

PUBLISHER #0974 DIRECTORY SPECS:

What size is it?

A quick reference guide showing exact size of ads correlating with the size of a directory. Please use picas whenever possible. These are the actual measurements the designers use to create the final advertisements which will be placed in the directory.

| Spec Sizes - A | | |
|-----------------------------|--------|-------|
| 2 Column Directory | | |
| Finished Size = 6" x 9.125" | | |
| | Inches | Picas |
| Margins: | | |
| Top | .375 | 2p3 |
| Bottom | .375 | 2p3 |
| Inside | .5625 | 3p4.5 |
| Outside | .375 | 2p3 |
| Gutter: | .125 | 0p9 |

| Spec Sizes - B | | |
|--------------------------------|--------|-------|
| 2 Column Directory | | |
| Finished Size = 7.125" x 10.5" | | |
| | Inches | Picas |
| Margins: | | |
| Top | .375 | 2p3 |
| Bottom | .375 | 2p3 |
| Inside | .5 | 3p |
| Outside | .375 | 2p3 |
| Gutter: | .125 | 0p9 |

| Spec Sizes - C | | |
|--------------------------------|--------|-------|
| 3 Column Directory | | |
| Finished Size = 8.375" x 10.5" | | |
| | Inches | Picas |
| Margins: | | |
| Top | .375 | 2p3 |
| Bottom | .375 | 2p3 |
| Inside | .5 | 3p |
| Outside | .375 | 2p3 |
| Gutter: | .063 | 0p4.5 |

All Sizes are measured width(w) x height(h)
Example: Size A, QC = 2.38" (w) x 2.06" (h)

| R&D UDAC | Inches | Picas |
|----------|-------------|--------------|
| 2HS | 2.38 x 1 | 14p3 x 6p |
| 3HS | 2.38 x 1.5 | 14p3 x 9p |
| 4HS | 2.38 x 2 | 14p3 x 12p |
| 5HS | 2.38 x 2.5 | 14p3 x 15p |
| 6HS | 2.38 x 3 | 14p3 x 18p |
| 8HS | 2.38 x 4 | 14p3 x 24p |
| CTM | 2.38 x 2 | 14p3 x 12p |
| TM | 2.38 x 1 | 14p3 x 6p |
| DD3C | 4.88 x 5.18 | 29p3 x 32p10 |
| DQC | 4.88 x 2.06 | 29p3 x 12p4 |
| DTC | 4.88 x 2.74 | 29p3 x 16p5 |
| DTCV | 2.38 x 5.18 | 14p3 x 32p10 |
| FP | 4.88 x 8.21 | 29p3 x 49p3 |
| HC | 2.38 x 4.1 | 14p3 x 24p7 |
| HP | 4.88 x 4.1 | 29p3 x 24p7 |
| QC | 2.38 x 2.06 | 14p3 x 12p4 |
| SC | 2.38 x 8.21 | 14p3 x 49p3 |
| STC | 2.38 x 2.74 | 14p3 x 16p5 |
| TQCV | 2.38 x 6.17 | 14p3 x 37p |
| TQP | 4.88 x 6.17 | 29p3 x 37p |

| R&D UDAC | Inches | Picas |
|----------|-------------|-------------|
| 2HS | 3 x 1 | 18p x 6p |
| 3HS | 3 x 1.5 | 18p x 9p |
| 4HS | 3 x 2 | 18p x 12p |
| 5HS | 3 x 2.5 | 18p x 15p |
| 6HS | 3 x 3 | 18p x 18p |
| 8HS | 3 x 4 | 18p x 24p |
| CTM | 3 x 2 | 18p x 12p |
| TM | 3 x 1 | 18p x 6p |
| DD3C | 6.15 x 6.4 | 36p9 x 38p4 |
| DQC | 6.15 x 2.4 | 36p9 x 14p5 |
| DTC | 6.15 x 3.19 | 36p9 x 19p2 |
| DTCV | 3 x 6.4 | 18p x 38p4 |
| FP | 6.13 x 9.58 | 36p9 x 57p6 |
| HC | 3 x 4.79 | 18p x 28p9 |
| HP | 6.13 x 4.79 | 36p9 x 28p9 |
| QC | 3 x 2.4 | 18p x 14p5 |
| SC | 3 x 9.58 | 18p x 57p6 |
| STC | 3 x 3.19 | 18p x 19p2 |
| TQCV | 3 x 7.21 | 18p x 43p3 |
| TQP | 6.13 x 7.21 | 36p9 x 43p3 |

| R&D UDAC | Inches | Picas |
|----------|-------------|-------------|
| 2HS | 2.42 x 1 | 14p6 x 6p |
| 3HS | 2.42 x 1.5 | 14p6 x 9p |
| 4HS | 2.42 x 2 | 14p6 x 12p |
| 5HS | 2.42 x 2.5 | 14p6 x 15p |
| 6HS | 2.42 x 3 | 14p6 x 18p |
| 8HS | 2.42 x 4 | 14p6 x 24p |
| CTM | 2.42 x 2 | 14p6 x 12p |
| TM | 2.42 x 1 | 14p6 x 6p |
| DC | 4.96 x 9.6 | 29p9 x 57p6 |
| DD3C | 4.96 x 4.68 | 29p9 x 38p4 |
| DHC | 4.96 x 4.81 | 29p9 x 28p9 |
| DQC | 4.96 x 2.4 | 29p9 x 14p5 |
| DTC | 4.96 x 3.19 | 29p9 x 19p2 |
| DTCV | 2.42 x 6.4 | 14p6 x 38p4 |
| DTQV | 4.96 x 7.21 | 29p9 x 43p3 |
| FP | 7.5 x 9.58 | 45p x 57p6 |
| HC | 2.42 x 4.81 | 14p6 x 28p9 |
| HP | 7.5 x 4.81 | 45p x 28p9 |
| QC | 2.42 x 2.4 | 14p6 x 14p5 |
| SC | 2.42 x 9.58 | 14p6 x 57p6 |
| STC | 2.42 x 3.19 | 14p6 x 19p2 |
| T3C | 7.5 x 3.2 | 45p x 19p2 |
| TD3C | 7.5 x 6.4 | 45p x 38p4 |
| TQCH | 7.5 x 2.4 | 45p x 14p5 |
| TQCV | 2.42 x 7.21 | 14p6 x 43p3 |
| TQP | 7.5 x 7.21 | 45p x 43p3 |

| R & D to Yellow Magic UDAC Conversion | | |
|---------------------------------------|-----------|--------------|
| DTC = D3C | DQCV = HC | DTQV = DTQCV |
| SC = FC | STC = 3C | DC = DFC |
| | | W's = K's |

