

Complete Ad Specs for Newsprint

ACCEPTABLE APPLICATIONS TO BUILD YOUR AD

- Adobe InDesign, Illustrator or Photoshop
- Quark

****NOTE:** Microsoft applications are not supported (such as Word, Excel or Publisher).

These applications are not designed for commercial print reproduction.

FILE FORMAT

- Complete ads should be submitted in PDF format. Adobe PDF preset **PDFX1a:2001** preferred.
- Color ads in CMYK color mode (*NO RGB or Pantone colors*), Black & White ads in grayscale mode.
- All fonts must be embedded.

CROP MARKS & BLEEDS

- NEWSPRINT - Do not use Crop Marks and Bleeds for Newsprint or non commercial publications.
- MAGAZINE - Crops & Bleeds are acceptable for full page bleeds, consult with your sales representative.

TEXT SIZE COLOR

- Type 1 postscript font recommended, Open Type or True Type. *NO MM (Multiple Master) fonts allowed.*
- Do not reverse out ANY text smaller than 14 point on more than a 2 color background
Or, 8 point on a single color background. *Avoid Serif type*
- Use 1 color (black recommended) on text under 10 point. (*6 pt. minimum for black text, no background*)
Use 2 colors on text between 10-14 points.
Use 3 color combination on text above 14 points.

IMAGES

- Resolution is 200 dpi minimum for *Newsprint* (300 dpi minimum for *Magazine*)
- Color Images - CMYK color mode, 8 bit only. No RGB, DCS, Spot, LAB or Dutotone allowed.
- Black & White - Grayscale color mode, 8 bit only.

BLACK AND WHITE HALFTONE REPRODUCTIONS FOR NEWSPRINT

- Halftone Dots Aim Points:

Highlight.....	1%	Quarternone.....	18%
Midtone.....	40%	Shadow.....	90%

PROCESS COLOR:

Ink Laydown Sequence: C-M-Y-K

C = Cyan ; M = Magenta; Y = Yellow; K = Black

RECOMMENDATIONS FOR COLOR SEPARATIONS FOR NEWSPRINT

Color dot aim points (After UCR/GCR)

	Highlights	Qtone	Midtone	Shadow
Cyan	1%	18%	30%	54%
Magenta	1%	14%	28%	43%
Yellow	1%	14%	28%	43%
Black	0%	0%	4%	90%

TOTAL INK DENSITY (DMax) < 230%

DESIGN RECOMMENDATIONS for quality newspaper reproduction

What to do

ABCFGHIJKLMN
OPQRSTUVWXYZ

- Sans serif type faces are the best choice for newspaper reproduction. They reproduce with the desired clarity and readability.

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz

(10-point Garamond)

- For clarity and readability, type sized at 7-point or larger should be used in ads.

What not to do

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

- Type faces with thin or delicate serifs and strokes, and non-uniform character thickness, should be avoided. Extremely fine strokes can drop out, while thick strokes can plug or fill with ink.

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz

(5-point Garamond)

- Type smaller than 7-point tends to lose definition when printed on newsprint.

Type Faces

Surprited Type

12-point Palatino on a 25% black screen

- For optimum reproduction, text should overprint on background screens of 25% or less.

12-point Palatino on a 50% black screen

- Text that overprints on background screens greater than 25% will lose contrast and clarity.

Reverse Type

12-point Garamond reverse type

- For optimum readability, reverse black type should be 10-point or larger in size.

8-point Garamond reverse type

- Reverse black type smaller than 10-point can fill with ink and will not reproduce well.

Reverse Type on Screened Backgrounds

12-point Goudy (reversed) on a 80% black screen

- Reverse type should be positioned on black screened areas of 70% or greater.

12-point Goudy (reversed) on a 30% black screen

- Reverse type positioned on screened areas below 70% will lose contrast and clarity. In addition, reverse type should not be positioned on yellow or other light-colored screens.

DESIGN RECOMMENDATIONS for quality newspaper reproduction

What to do

What not to do

Reverse Type on Color Backgrounds

14-point Helvetica reverse type on a perfectly registered magenta and yellow background

- Text reversed on multi-color backgrounds should be 14-point or greater in size.

12-point Helvetica reverse type on a simulated misregistered magenta and yellow background

- Small reverse type (under 14-point) on multi-color backgrounds will reproduce poorly when there are slight variances in registration.

Color Type

100% Black is Recommended

- Black type should be created using only 100% black.
- If color type is utilized, 18-point is the minimum recommended size.

4-Color Black is Not Recommended

- Four-color black should not be used for text due to the fact that slight variances in register can make it reproduce poorly.

Screened Type

80% Screen
70% Screen
60% Screen

- Reproducing text material as a screen percentage of a solid can be successfully achieved on newsprint. For best results, sans serif type faces screened at 80% or higher will reproduce well.

50% Screen
40% Screen
30% Screen

- Text material that is reproduced as a screen percentage below 60% may be illegible. In addition, type styles with a fine or medium weight should not be utilized.

Overprint and Knockout

OVERPRINT

- When using solid black type on a color background, overprinting is recommended for optimum reproduction.

KNOCKOUT

- Solid black type that has a knockout behind it may become illegible if there are slight variances in register.