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# Artwork Guidelines for Yellow Pages® - Book Display Advertising

(Valid from March 2016)

## Contacts

For questions about artwork or your Yellow Pages® Advertising, contact your **Media Sales Advisor** or call Yellow Pages® **Customer Care** on 13 23 78

## Yellow Pages® Book - General Information

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### DISPLAY ADVERTISING OVERVIEW.

Display advertising is the best option to provide valuable information to prospective customers.

It allows advertisers to stand out from their competitors with an advert that can be highly branded with images and logos.

Display ads are flexible in terms of the content they can contain.

#### IMPORTANT NOTE

- All ads must conform to the current **Yellow Pages® Advertising Rules** and are subject to the **Sensis Product Contract Terms ("Terms")**
- Sensis reserves the right to change any of the information in this document at any time without notice.
- Advertiser acknowledges that they are the owner of, or legally authorised to use, any business name, trade mark, trade name, design, logo, photograph, illustration, graphic, artwork or other material forming part of the advertising products and that you indemnify Sensis Pty Ltd and Telstra Corporation Ltd ABN 33 051 775 556 in accordance with the Terms. For more information, customers are to contact their Yellow Pages® Media Sales Advisor.
- Responsibility for the quality and suitability of all supplied artwork files rests with the Advertiser.

#### All Display ads:

- Need to have an easily recognisable external border. Logos, illustrations or copy matter may be used to form borders
- They can have multiple images, many different colours and a variety of other content
- Display ads are designed to attract the eye and attract new business by gaining the attention of people searching by heading
- Each Display Ad includes a complimentary In-Column Anchor entry under the same heading without an additional charge
- Display ads are ordered via size and date of signing. So a full page will come first and a size one later in the heading
- Ads purchased earlier will come before those purchased later

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Yellow Pages® Book advertisements not only have technical requirements, but content requirements to ensure accuracy of the information, to make sure they are in line with our advertising guidelines and to make the Book easy to use for all the potential customers.

If the artwork doesn't meet all the requirements set out in this document, it may be rejected or altered before going to print.

Please use the following checklist to make sure the artwork is suitable.

#### IF ADVERTISER WANTS TO SEND IN A WHOLE ADVERTISEMENT

Please Review		Check
Product Sizes	Page 4	
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Text Sizes & Fonts	Page 6	
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#### IF ADVERTISER WANTS TO SEND IN A NEW LOGO

Please Review		Check
Mandatory information	Page 5	
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Image Information	Page 8	

#### IF ADVERTISER WANTS TO SEND IN A NEW IMAGE

Please Review		Check
Text Sizes & Fonts (if applicable)	Page 6	
Colour Information	Page 7	
Image Information	Page 8	

**Product Sizes:** Gives you the dimensions of the Display Products.

**Page 4**

**Mandatory Information:** A summary of the critical information that will often need to be included in your advert.

**Please Note:** Failure to include all the necessary information means your artwork can be either **rejected** or **altered** before going to print.

**Page 5**

**Text Sizes & Fonts:** A guide to the minimum font sizes and weights to be used in Display Products.

**Page 6**

**Colour Information:** Information about the colour type of your product (Process, Knockout, Spot or Black).

**Page 7**

**Image Information:** Information and requirements for sending in images, both pixel based and in vector.

**Page 8**

**File Formats:** Details around acceptable file formats and preferred setting when sending artwork.

**Page 9**

**Mobile (QR) Codes:** A guide to using Mobile (QR) codes in Yellow Pages Display Advertisements.

**Page 10**

**Artwork In Trade Products:** Sizes for artwork in Trade Products.

**Page 11**

# Yellow Pages® Book - Display Product Sizes

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DISPLAY PRODUCTS					
1 Unit		2 Unit		3 Unit	
Width: 40.2mm		Width: 82.9mm		Width: 125.6mm	
Height: 55.0mm		Height: 55.0mm		Height: 55.0mm	
4 Unit		6 Unit		8 Unit	
Width: 82.9mm		Width: 125.6mm		Width: 168.3mm	
Height: 112.9mm		Height: 112.9mm		Height: 112.9mm	
12 Unit		16 Unit		<p>These are the display products sizes for the new format book.</p>	
Width: 125.6mm		Width: 168.3mm			
Height: 228.6mm		Height: 228.6mm			

