



BER12

Yellow Page Ads			Half Space		
Description	UDAC	Size (inches)	Description	UDAC	Size (inches)
Double Full Page White Black	DFPWK	Double Full Page	2 Half Space Black	2HSK	(Set In-House)
Double Full Page White Black/Red	DFPKWR	7.458 x 9.75 /pg	2 Half Space Red	2HSR	(Set In-House)
Double Full Page White Black/Green	DFPKWG	7.458 x 9.75 /pg	2 Half Space White Knockout with Blue	2HSKW	(Set In-House)
Double Full Page White Black/Blue	DFPKWB	7.458 x 9.75 /pg	3 Half Space Black	3HSK	(Set In-House)
Double Full Page White Black/Yellow	DFPKWY	7.458 x 9.75 /pg	3 Half Space Red	3HSR	(Set In-House)
Double Full Page White Full Colour	DFPKW3	7.458 x 9.75 /pg	2 Half Space White Knockout with Blue	3HSKW	(Set In-House)
Full Page White Black	FPWK	Full Page	4 Half Space Knockout Black	4HSKW	(Set In-House)
Full Page White Black/Red	FPKWR	7.458 x 9.75	4 Half Space Knockout Red	4HSRW	(Set In-House)
Full Page White Black/Green	FPKWG	7.458 x 9.75	Anchor 2 Half Space Black	A2HSK	(Set In-House)
Full Page White Black/Blue	FPKWB	7.458 x 9.75	Anchor 2 Half Space Red	A2HSR	(Set In-House)
Full Page White Black/Yellow	FPKWY	7.458 x 9.75	Anchor 2 Half Space White Knockout with Blue	A2HSKW	(Set In-House)
Full Page White Full Colour	FPKW3	7.458 x 9.75	Anchor 3 Half Space Black	A3HSK	(Set In-House)
Three Quarter Page White Black	TOPWK	Three Quarter Page	Anchor 3 Half Space Red	A3HSR	(Set In-House)
Three Quarter Page White Black/Red	TOPKWR	7.458 x 7.25	Anchor 2 Half Space White Knockout with Blue	A3HSKW	(Set In-House)
Three Quarter Page White Black/Green	TOPKWG	7.458 x 7.25	Anchor 4 Half Space Knockout Black	A4HSKW	(Set In-House)
Three Quarter Page White Black/Blue	TOPKWB	7.458 x 7.25	Anchor 4 Half Space Knockout Red	A4HSRW	(Set In-House)
Three Quarter Page White Black/Yellow	TOPKWY	7.458 x 7.25			
Three Quarter Page White Full Colour	TOPKW3	7.458 x 7.25	Yellow Page Listings		
Double Full Column White Black	DFCWK	Double Full Column	Anchor Bold Listing	ABL	(Set In-House)
Double Full Column White Black/Red	DFCKWR	4.889 x 9.75	Bold Listing	BL	(Set In-House)
Double Full Column White Black/Green	DFCKWG	4.889 x 9.75	Anchor Regular Listing	ARL	(Set In-House)
Double Full Column White Black/Blue	DFCKWB	4.889 x 9.75	Regular Listing	RL	(Set In-House)
Double Full Column White Black/Yellow	DFCKWY	4.889 x 9.75	Extra Line	EL	(Set In-House)
Double Full Column White Full Colour	DFCKW3	4.889 x 9.75	Bold Extra Line	BEL	(Set In-House)
Half Page White Black	HPWK	Half Page	Webbie/Email Extra Line	WEL	(Set In-House)
Half Page White Black/Red	HPKWR	7.458 x 4.806	HS Text Extra Line	HSEL	(Set In-House)
Half Page White Black/Green	HPKWG	7.458 x 4.806	HS Text Extra Line Blue	HSELB	(Set In-House)
Half Page White Black/Blue	HPKWB	7.458 x 4.806	Random Filler (x12)	RFILL	Various Sizes
