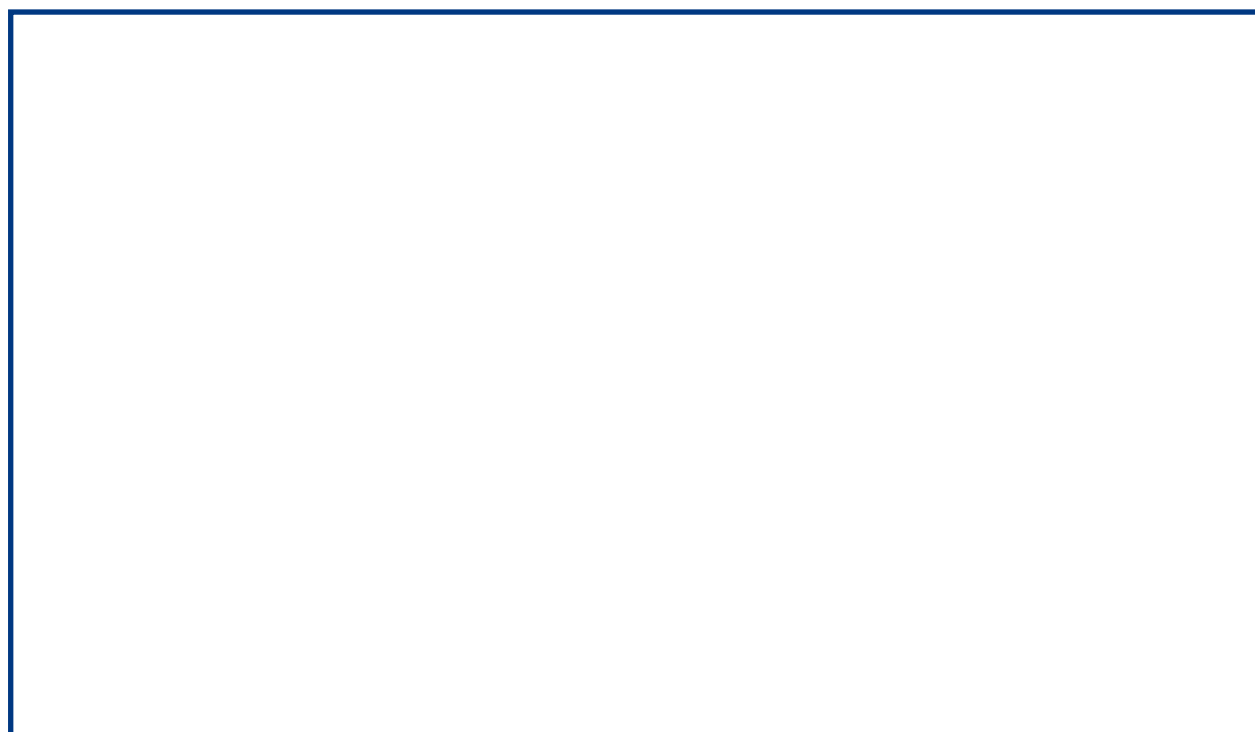


Company name here

Print Specification

**Company Logo
Here**



The Company Name main print plant in where our newspapers are produced.

Print Specification created by



INTRODUCTION

In the past and in the early days of Colour Management it was common for a newspaper to produce a “Guide to Advertisers” to help encourage better colour print reproduction in their newspapers.

Typically this guide carried explanations of good and bad copy, what should work better, a list of dos and donts, an explanation of press gain, some scanner curves, contact phone numbers, etc. While at the time helpful it was all a bit daunting, contained too many words and was a little confusing. To produce the guide took considerable time and resource. Getting it to and ensuring the right people actually read it was always a bit doubtful.

With developments in newspaper colour printing over the last ten years moving at an extremely quick pace it was often found that the “guide” was dated. Curves changed, contact names changed and to produce an update of a guide always became “too hard”.

The way now is to use the newspaper’s web site to present this information. While an “electronic” version of the guide can be posted this is no longer recommended as a worthwhile option. Again we can end up too many pages of information that the reader must understand and interpret.

By having a link to “print specification” a production person at an advertising agency or colour studio can quickly obtain all the necessary relevant settings.

Further links can take the person who wants to delve further into all sorts of technical explanations, ifra site and so on.

What Colour Splash is providing is the foundation information to enable Company Name Colour Manager and Web designers to put together a “specification” for the Company Name web site. Obviously Company Name Print Centre need to sign off on all the settings and Advertising staff need to understand the reasoning behind the need for the specification and promote it use.