TARGET PRODUCTS (GUIDE HEADINGS)			
1 Unit	2 Unit	3 Unit	4 Unit
Width: 40.2mm	Width: 40.2mm	Width: 40.2mm	Width: 40.2mm
Height: 51.2mm	Height: 76.9mm	Height: 104.1mm	Height: 130.9mm

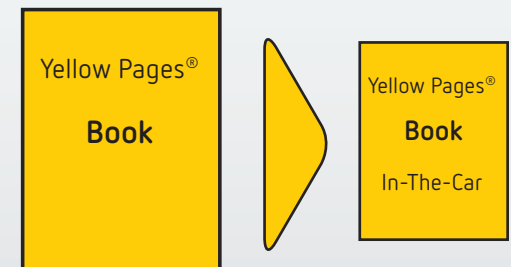
### A NOTE ON IN-THE-CAR BOOKS

The sizes to the left are for the new format full sized books. In-The-Car Advertisements 75% of these sizes.

In-The-Car adverts are republished versions of their Main Directory equivalent, with only differences allowed in special cases (such as call tracked number or the use of Mobile/QR codes).

In most cases you will only be required to supply one piece of artwork for both your Yellow Pages® Book advert and In-the-Car advert. However, if you do need to supply a separate artwork, **please supply it at 100% of the sizes listed on this page.** The artwork will be reduced to 75% at the time it is printed.

It is recommend though, that you keep in mind the impact the reduction will have when setting your artwork, especially with font types and sizes.



## Yellow Pages® Book - Mandatory Information

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When designing adverts, or briefing designers there are a few things to keep in mind to ensure the advert is in line with both Sensis Advertising Rules and any fair trading acts that may be relevant to the state or territory.

#### BUSINESS NAME

The business name used in advertisement must be in accordance with relevant state and territory legislation unless it is that of a sole trader trading in their own name or a partnership trading in the names of the partners.

#### BUSINESS ADDRESS

In most cases all **Display** products needs to have the address where your business is physically located. Some exceptions apply when advertising with a 13, 1300, 1800 or a 1900 number.

#### TELEPHONE NUMBER/S

Except for some awareness products, all advertisements should include at least one phone number.

#### TELEPHONE NUMBER AREA CODES

Telephone area codes are automatically suppressed if it's the area code for the region the directory covers.

#### CALL TRACKED ADVERTISING

If the advert is part of the Yellow Pages® Call Tracking Program, phone numbers are replaced with ones provided by Sensis. Calls to these numbers are counted via the Call Tracking Program and the totals are reported on the Advertising Performance report, accessible via the Customer Centre.

[www.customercentre.sensis.com.au](http://www.customercentre.sensis.com.au)

All eligible numbers that can be replaced with a Call Tracking Number will be replaced.

#### ADVERTISER CHANGING CONTACT DETAILS

If advertisers are sending a new artwork that includes a change to their contact details, such as phone number/s or address or email contact details from previous advertising with Yellow Pages®, they would need to indicate these changes when submitting the new artwork if the new contact details are for;

**Advertising Only**, meaning the update is only to be displayed in the advert for clients to contact the advertiser.

Or

**Advertising & Sensis Correspondence**, meaning that we also need to update our records of how to contact the advertiser and where to send any correspondence from Sensis Pty Ltd.

#### Borders

All Display Advertisements must have an easily recognisable external border. Logos, illustrations or copy matter may be used to form borders, provided the advertisement remains encased. Borders do not have to conform to the maximum dimensions of the advertisement.

Minimum external border thickness is **one (1) point** for black and **two (2) points** for colour. Borders in white or yellow of any shade or colour variation of yellow are not permitted.