Half Page White Black/Yellow	HPKWY	7.458 x 4.806			
Half Page White Full Colour	HPKW3	7.458 x 4.806	White Page Listings		
Half Page Vertical White Black	HPVWK	Half Page Vertical	White Pages Reg. Listing	WRL	(Set In-House)
Half Page Vertical White Black/Red	HPVKWR	4.889 x 7.278	White Pages Extra Line	WEXL	(Set In-House)
Half Page Vertical White Black/Green	HPVKWG	4.889 x 7.278	White Pages Bold Extra Line	WBEXL	(Set In-House)
Half Page Vertical White Black/Blue	HPVKWB	4.889 x 7.278	White Pages Bold Listing	WBL	(Set In-House)
Half Page Vertical White Black/Yellow	HPVKWY	4.889 x 7.278	White Pages Highlight	WPH	(Set In-House)
Half Page Vertical White Full Colour	HPVKW3	4.889 x 7.278	White Pages Trademark Highlight	TMH	(Set In-House)
Double Half Column White Black	DHCWK	Double Half Column	White Pages Logo Listing	WPLL	(Set In-House)
Double Half Column White Black/Red	DHCKWR	4.889 x 4.806	White Pages Trademark Logo Listing	TMLL	(Set In-House)
Double Half Column White Black/Green	DHCKWG	4.889 x 4.806	White Pages Superbold Listing	WSBL	7.4375 x 9.75
Double Half Column White Black/Blue	DHCKWB	4.889 x 4.806	White Pages Banner/Top of Page	BANTKW3	6 X 1
Double Half Column White Black/Yellow	DHCKWY	4.889 x 4.806			
Double Half Column White Full Colour	DHCKW3	4.889 x 4.806	Menu Section		
Single Column White Black	SCWK	Single Column	Restaurant Menu Page (Full Color)	MENUKW3	7.4375 x 9.75
Single Column White Black/Red	SCKWR	2.319 x 9.75	Restaurant Menu Page (Full Color)	MENUDFP	7.4375 x 9.75 ea
Single Column White Black/Green	SCKWG	2.319 x 9.75	Restaurant Menu (Sponsorship) Strip (Full Color)	MENUSP	.5 x 10.875
Single Column White Black/Blue	SCKWB	2.319 x 9.75			
Single Column White Black/Yellow	SCKWY	2.319 x 9.75	Maps		
Single Column White Full Colour	SCKW3	2.319 x 9.75	Map Icon	MPICON	(Set In-House)
Quarter Page White Black	QPWK	Quarter Page	Map Ad Outside Front Cover	MPOFC	5.94 x 1.19
Quarter Page White Black/Red	QPKWR	7.458 x 2.333	Map Ad Inside Front Cover	MPIFC	7.75 x 6.25
Quarter Page White Black/Green	QPKWG	7.458 x 2.333	Map Ad Inside Back Cover	MPIBC	7.75 x 6.25
Quarter Page White Black/Blue	QPKWB	7.458 x 2.333	Map Ad Outside Back Cover	MPOBC	8.375 x 7.125
Quarter Page White Black/Yellow	QPKWY	7.458 x 2.333	Map Ad Logo Listing	MPLL	1.5 x 2.25
Quarter Page White Full Colour	QPKW3	7.458 x 2.333	Map Ad Full Page	MPFP	7 x 5.5
Half Column White Black	HCWK	Half Column	Map Filler	MPFILL	(Set In-House)
Half Column White Black/Red	HCKWR	2.319 x 4.806			
Half Column White Black/Green	HCKWG	2.319 x 4.806	International Section		
Half Column White Black/Blue	HCKWB	2.319 x 4.806	International Pages Logo Listing	IPLL	(Set In-House)
Half Column White Black/Yellow	HCKWY	2.319 x 4.806	International Section Sponsorship Full Colour	INTLSP	(Set In-House)
