Introduction

Our aim in producing this guide is to help you modify your files to meet our paper and printing requirements, so you can receive the best print result possible. We've put together some basic rules that will help provide a good match between what you see on screen and what is printed on paper. Please make sure your ad meets the following pre-press requirements:

Pre-press requirements

Color
- All graphics used should be either CMYK or Grayscale - RGB images/ads are not acceptable
- Full color ads must be CMYK only, grey scale images must be 1 color.
- No Spot color ads allowed, must still be supplied as CMYK

Image specifications
- Image resolution: 300dpi
- Total ink limit: 240%
- Please ensure all white logos on colored backgrounds are NOT set on Overprint Fill which may cause the logo to drop out

PDF settings
- Please distill advertisements with no crop marks or bleed
- Advertising material should be cropped to the exact size booked
- We accept digital files in PDF format only
- Please note that PDFs should be made by using Adobe Distiller only, NOT exported from programs like Microsoft Word, Publisher, PowerPoint etc.

Fonts
- We require all fonts to be converted to paths in PDFs

Considerations when designing ads

1. Stock is printed on newsprint

Why does this matter? Newsprint is a highly absorbent paper and, because of this, it requires less ink than a glossy, water-repellent stock with higher degrees of ink holdout. To illustrate this, take an eye dropper filled with coffee and place one drop on a newspaper and another on some nice glossy paper. The drop on the newspaper will really expand; the other not as much. Replace the coffee with ink and this expansion of ink in printing is known as dot gain.
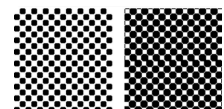
2. Dot gain means darker prints

What is this? Dot gain is neither good nor bad, just simply characteristic of newsprint printing process. A high resolution image has 300 dots per inch (dpi) but in newsprint, its absorbent nature means that dot gain occurs beyond this because the ink spreads to surrounding halftone dots. Because of its highly absorbent nature, newsprint has a 26% dot gain ie., if your black ink is set at 3%, it will print out at 29% due to dot gain. This means more ink on the page and darker images. Reducing your ink levels via Photoshop, Indesign or Illustrator will help combat dark print results.

3. Keep your colors simple

Why does this matter? Simplify your inks. Remember, less is more with ink in newsprint. Less ink will bring up greater luminosity in your colors. Keep in mind what dot gain on newsprint can do to your colors: For example, your red might have a 7% black in it after its conversion to CMYK. This will always cause the red to turn brown when printing. A reliable red is 100% yellow and 90-100% magenta.

■ This rule also applies to photos. All ink colors will be enhanced. Having black in your photos can darken your images substantially. So check there is enough contrast and reduce the black. The ink-reduced version of your image/ ad will print out like the intended original due to our paper stock's absorbent nature.

4. Choose text style and size wisely

Why does this matter?

The sharpness (and subsequent legibility)
of colored text and reversed text is affected by:

1. The number of process colors which have been used
2. The percentages of those colors,
3. The point size of the typeface, and
4. The structure of the typeface.

To maximize sharpness and legibility:

■ Don't combine multiple inks to create a typeface smaller than 10 points.
■ If using text below 10 points, use one color only ie. only 90% black or 90% cyan. Multiple layers of ink on a small text size reduce legibility significantly.
■ If using a reverse typeface, try to stay above 11 points, or use a medium to bold font.
■ For text on multi-ink backgrounds, try to have one of the colors in the background at 100% to give the text a clean edge.
■ Consider your typeface. If it includes thick and thin elements as well as serifs, the smallest parts of the typeface can be compromised if a combination of colors is used or if it is on a reverse background. Enlarge this typeface so elements of it don't 'disappear' into the inked background or look blurry

5. Sharpen and lighten images

Why does this matter? Alter your images to be lighter and brighter to compensate for them printing darker. Sharpen your images and make sure there is good contrast. Use curves in Photoshop to reduce dark areas and lighten the overall image. With faces, check the red and yellow settings, lower these in Photoshop and increase the contrast to reduce over-red or over-yellow faces, understanding that a slightly pink image will print red or a slightly yellow image will print yellow due to dot gain.
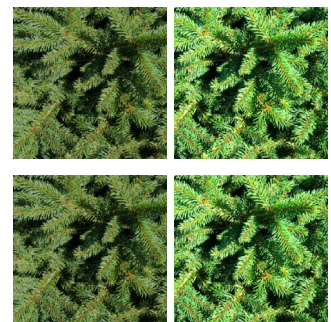
Tips & Check list before sending artwork