Advertisements incorporating more than one business must have a **4 point black border around the entire collection of ads. No exceptions given.**

## Yellow Pages® Book - Display Product Text Sizes & Fonts

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Text Sizes	Artwork Text Minimum: Size (points)	Example of Fonts Weights & Styles	
Black text on a white background or the Yellow Pages® yellow background	6 regular	regular	Yellow Pages®
Black text on coloured background	7 medium	<b>medium</b>	Yellow Pages®
White text on a black background	7 medium	<b>medium</b>	Yellow Pages®
Coloured (incl. grey) Text (any background - must be legible)	8 bold	<b>bold</b>	Yellow Pages®
White text on coloured background	8 bold	<b>bold</b>	Yellow Pages®
All 'fine' and 'light' font weights	10 light/fine	light	Yellow Pages®
All script fonts	10 regular	<i>Script</i>	<i>Yellow Pages®</i>

### FONTS (Sensis will not install or manage fonts supplied by clients)

All fonts used in artwork must be converted to outlines/curves/paths or rasterised prior to the files being supplied to Sensis.

However this is still a guide for **minimum size** and advertisers are encouraged to use **larger font sizes where possible**.

# Yellow Pages® Book - Colour Information

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### BLACK ADVERTISEMENTS

Only tints of Black (K) allowed (no CMYK / Rich Blacks).

### SPOT COLOUR ADVERTISEMENTS

The standard Yellow Pages® Book colours of **BLUE, RED, GREEN & BLACK** are the only colours available in standard spot colour products. Spot products appear on the Yellow Pages® yellow paper background.

- Tints (Eg. 40% Blue) of each colour may be used, but densities below 20% are not recommended
- Colours in spot products cannot be mixed to create more colours
- Colours may not flow to each other in a gradient without a white segment in between
- Yellow Pages® Yellow background will be inserted at the printing stage. Do not include it in your artwork.

### KNOCKOUT ADVERTISEMENTS

The standard Yellow Pages® Book colours of **BLUE, RED, GREEN, YELLOW & BLACK** are the only colours available in standard knockout colour products. Knockout products appear on a white background.

- Tints (Eg. 40% Blue) of each colour may be used, but densities below 20% are not recommended
- Colours in knockout products cannot be mixed to create more colours
- Colours may not flow to each other in a gradient without a white segment in between

### PROCESS COLOUR ADVERTISEMENTS

Process colours allow use of full colour photos & custom colours.

- Only CMYK values should be used - other gamuts should not
- Pantone colours will be converted to corresponding CMYK values therefore colour will vary when printed
- Total ink weight of a colour must NOT exceed a level of 220%

### SUPPLYING A COMPOSITE PROOF EXAMPLE OF ADVERTISEMENTS AND/OR ARTWORK

When supplying electronic artwork or advertisements files, a composite proof accurately depicting the finished advert or artwork must be supplied in conjunction with all electronic files, ideally as JPG, PDF or PNG format. This enables comparison between the composite proof and supplied electronic artwork confirming that the correct file has been supplied and corruption has not occurred in transit.

### COLOUR PROFILE

To help with colour consistencies and ink load control, all print products will be converted using the following profile (ISOnewspaper26v4.icc) when printed on our directory stock.

The new standard profile is available for downloading from the website of World Association of Newspapers and News Publishers at [www.wan-ifra.org](http://www.wan-ifra.org) or [www.wan-ifra.org/articles/2011/01/17/iso-profiles-download](http://www.wan-ifra.org/articles/2011/01/17/iso-profiles-download)

#### Black Products

#### Spot Products

#### knockout Products

#### Process Products

SPOT & KNOCKOUT COLOUR MATRIX				
SPOT COLOUR	Cyan (C)	Magenta (M)	Yellow (Y)	Black (K)
<b>BLUE</b>	100%	0%	0%	0%
<b>GREEN</b>	100%	0%	80%	0%
<b>RED</b>	0%	100%	80%	0%
<b>YELLOW</b>	0%	0%	100%	0%
<b>BLACK</b>	0%	0%	0%	100%

## Yellow Pages® Book - Image Information

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#### VECTOR BASED IMAGE REQUIREMENTS

- Save files as EPS or PDF format
- Artwork must be saved as CMYK
- All transparencies must be flattened
- All text must be converted to outlines/curves/paths
- All overprinting must be removed
- Linked/embedded images in vector based art must meet the Pixel Based Image Requirements below
- A copy of the original image must also be supplied as a separate file

#### PIXEL BASED IMAGE REQUIREMENTS

- We prefer files to be saved with layers
- When possible supply the file at the correct image/ad size
- Resolution DPI - 200dpi (images without text) - 400dpi (images containing text/copy/logo)
- Photoshop File Compression, only LZW compression is to be used
- Yellow Pages® Yellow background will be inserted at the printing stage. Do not include it in the artwork

