



Sizes	Mono (black)	1 Colour & black	2 Colours & black	White KO incl 1 col & black	Full Colour	Artwork Design & Creation
Eighth Page 62 x 91 mm	£190	£208	£273	£315	£465	FREE
Quarter Page Landscape 62 x 185 mm	£380	£416	£546	£630	£930	
Quarter Page Portrait 130 x 91 mm	£380	£416	£546	£630	£930	
Half Page Landscape 130 x 185 mm	£760	£832	£1092	£1260	£1860	
Half Page Portrait 270 x 91 mm	£760	£832	£1092	£1260	£1860	
Full Page 270 x 185 mm	£1520	£1664	£2184	£2520	£3720	
	Yellow background					

Bound Inserts Tabbed and/or Perforated, Loose Inserts, Cover Positions - POA.

Note: We make every effort to place advertisers in alphabetical order but cannot guarantee a specified page or position for any advertisement within a Classified Heading.

Supplying finished artwork

You can create your own advertisement. To do so, use one of the following formats: Illustrator EPS, InDesign EPS, QuarkXpress EPS. You can supply PDF artwork which will be converted by us to EPS format but no responsibility will be taken for any errors created in the conversion.

File names - supplying of artwork

Artwork files should include Client name and Classification, only one advert per file.

Supply in directory print ready format*

- Sizes** - Adverts must be correctly sized, without crop/trim marks or areas outside the advertisement size
- Fonts** - All fonts turned to outline, embedded fonts are not accepted
- Images** - All images embedded, resolution 300dpi, no colour profiles
- Full Colour** - Supply as CMYK
- Full Colour** - Supply as CMYK
- Full Colour & White Knockout** - Supply with White background
- 1 & 2 Colour** - Supply as CMYK using only the selected colours below, Pantone and RGB are not accepted. Any duotone or combination of colours will be classed as full colour and charged accordingly. Percentage tints of individual colours are accepted
- Yellow Background** - None white knockout adverts should be supplied with 20% tint of Process Yellow background



Artwork design & creation

We can create your advert for you if you provide us with the wording and any high resolution images, minimum 300dpi that you wish to be included in your advertisement, web images are not acceptable*.

Materials, logos, photos etc. for scanning should not be clipped, stapled or marked in any way to ensure a quality scan image. The design and creation charge will be applied.

*Please refer to Clause 4 of our Telephone Directory Terms & Conditions which relate to copyright laws & intellectual property rights etc. This is available in the Preface section of our directory.

Important colour information

Solid Black - Must be K:100%. "Rich blacks" totalling more than 240% of 400% may cause errors in print reproduction.

Because of the print process the density of colour or solid black is not guaranteed.

Tones - Any tones incorporated must be no lighter than 20% and no darker than 80%

*Additional charges

Charges will be imposed for amending supplied artwork which is not print ready.

An administration charge of £50 per advertisement (plus any relevant artwork or design charges) will be applied should advertisements be changed once completed and processed through our pre-press system.

Delivery by post or email:

Supply print ready finished artwork on CD, DVD, memory stick, and deliver to:
Sure Directory Team
Centenary House
La Vrangue
St Peter Port
GY1 2EY.

By email to: directoryteam@sure.com

2017 Deadlines

Display advertising: 16 December 2016

Text: 12 January 2017