



GREENBOOK®

Worldwide Directory of Marketing Research Companies and Focus Group Facilities

Logo specifications - **print: (send artwork by email)**

File formats: TIF or EPS
Dimensions: 2.5" wide X 1" high
Resolution: 300 dpi (black only) or
250 dpi (halftones or converted from color)
Mode: grayscale

Logo specifications - **online: (send artwork by email)**

File formats: GIF or JPG
Dimensions: max 3.5" wide X 1.5" high
Resolution: 72 dpi
Max. file size: 30K

Print display **ad** specifications: **(send artwork on CD)**

Preferred: PDF, PostScript files. Resolution should be set for high res. output. 2540 minimum at 150-175 dpi.

Applications: (MAC and PC) QuarkXpress, Adobe (Pagemaker, Illustrator, Photoshop, InDesign). Artwork must be supplied on CD. No ads will be accepted via email. All fonts must be embedded. All images within the ad must be 300 dpi (.tif or .eps). Color images should be provided and saved as CMYK. Bitmap files with line art should be 900 -1200 dpi.

Proofs: Please supply 2 composite proofs for color, made from the supplied file. Laser proofs are required for B/W artwork, also made from the supplied file.

Banner **ad** specifications: **(send artwork by email)**

File format: GIF, JPG, animated GIF
Dimensions: (in pixels) 60 high x 480 wide [research category/geographical location]
60 high x 180 wide [search results - "Website Link"] / 234 wide [home page]
Resolution: 72 dpi
Max. file size: 30k

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Display Advertising Specifications - Dimensions

PREMIUM PRINT POSITIONS

- Front of Book 4-C Section
- Index Tab Positions
- Inserts
- Back / Inside Covers

	Trim	Bleed	Live	Non-Bleed
	8.25" x 10.875"	8.50" x 11.125"	7.75" x 10.375"	7.25" x 10"

STANDARD PRINT POSITIONS