#### USE OF INTERNET REFERENCE MATERIAL FOR PRINT PRODUCTS

- Internet photos/material can't be sourced without permission from the copyright holder
- Web images are set at resolution too low for print reproduction unless they are 4 times the physical size they are to be printed at

#### HARDCOPY (PHYSICAL) REFERENCES

While the majority of art supplied is digitally based, supplying physical or hardcopy advert/artwork references is at times acceptable. Where possible, supply original master art, otherwise supply the highest quality copy or printed original of the reference available. Hardcopy references should be provided to Yellow Pages® Media Sales Advisor.

#### SUPPLYING A COMPOSITE PROOF EXAMPLE OF ADVERTISEMENTS AND/OR ARTWORK

When supplying electronic artwork or advertisements files, a composite proof accurately depicting the finished advert or artwork must be supplied in conjunction with all electronic files, ideally as JPG, PDF or PNG format. This enables comparison between the composite proof and supplied electronic artwork confirming that the correct file has been supplied and corruption has not occurred in transit.

#### COMMON VECTOR ARTWORK PROGRAMS

Illustrator

InDesign

QuarkXpress

Freehand

CoreIDRAW

#### COMMON PIXEL ARTWORK PROGRAMS

PhotoShop

#### Pixel Image Resolution (Dots per Inch / DPI) Requirements

IMAGE TYPE	RESOLUTION (DPI)
Images with Text (Greyscale & Colour)	400dpi
Images without Text (Greyscale & Colour)	200dpi
Line Art (Black & White)	1200dpi



## Yellow Pages® Book - File Formats

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#### ACCEPTABLE FILE FORMATS

Sensis uses Photoshop & Illustrator. Sensis accepts artwork created on Windows or Mac, using graphic industry standard software saved in the following formats: PDF, AI, EPS, PSD, TIFF, JPG and RAW.

#### PDF FILE SETTINGS

Please use the following settings when producing a PDF advert:

- No security settings or password protection
- All text must be converted to outlines/curves/paths
- Acrobat 6 (PDF 1.5) compatible with all editing capabilities preserved
- Colour and Greyscale Bitmap images to an average downloading sample of 400dpi
- 8bit Zip Compression
- Supply a composite proof depicting how your art should appear - See "SUPPLYING A COMPOSITE PROOF EXAMPLE..." below

#### FILE COMPRESSION

Reducing your files into compressed folders enables you to send larger file sizes over email. The following format is accepted: **ZIP**

#### SUPPLYING A COMPOSITE PROOF EXAMPLE OF ADVERTISEMENTS AND/OR ARTWORK

When supplying electronic artwork or advertisements files, a composite proof accurately depicting the finished advert or artwork must be supplied in conjunction with all electronic files, ideally as JPG, PDF or PNG format. This enables comparison between the composite proof and supplied electronic artwork confirming that the correct file has been supplied and corruption has not occurred in transit.

#### MICROSOFT OFFICE & OTHER FILE FORMATS

Microsoft Office software is not designed to create files suitable for professional printing. Any file formats other than the one we've listed can only be used as a template or as a rough guide for layout. Substantial changes can occur when the ad is reset by a Yellow Pages® Advertising Artist.

#### PUBLISHER FILES

Publisher Files will be rejected and can not be used in any format. Please create a PDF of any publisher file before supplying artwork.

FILE FORMATS	SOFTWARE COMPATIBILITY
PDF, AI & EPS	Illustrator Compatible
PDF, TIFF, JPG, PSD & RAW	Photoshop Compatible

## Yellow Pages® Book - Mobile Codes

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A Mobile Code is a unique two dimensional barcode graphic designed to be used with a compatible mobile phone. By scanning a Mobile Code in a Yellow Pages® Book Display Advertisement with the camera on a compatible mobile phone, users can access information such as mobile websites and other content.

