DESIGN GUIDELINES: PRINT & WEB

GO TO GUIDE
TELEPHONE DIRECTORY

YELLOW PAGE DISPLAY ADS

Eighth Page Display Ad	5.75”x1.125”
Quarter Page Display Ad	5.75”x2.125”
Third Page Display Ad	5.75”x2.875”
Half Page Display Ad	5.75”x4.375”
Three Quarter Page Display Ad	5.75”x6.875
Full Page Display Ad	5.75”x9.25”

SPECIAL POSITIONS

Outside Back Cover	5.75”x9.25”
Inside Front or Back Cover	5.75”x9.25”
Table Of Contents 1/2 Page	5.75”x4.375”
Fold Out - 2 Sided w/Fold	10.75”x11” include .25” bleed
Spine Ad	Book Thickness x 5.5”
Tab (1 side)	6.75”x10.75” include .25” bleed
Coupon (1/4 Column Size)	2.75”x2.125”
Visitors Guide 1/8 Page (Premium/Non-Premium)	5.75”x1.125”
Practice Profile 1/2 Page	5.75”x4.5”
Profile Photo demension: 2”x2.5”	Word count: 350 max
Practice Profile Full Page	5.75”x9.25”
Profile Photo demension: 6”x5”	Word count: 550 max
Map Sponsor	2.125”x1.125”

YELLOW PAGE IN-COLUMN ADS

In Column 1.5” Box Ad	2.75”x1.5”
Quarter Column Box Ad	2.75”x2.125”

WHITE PAGE IN-COLUMN ADS

In Column 1.5” Box Ad (Yellow Background)	2.75”x1.5”
In Column 1.125” Box Ad that spans two columns (Yellow Background)	5.75”x1.125”
Banner Ad Every 5th Page	5.75”x.75”

PRINT ADS:

Send Us Your Business’s Artwork and we’ll design you something fabulous!

Acceptable File Formats: PDF, JPEG, TIFF or EPS
Logos; Prefer EPS file or high resolution PSD, TIFF or JPEG
Photos: 300dpi or greater at size it needs to print at
Ad Copy: MS Word or Mac Pages file (DOC, RTF, PAGES)
Email to: artwork@gotoguide.com

- Please ONLY submit images that will be used for current advertisement

Ad design included with one free round of revision and then $25/per revision.

PRINT READY ARTWORK:

Acceptable File Formats: PDF, JPEG, TIFF or EPS.
Resolution: 300dpi or greater
Colors: CMYK color mode

- Low Resolution will not be accepted
- Email up to 10MB files - Larger files submit via: CD, DVD or USB drive

WEB ADS:

Acceptable File Formats: JPEG, EPS, PDF, PNG or GIF
Resolution: Pixel dimensions at 100-300pdi
Colors: RGB color mode

YELLOW PAGES

0% CYAN
0% MAGENTA
60% YELLOW
0% BLACK

More Than Just a Phone Book

*Ad design included with one free round of revision and then $25/per revision.

Go To Guide ■ 1000 N. Main Street, Suite 2 ■ PO Box 7152 Gunnison ■ Colorado 81230 ■ 970-641-5029 Office ■ 866-308-3262 Fax ■ www.gotoguide.com