves the right to reject artwork that does not meet the quality required for reproduction in The Phone Book.
3. Supplying your ad

Supplying your artwork

- Please check you have included a full trading address and postcode for Semi-Display Adverts and Super Bold Entries

- Ensure all spelling has been checked

- If artwork is to be used for several Phone Books please provide a list of all of the relevant Phone Books in a covering letter or email

- Please label all artwork using the following naming convention:

  If one piece of artwork is supplied for one phone book, label the artwork:
  
  **companyname_phonebookname_sizead**

  - If several pieces of artwork are supplied for different phone books, label each piece of artwork:
  
  **companyname_phonebookname_sizead**

  - If several pieces of artwork are supplied for the same phone book, label each piece of artwork, but increase the alpha character:
  
  **companyname_phonebookname_sizead_A**

  **companyname_phonebookname_sizead_B**

  - For double page spread (facing left and right pages), and consecutive pages (right and then left over the page), each piece of artwork should be labelled clearly confirming which is the left and right page.

National customers only:

- **Email:** thephonebook.nat-account@bt.com

- **Post:**
  BT Directories
  National Sales Support Team
  PP.E6.11,
  1 Knightrider Street,
  London
  EC4V 5BT

Premium position customers:

Order forms and artwork for premium positions should be submitted via your consultant using their electronic order form (EOF) and EOF paperwork envelope

- **Post:**
  BT Phone Book Operations,
  First Floor,
  Midland ATE,
  Station Street,
  Birmingham,
  B5 4AL
The Phone Book

3. Supplying your ad

**Bound Inserts - Delivery Specification**

**General**
- Bound Insert quantities and dates will be confirmed by your Sales Consultant
- All Bound Inserts must be supplied in closed cartons and labelled clearly
- All cartons must be stacked and strapped securely on 800mm x 1200mm 4-way entry pallets
- Cartons must be stacked and strapped securely for safe onward transport to Spain

**Identification**
- Each carton to be labelled with:
  Company Name
  Bound Insert Name (Product/Brand Name as featured on Bound Insert)
  Quantity in Carton
  Phone Book name (e.g.: Nottingham)
- Each pallet to be labelled with:
  Bound Insert Name (Product/Brand Name as featured on Bound Insert)
  Number of cartons on pallet
  Number of inserts on pallet
  Phone Book name (e.g.: Nottingham)

**Only Bound Inserts for a single Phone Book per pallet, no mixed cartons**

- Delivery note to include the following:
  Bound Insert Printers Name
  Company Name
  Product/Brand Name as featured on Bound Insert
  Phone Book name (e.g.: Nottingham)
  Total Inserts
  Total Cartons
  Total Pallets
  Customer Contact Name, Telephone Number and E-mail Address

**Delivery**
Please contact Seacon (SG) Ltd to obtain a booking reference, quoting “BT”, and arrange a pre-booked delivery date and time:

Seacon (SG) Ltd
Tela House
Berth 47C
Tilbury Docks
Essex
RM18 7EH
Contact Tel: 01375-488600
Email: BT@seacon.co.uk

- Book 1 full working day in advance of intended Delivery Date
- All deliveries must have a pre-advised Booking Reference
- Any Bound Inserts unused during Book production will be recycled