



## SUBMITTING YOUR ENHANCED DIRECTORY LISTING

Your Enhanced Directory Listing is comprised of three elements: 1) photo; 2) text; and, 3) logo.  
Please see the instructions below for submitting each one to us...

### 1) PHOTO

***Must be at least 300dpi (dots per inch) and at least 1.5" (high) x 2.0" (wide) in size***

#### Recommendation:

Take a few snapshots of your business with a digital camera. Upload them to your computer to view the pictures. Choose the best one and email it to us. If you would rather use a stock image, we recommend [www.istockphoto.com](http://www.istockphoto.com). There are many good images available there at a very low cost.

#### Important Notes:

We cannot use images copied and pasted off of your website. Many times advertisers ask us to "just get the picture off the web," unfortunately, this does not work because images appearing on websites are only 72dpi. An image that is printed at 72dpi will appear "low-resolution" and quite blurry.

Your photo must be ready to print. While we can crop it to fit the space allowed, we cannot alter or "Photoshop" the image to your liking. If you need this service we can refer you to a third party.

We can scan an image if you have a hard copy. In this case you would need to mail us the photo. It will save you the cost of the postage, however, if you can scan the image and email it to us yourself.

We cannot accept faxed or photocopied photos.

### 2) TEXT

***Your paragraph can be up to 650 characters (including spaces) which is about 90 words***

#### Recommendation:

Focus on what we call your Unique Selling Proposition (USP). In other words, what makes you different from your competition? Give our readers the best reasons, the benefits, of doing business with your company. Include all current contact information: address, phone number, and website.

#### Important Notes:

We prefer to receive a Microsoft Word document via email (see attachment for a sample layout).

When you are writing your paragraph, a great way to monitor the length of your text is to first select it with your mouse (highlight the entire paragraph) then go to "Tools" on the toolbar at the top of the screen and on the drop down menu select "Word Count..." In the fourth row down, the number next to "Characters (with spaces)" must be 650 or less.

### 3) Logo

***Must be at least 300dpi (dots per inch) and at least 1.5" (high) x 2.0" (wide) in size***

Recommendation:

It is a good idea to save an electronic version of your logo in several different formats and sizes on your computer, but if you do not have this the best place to find it is with the person that created it. Graphic designers almost always save their customer's logos in their archives, so if you are unable to locate it you should contact that person and ask them to email it to us.

Important Notes:

We prefer that you send it black and white (grayscale) - don't worry if it is in color, we can convert it.

We cannot accept web-based logos (see "Photos" for a detailed explanation).

If your business does not have a logo, you can specify that we make up a "text-based logo" which we can do with no problem. And, if you would like to have a new logo designed for your business, we can refer you to a great third party graphic designer.

#### **Acceptable File Formats**

.pdf (exported for "Press")  
.tif (300dpi)  
.eps (include all fonts)  
.jpg (300dpi)  
.doc (for the text component only)

***\*\*\*Graphics copied and pasted from the internet are NOT acceptable\*\*\****

#### **Contact Information**

OpenDoor Directories® Design Department

[design@opendoordirectories.com](mailto:design@opendoordirectories.com)

Please note that when you contact the Design Department, any one of our many designers may be handling your listing, so please make sure to clearly identify your company in your correspondence.