### MOBILE CODES IN DISPLAY ADVERTISEMENTS

- Must be supplied as a **single ink black** (no CYMK / Rich Blacks) on a white background
- Must disclose any applicable charges e.g. '**Data charges may apply**'. This disclaimer is to be located below the Mobile Code
- Only available for **Size 3** or above Display Products (**Size 4** for adverts with an In-The-Car companion)
- Only one Mobile Code is permitted to be included in each advertisement

### SIZE REQUIREMENTS

Each module within a Mobile Code must be .75mm or greater and a white space of no less than four times the size of the smallest module must surround the perimeter of the Mobile Code. Eg. If the smallest module within a Mobile Code is .75mm then a white space of 3.0mm must surround the code.

No text is to be included in this white space. In addition, it is recommended that the Mobile Code is not surrounded by a border. Mobile Codes that do not meet these specifications may not scan correctly when printed.

### IN THE CAR BOOKS

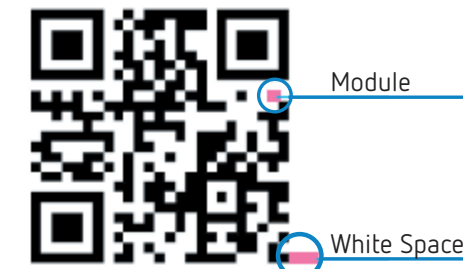
Mobile Codes included within In-The-Car Display Advertisements must be increased by approx. 145% of the minimum Mobile Code size requirements for the Yellow Pages® Print Display Advertisement which means the minimum size is:

- 1.1 mm module size**
- 4.5 mm white space**

To physically fit the larger code, Artist will make the following changes in the following order and if more space is required the next step is taken:

A Sensis Artist makes the changes to the In-The-Car Display Advertisement in order to accommodate the larger Mobile Code. However, the advertisement will be altered as little as possible and in accordance with the process set out directly below.

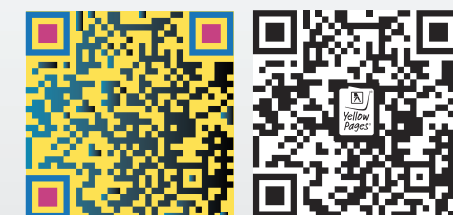
- First, reduce type size (within specifications)
- Second, use a condensed version of the font
- Third, re-flow type to alter the number of line breaks if space is still required, then Sales Consultant will seek approval from the Advertiser to alter further. To create space around IMAGES and LOGOS for an upsized Mobile Code they will be reduced (within specifications) then repositioned.



### Specifications by book:

MOBILE CODES - SIZES	
Yellow Pages® Books	
Minimum Module Size	.75mm
Minimum White Space	3mm
In the Car Books	
Minimum Module Size	1.1 mm
Minimum White Space	4.5 mm

### Examples of QR Codes NOT ALLOWED



Colour QR Code    QR Code with Logo

# Yellow Pages® Book - Artwork in Space Products

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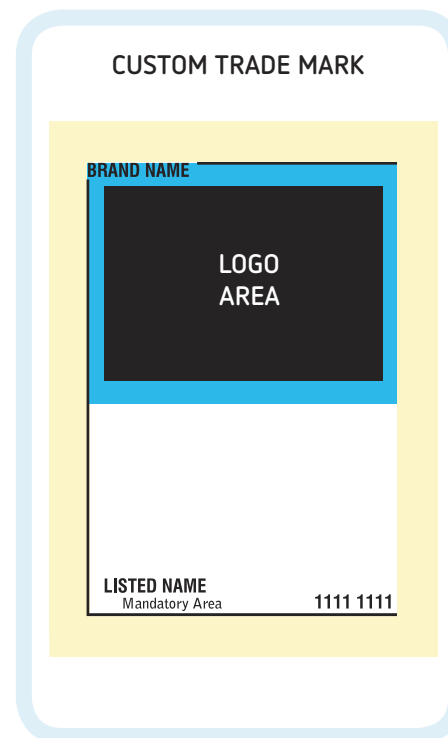
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### Art Sizes

Product
Custom Trade Mark (Logo Area)
Standard Trade Mark Header <b>LOGO OPTION 1</b>
Standard Trade Mark Header <b>LOGO OPTION 2</b>
Standard Trade Mark Header <b>LOGO OPTION 3</b>