1. Have **you converted all artwork to cmyk?**

2. **Is any part of your ad over the 240% ink limit?**
    What is this? Being highly absorbent, newsprint stock can only handle up to 240% of any combination of cyan, magenta, yellow and black inks. Any more than this and your artwork risks bleeding or not drying in the process which can mean delays in your product being printed and ink on opposite pages. Because of these risks, no files over 240% ink can be accepted. **You can check this by using the eyedropper tool in Photoshop and checking in your Color tab the cmyk breakdown. Or in Output Preview in Adobe Acrobat, you can set the Total Area Coverage to 240% and view any areas that might be above 240%.**

3. **Are your images sharp in contrast and color, light and bright?**

4. **Is there any text that you think, given the rules about text size and color, could be compromised?**

5. **Is your final pdf a high 300 dpi resolution pdf?**

6. **Is your final pdf the right size? If unsure, please check our newspaper ad sizes and specs on next page.**

In summary

We understand that these print methods differ from normal standard gloss printing. What you see on screen is not necessarily how it will print because digital screens (RGB) don't show a true representation of CMYK printing. But we believe working within our paper stock restrictions, our tips will lead to the best presentation possible of your ad.

Ad sizes & specs

Our newspaper is based on a 6 column grid. When booking an ad with us, please specify the measurement you are after ie. **14x10 full page**, **10.6x6.6 vertical half page** etc.
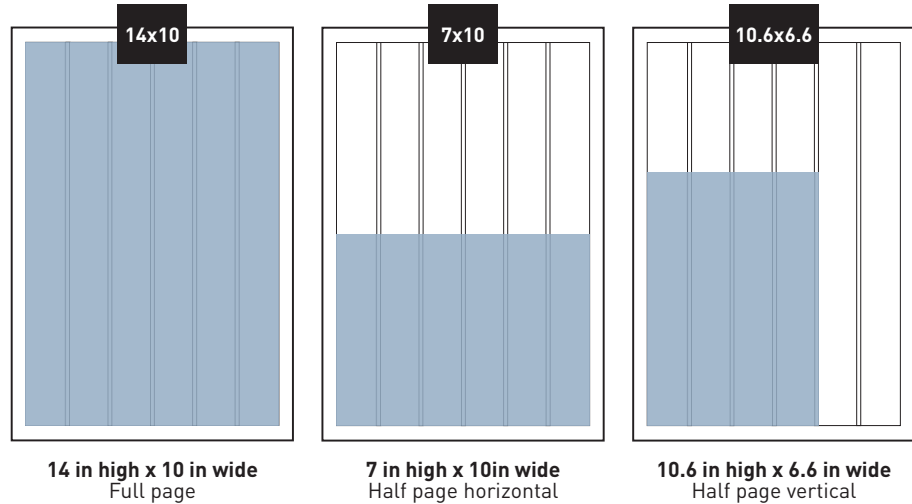
Ad format
■ Please ensure your ad is in CMYK –
■ No spot / Pantone / RGB will be accepted Please supply high resolution pdfs

240% Ink rule
■ 240% ink limit due to the newsprint stock. Please ensure any color combinations of CMYK or photos used do not exceed 240% in total.

Mechanicals
■ Frequency: monthly, 12 Issues a year
■ Printing process: Offset
■ Paper size: 15 x 11 in
■ Image area: 14 x 10 in No bleed
■ Type: When preparing your ad, please keep in mind that type or four-color black type at least 12pt type in a black only (dark background) area should be at least 11pt. medium to bold sans-serif typeface. **COLOR STROKES 2PT MIN, BLACK STROKES 1PT MIN. DON'T EMBED FONTS,** outline type when sending pdfs

14x10

14 in high x 10 in wide
Full page

7x10

7 in high x 10in wide
Half page horizontal

10.6x6.6

10.6 in high x 6.6 in wide
Half page vertical

14x3.35

14 in high x 3.35 in wide
Third page vertical

4.7x10

4.7 in high x 10 in wide
Third page horizontal

7x5

7 in high x 5 in wide
Quarter page vertical

3.5x10

3.5 in high x 10 in wide
Quarter page horizontal