Half Column White Full Colour	HCKW3	2.319 x 4.806			
Double Quarter Column White Black	DQCWK	Double Quarter Column	Age Concern Section		
Double Quarter Column White Black/Red	DQCKWR	4.889 x 2.333	Age Concern Section Banners	AGECBAN	7.3052 x 0.8051
Double Quarter Column White Black/Green	DQCKWG	4.889 x 2.333	Age Concern Section Half Page Ad	AGECHP	7.4444 x 4.7917
Double Quarter Column White Black/Blue	DQCKWB	4.889 x 2.333			
Double Quarter Column White Black/Yellow	DQCKWY	4.889 x 2.333	Other Sections		
Double Quarter Column White Full Colour	DQCKW3	4.889 x 2.333	Magnet & Pen	MAG	5.5 x 8.25
1 Eighths Column Ad White Black	1ECWK	1 Eighth Column	Magnifier Holder	MAGF	(Set In-House)
1 Eighths Column Ad White Black/Red	1ECKWR	2.319 x 1.097	Government Blue Pages	BLUE	7.4375 x 9.75
1 Eighths Column Ad White Black/Green	1ECKWG	2.319 x 1.097	Community Section Full Page Full Color	COMMFP	7.4375 x 9.75
1 Eighths Column Ad White Black/Blue	1ECKWB	2.319 x 1.097	Community Section Half Page Full Color	COMMHP	7.4375 x 4.75
1 Eighths Column Ad White Black/Yellow	1ECKWY	2.319 x 1.097	Tide Pages Banner (Full Color)	BANTID	7.4375 x 1.1875
1 Eighth Column Full Colour	1ECKW3	2.319 x 1.097	Intro Gloss Page (Introductory Pages)	INTRO	8.75 x 10.875*
2 Eighths Column Ad White Black	2ECWK	2 Eighth Column	Tab Divider	TAB	8.5 x 9.75
2 Eighths Column Ad White Black/Red	2ECKWR	2.319 x 2.3125	Coupon	COUP	(Set In-House)
2 Eighths Column Ad White Black/Green	2ECKWG	2.319 x 2.3125	Mini Cover Sponsorship	MCOVSP	1.25 x 1.25
2 Eighths Column Ad White Black/Blue	2ECKWB	2.319 x 2.3125	Mini Introductory Pages (gloss)	MINTRO	8.75 x 10.875*
2 Eighths Column Ad White Black/Yellow	2ECKWY	2.319 x 2.3125	Mini Introductory Pages (NON gloss)	MINTRON	8.75 x 10.875*
2 Eighths Column Ad White Full Colour	2ECKW3	2.319 x 2.3125	Outside Back Cover	OBC	8.5 x 10
3 Eighths Column Ad White Black	3ECWK	3 Eighth Column	Inside Back Cover	IBC	8.5 x 10
3 Eighths Column Ad White Black/Red	3ECKWR	2.319 x 3.556	Inside Front Cover	IFC	8.375 x 10.875
3 Eighths Column Ad White Black/Green	3ECKWG	2.319 x 3.556	Outside Front Cover	OFC	8.75 x 10.75*
3 Eighths Column Ad White Black/Blue	3ECKWB	2.319 x 3.556	Outside Front Cover Gate Fold	OFCGF	8.375 x 10.875*
3 Eighths Column Ad White Black/Yellow	3ECKWY	2.319 x 3.556	Inside Front Cover Gate Fold	IFCGF	15.875 x 10.875*
3 Eighths Column Ad White Full Colour	3ECKW3	2.319 x 3.556	Large Book Head Edge Print	PRTHD	6 x 1
			Large Book Foot Edge Print	PRFTF	6 x 1
			Mini Book Head Edge Print	MPRTHD	5.25 x 0.875
			Mini Book Foot Edge Print	MPRTFT	5.25 x 0.875
			Carry Along with Directory FP	CARYFP	(Set In-House)

(*) Needs additional .5 inch bleed all round

(**) Bolds phone # for extra line