Supply Artwork Sizes At:	
Width (mm)	Height (mm)
36	25
25	10
20	16
10	20

### CUSTOM TRADE MARK



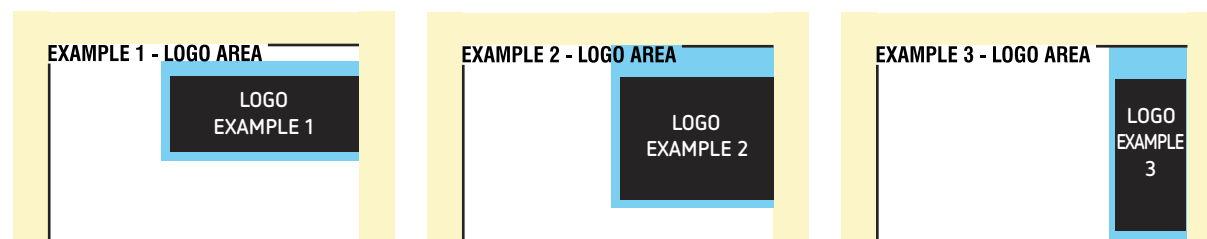
### FOREIGN LANGUAGES

Lines of text in a foreign language are scanned in as art pieces and are to be inserted during setting of the ad by the Yellow Pages® Advertising Artist.

The use of foreign languages in copy matter is acceptable under the following conditions:

- The name, address and telephone number of the customer appears in English
- At least 50% of the overall copy matter of the entry or advertisement is in English
- Suitable artwork and/or text is supplied by the customer where the characters are unable to be set
- Translation of the foreign language is provided by the customer prior to acceptance

### STANDARD TRADE MARK HEADER



**NOTE:** Black area is logo space, blue area around logos is a clear space that **MUST** remain free of text.

There are three different options for standard trade mark header adverts. Send in the artwork at the size that best suits the logo.

# Yellow Pages® Book - Art Requirements At A Glance

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## Display Ad Sizes

DISPLAY PRODUCTS		
SIZE	WIDTH	HEIGHT
1 Unit	40.2mm	55.0mm
2 Unit	82.9mm	55.0mm
3 Unit	125.6mm	55.0mm
4 Unit	82.9mm	112.9mm
6 Unit	Product Discontinued	
8 Unit	168.3mm	112.9mm
12 Unit	Product Discontinued	
16 Unit	168.3mm	228.6mm
TARGET PRODUCTS		
SIZE	WIDTH	HEIGHT
1 Unit	40.2mm	39.2mm
2 Unit	40.2mm	51.9mm
3 Unit	40.2mm	72.3mm
4 Unit	40.2mm	103.7mm

See Page 4 for details

## Display Ad Text Sizes

ARTWORK TEXT MINIMUM	
	SIZE (POINTS)
Black text on a white background or the Yellow Pages® yellow background	6 regular
Black text on coloured background	7 medium
White text on a black background	7 medium
Coloured (incl. grey) Text (any background - must be legible)	8 bold
White text on coloured background	8 bold
All 'fine' and 'light' font weights	10 light/fine
All script fonts	10 regular

See Page 6 for details

## Spot Colour Matrix

SPOT COLOUR	CYAN (C)	MAGENTA (M)	YELLOW (Y)	BLACK (K)
BLUE	100%	0%	0%	0%
GREEN	100%	0%	80%	0%
RED	0%	100%	80%	0%
YELLOW	0%	0%	100%	0%
BLACK	0%	0%	0%	100%

See Page 7 for details

## Image Resolutions

IMAGE Type	RESOLUTION
Images with Text (Greyscale & Colour)	400dpi
Images without Text (Greyscale & Colour)	200dpi
Line Art (Black & White)	1200dpi

See Page 8 for details

This page offers a brief summary of Yellow Pages® Book Display Ad art requirements. To ensure the usability of your artwork, please refer to the detailed sections throughout this document.

### YELLOW PAGES CALL TRACKING

If the advert is part of the Yellow Pages® Call Tracking Program, phone numbers in the advert are replaced with ones provided by Sensis. Calls to these numbers are counted via the Call Tracking Program and the totals are reported on Advertising Performance report. All eligible numbers that can be replaced with a Call Tracking Number will be replaced.

### MANDATORY INFORMATION

**NOTE:** In most cases all Display products\* need to have;

- Registered business name or trading name
- At least 1 (one) phone number
- The address where the business is physically located

\*Some exceptions apply.