The specification is presented in three public pages

- Company Name notice
- Basic requirements for sending ads
- Quick Advertising specification

Company Name web designers will need to create appropriate links where necessary.

It is also important that the pages be given a Company Name brand feel and are in style of the site.

The desire to add lots of explanations and extra details should be avoided. They usually only confuse or get mis-interpreted. It is best to guide people to a phone number or web address so that the inquiry can be dealt with in an exact manner and to build relationships with clients.

Company Notice

From xx date Company Name have adopted the International Standard ISO 12647 as a reproduction printing standard for all Company Name newspapers.

ADVERTISING DIGITAL DELIVERY

From (Date to be confirmed by Company Name) 2007 Company Name will only accept advertising in digital form and will be introducing quality assurance measures for its major newspaper products.

- Milliyet
- Huriyet
- Posta
- Etc

This means that after February 1st 2007 all digital ads listed for publications will need to undergo Quality Assurance testing prior to being accepted for publication.

AUTO INK WEIGHT MANAGEMENT

As of (Date to be confirmed by Company) 2007 Company Name will commence automatic ink weight adjustment of colour advertising material for its newspaper products. Adjustment will be achieved by identifying over-inked areas of ads and proportionally reducing ink specified down to our target total of 240%. Extensive testing has shown a visual improvement in adjusted ads, with better detail and a cleaner look overall.

Note: There is debate on whether to use 230 or 240% at many newspapers but most go for 230% to hold back setoff.

However the work that Colour Splash carried out shows that 240% best suits Company Name work practices, and fits better the local expectation of lots of heavy colour.

CONTACT DETAILS

For advice please contact Company Name Production Support.....

(Website addresses to be confirmed by Company Name)

(Production support telephone numbers to be confirmed by Company Name)

BASIC REQUIREMENT

For all Technical Support enquires please contact our support staff on

Operation hours: Mon – Fri 10am –7pm

Digital advertisements submitted to Company Name must be saved as Portable Document Format (PDF).

Please note:

- That PDF files must be created with a PostScript application.
- Fully rasterised PDFs from or placed in any application are not acceptable, due to extremely poor reproduction of fonts.

The following applications are not PostScript compatible and are not suitable for creating PDFs for Company Name :

- Microsoft Word
- Microsoft PowerPoint
- Microsoft Publisher

INSTRUCTIONS FOR CREATING PDF FILES

The preferred method for creating PDF files is as follows:

Step 1

Create an EPS file using a PostScript software application. Instructions for popular PostScript applications can be found here:

- Freehand v9 – v10
- InDesign v1 – v2
- PageMaker v7 (Mac)
- PageMaker v7 (Windows)
- Illustrator v8 – v10
- PageMaker v6 – v6.5
- QuarkXPress v4

(Company Name to provide links for the above)

Step 2

Convert the EPS to PDF using Adobe Acrobat Distiller. Job Options for Distiller can be downloaded here:

- To download Windows Job Options, right click on the link and select “Save target as”
- To download Mac Job Options, Control-click on the link and select “Download link to disk”

Acrobat 5 Mac
Acrobat 5 Windows

Acrobat 6 Mac

(Company Name to provide links above)

PHOTOSHOP COLOUR SETTINGS

Colour Settings File (ICC profile)

A Colour Setting File (CSF) has been developed to use Photoshop to enable effective image conversion from RGB to CMYK or to RGB to Greyscale. In converting the image this file will also adjust maximum ink weight and incorporate Grey Component Replacement (GCR) settings for newsprint.

The Photoshop 6 & 7 CSF file with newsprint settings can be downloaded here for various Company Name print centres:

Main Site	Any where in the world
Sites 01	Any where in the world 2
Sites 02	Any where in the world 3
Sites 03	Any where in the world 4
Sites 04	London etc
Sites 05	

(Company Name to provide links)

PUBLIC PAGE 3

QUICK ADVERTISING SPECIFICATION

ADVERTISING MATERIAL – QUICK SPECIFICATIONS

GENERAL COLOUR

Process Colour	Colour specified in percentages of cyan, magenta, yellow and black. All colours within your material must be in CMYK colour space.
Spot Colour	This is achieved by using the four colour printing process. PMS and spot colours must be made by combining varying percentages of process colour, comprising of C, M, Y, K values.

IMAGES

Resolutions

Image resolution – Colour

Recommended image resolution for colour images is to be set at a factor of twice the screen ruling in print (2:1 ratio)

Recommended At	200 dots per inch input (dpi) 100 lines per inch output (lpi)
-------------------	--

Minimum allowable resolution should be greater / equal to the factor of 1.5 of the screen ruling in print.

Minimum At	150 dots per inch input (dpi) 100 lines per inch output (lpi)
---------------	--

Note: 1.5 X the input resolution is the absolute minimum resolution, and will not allow for any image resizing larger than 100%. A (fudge) input resolution factor of 2:1 allows for approximate increase of an image on page by up to 25% before staircasing is seen inside the image, this is seen where angles inside the image are at 45 degrees.

Image resolution – Mono

Recommended image resolution for colour images is to be set at a factor of twice the screen ruling in print (2:1 ratio)

Recommended At	200 dots per inch input (dpi) 100 lines per inch output (lpi)
-------------------	--

Minimum allowable resolution should be greater / equal to the factor of 1.5 of the screen ruling in print.

Minimum At	150 dots per inch input (dpi) 100 lines per inch output (lpi)
---------------	--

Note: 1.5 X the input resolution is the absolute minimum resolution, and will not allow for any image resizing larger than 100%. A (fudge) input resolution factor of 2:1 allows for approximate increase of an image on page by up to 25% before staircasing is seen inside the image, this is seen where angles inside the image are at 45 degrees.

Image resolution – Single Bit (Bitmap)

To eliminate jaggies (staircaseing) the image should be scanned with the same resolution as that used for output. In the newspaper industry, this is generally 1200 dots per inch input (dpi)

1200 dpi

Caution, when files are saved as a bitmap, they are black and clear, not black and white.

File Format and Types

Colour and Mono, Image File Format and Types

Colour and black and white image file formats should be TIFF.

or

Composite EPS without compression, transfer or screen functions, alpha channels or any other colour profiles associated.

TIFF

or

Composite EPS Without compression.

When saving images in Photoshop, delete any extra channels and flatten the image. Also, ensure that Postscript Colour Management is turned off, when saving the file.

Single Bit Image Format

Bitmap images should be saved as Tiff's without compression.

TIFF

Image Colour Space

All Images RGB, LAB or Index colour modes are not supported and material containing these files will be rejected.

CMYK Colour Space

Without Attached Profiles

All images are to be saved as CMYK files without profiles attached.

IMAGE PROCESSING AND ENHANCEMENT

Tonal Reproduction

Colour Tone Reproduction Guidelines

Drop all printing dots from non-detailed white areas.
(commonly known as catch lights).

If midtones are not adjusted to compensate for dot gain correctly for newspaper reproduction, poor, heavy or muddy results will occur.

When making adjustments to the midtones, ensure that you have not affected or changed the grey balance of the image.

When making adjustments for midtone placement and dot gain allowance, pay attention to the shadow areas of the image.

If you carry out heavy adjustments in the midtones make sure you restore the shadow setting to achieve maximum contrast, but be sure not to exceed the maximum ink weight.



Colour Aim Points

	C	M	Y	K
Catchlights	0%	0%	0%	0%
Highlights	0%	0%	0%	0%
Non Detail Whites	0%	0%	0%	0%
Essential Whites	3%	2%	2%	0%
Midtones	Allow for 26% - 30% Dot gain (depending on plate process)			
Shadows	54%	42%	42%	92%
	Use GCR Black Maximum 92%			
	Not to Exceed 240% total ink weight			

Black and White Tone Reproduction Guidelines

All whites (catchlights and highlights) that are not essential for image definition are to be dropped.

Prevent muddy or a flat appearance in the midtone areas and allow for up to 30% dot gain.

Shadow definition is required to highlight a dark area of an image. Shadow detail needs to be emphasised where possible.

As a general guideline ensure there is even gradation between tones and that there is good contrast without the loss of detail, i.e.g. blown out whites in the skin tones and filling in to solid black in the three quarter tone (75% dot) area.

Black and White Aim Points

Black Plate (K)

CatchLights/Non Detail	0%
Highlight	5%
Quarternone	18%
Midtone	38%
Shadow	90%
Non-Detail Shadow	95%



Image Separations

Total area coverage

Total CMYK dot percentage not to exceed 240%

Grey Component Replacement

The latest Company Name profile can be found at -----)

	Black Generation	Strong to Maximum		
Black Start	10%			
Maximum (K)	92%			
Maximum (CMYK)	240%			
Black Width	90%			

Grey Balance Midtone

(GCR Applied)	18%	12%	12%	39%
---------------	-----	-----	-----	-----

VECTOR ART

Format

Vector art should be saved in EPS, format.

To avoid PostScript errors, most drawing packages can automatically split complex paths into smaller ones (i.e. 'split long paths').

The resolution standards recommended for Single bit, Colour and Greyscale images as shown in these specifications should be adhered to when placing scanned images into vector art.

General

All elements, components and images placed in vector art files should be converted or described as CMYK percentages.

Never copy and paste the element into your layout program. Always export it as an EPS and place it as a picture in your layout.

Line Art

Minimum width for single colour lines is 0.125mm (0.005 inch).

Minimum width for a line with a maximum of two colours overprinting is 1 point or 0.352mm.

For legibility fine lines and line art made up of 4 process colours should be avoided due to registration difficulties.



TYPOGRAPHY RULES AND DESIGN

Fonts and Embedding Fonts

All fonts used within the document MUST be embedded (includes base 14).

Use only Postscript Type 1, Postscript Type 3 or Open Type fonts.

Do not outline fonts unless there is no other option. Fonts are to be embedded in the final file and should be active on your system at the time of saving.

Never use artificial bolding or italic simulations in your layout program.

Make sure that you only use fonts or styles that are available as standard installed fonts.

Your application and distiller must have access to it directly on the computer used to create the material.

Typefaces

Typefaces such as Sans serif typefaces are the best choice for newsprint reproduction. They reproduce easily with desired readability.

Typefaces in more than 2 colours should be sans serif and bold, no smaller than 10-point.

For maximum clarity and readability it is recommended to use type sizes 7-point and higher.

Type made of all three process colours should be sans serif and bold and a minimum of 14-point.

Overprint Type

For optimum results it is suggested that type not overprint background screens (tint or ghosted image) greater than 30% visual density.

This allows for dot gain and provides necessary contrast between text matter and the background image.

If using tints of yellow or magenta only, it may be possible to use slightly higher values.

Screened Type

Type of a single colour should not be screened below 60%.

For multi colour screened text, the visual density should be greater than 60% and greater than 10-point sans serif bold.

For best results, avoid screening type styles with a fine to medium weight and those with serifs.

As a general rule, text screened at 90% or more will reproduce as solid.





Typefaces in Reverse

For optimum reproduction and readability all reverse type out of a single colour should be 9-point or greater.

All reverse type should be placed in tints that are greater than 60% visual density.

Type with serifs or screens, reversed out of a four colour image or colour, should be 12-point or greater in size.

Black text should only be produced using 100% black.

If using a rich black e.g. 60% cyan and 100% black, the text should be a minimum of 14-point and bold.

Colour type using 3 colours should also be a minimum of 14-point bold.



FINAL DIGITAL MATERIAL

Final digital material must be one complete file, supplied as a PDF. The PDF document should only consist of one page and should adhere to the following specifications.

PDF Creation The PDF should be produced using Distiller.

PDF Version 1.4

Postscript Level Level 3

ICC Compliant No (do not enable colour management or embed profiles)

Colour Mode CMYK only

Distiller Version 7.0 and Above

Distiller Job Options Name

Downloaded and placed in these settings in your Acrobat.xx/Distiller/Settings directory.

PRE-FLIGHTING YOUR FILE

Overview

To be certain that a file will print, and reproduce correctly and as intended, and to eliminate the possibility of the corruption of the entire advertisement or elements within, it is necessary to pre-flight or check the file.

Additionally, the publisher will want the PDF checked and pre-flighted to ensure that the material meets the Company Name specifications.

Basic Pre Flight

As at the most basic level, Acrobat Distiller will generate a 'Log' file detailing errors that were encountered during the distilling process of a PostScript file into PDF format.

The step in the pre-flight process the supplier should check this 'Log' file and correct any errors before releasing the material.

Pre-Flight Options

Tools in use for pre-flight checks include Enfocus Pitstop Professional, Adobe Acrobat 6.0 or 7.0 or Pre-flight Pro.

PITSTOP SETTINGS FILE

This file is for use in “Enfocus Pitstop Professional” or “Enfocus Pitstop Server”.

The Publisher will want the PDF checked for the following:

Compliant to PDF 1.4 (Acrobat).

Binary format.

CMYK colour space or greyscale (no specials, Embedded ICC or RGB colours).

Colour and Greyscale images, minimum resolution. – 200dpi

Single bit images, minimum resolution. –1600dpi

Fonts are embedded and subsetted.

Generated by Acrobat Distiller not less than 5.05.

Typeface rules have been obeyed.

Security that disables printing or inhibits opening.

Text overprints.

FINAL MATERIAL CHECKLIST

Document Preparation prior to PDF Creation

Preparing and Saving EPS and
Postscript Files

In order to create a PDF file for advertising material, you must first create an EPS or postscript file from your design application.

Industry standards require that the material first be saved or exported from the application as a EPS or Postscript file first, and then created into a PDF using the Acrobat Distiller engine and application.

Format and Size

The advertisement must be one complete document.

The document and the advert shall be produced to the exact same size as the surface area purchased.

Black and White Advertisements

Material for black and white advertisements should not contain any colour elements or objects. This includes RGB black. All, black and grey should be specified as a percentage of process black.



Colour Advertisements

All colours within the coloured advertising material should be specified for four-colour process separation. That is, no other separations other than (C) Cyan, (M) magenta, (Y) yellow and (K) black should be used or specified within the document.

Convert all images in RGB and LAB to the CMYK colour space of the intended press. All spot colours and vignettes MUST also be converted to CMYK.

Clipping Paths

Clipping paths used in the file should not contain unnecessary numbers of anchor points. Please ensure that the dialogue box for setting the tolerance is empty. No values should be entered as this frequently causes problems during output.

Placing EPS Files

Avoid nesting multiple EPS files within each other. That is 'an EPS-inside an-EPS-inside an-EPS.

Duotones

To ensure the correct separation and printing of a duotone/tritone/quadtone image, it must be converted into the process colour separations for offset printing (CMYK).

This conversion can take place in Adobe Photoshop.

Production Tips Checklist

Check List

Remove any unwanted elements on the pasteboard or obscured by other items.

Ensure picture boxes are coloured white except for deep etched images.

All scaling and trimming of images and elements.

When placing images in the document, round off enlargement/reduction percentages. For optimum results, do not reduce or enlarge images more than 10%

Images should not be rotated within the picture box although picture boxes may be rotated. Rotations should also be rounded off.

Check EPS files linked to the document and delete any elements not destined to print within the live advertisement area.

Coloured text with a black drop shadow should be set to "Knockout". Otherwise, the black drop shadow may overprint the coloured text.

Ensure that white is set to knockout – when set to default or overprint, it will disappear.

Ensure no components of the file area are DCS 1 or 2.

Check List Continued

Ensure when printing postscript for distilling that all printer marks are turned off and no bleed applied.

Ensure the file has no colour management applied when printing to postscript for distilling.

Transmission and Delivery of PDF Material

Clients should check with Company Name on how they are expected to send their material in for publication.

Proofing

The hard proof should be made on the production stock that will be used to reproduce the material. At the very least, it should closely simulate the characteristics of brightness and cast of the newsprint.

Proofing material should be viewed under CIE Illuminant 50 (Colour temp 5000 Kelvin's).

The use of newspaper ICC profiles in the proofing device is highly recommended. Contact Company Name to obtain a current profile.

Hard Proofing Material

The proof should simulate expected dot gain, density and ink hue values of the process colours used for newspaper reproduction.

Digital proofs should be ripped and made from the same file that will be used to image the final material with the publishers systems.

The soft proof must closely match the production stock; simulate expected dot gain, density and ink values of newspaper process colours.

Soft Proofing Material

When viewing images on a screen for proofing it is essential that the monitor is: correctly calibrated.

The use of colour management hardware and software should be used to profile and calibrate the monitor to known and repeatable standards, (Monitor calibration procedures).

The soft proof (monitor look and feel) must simulate expected dot gain, density and ink values of newspaper process colours.

The monitor should be set to a light temperature of 5000K.

The screen background is a neutral grey colour – Recommended RGB values for this is 128 in all channels.

Soft Proofing Material Continued

White point and illuminance settings should be 5000 Kelvin and a luminance of between 75 and 120 CD/m².

Room lighting and environmental conditions, to be 5000 Kelvin.

Colour management profiles should be used that characterises the printing presses output colour space.

Newspaper “Separation View Tables” or ICC profiles should be loaded into the “Colour settings” or system for use with the application used to soft proof.

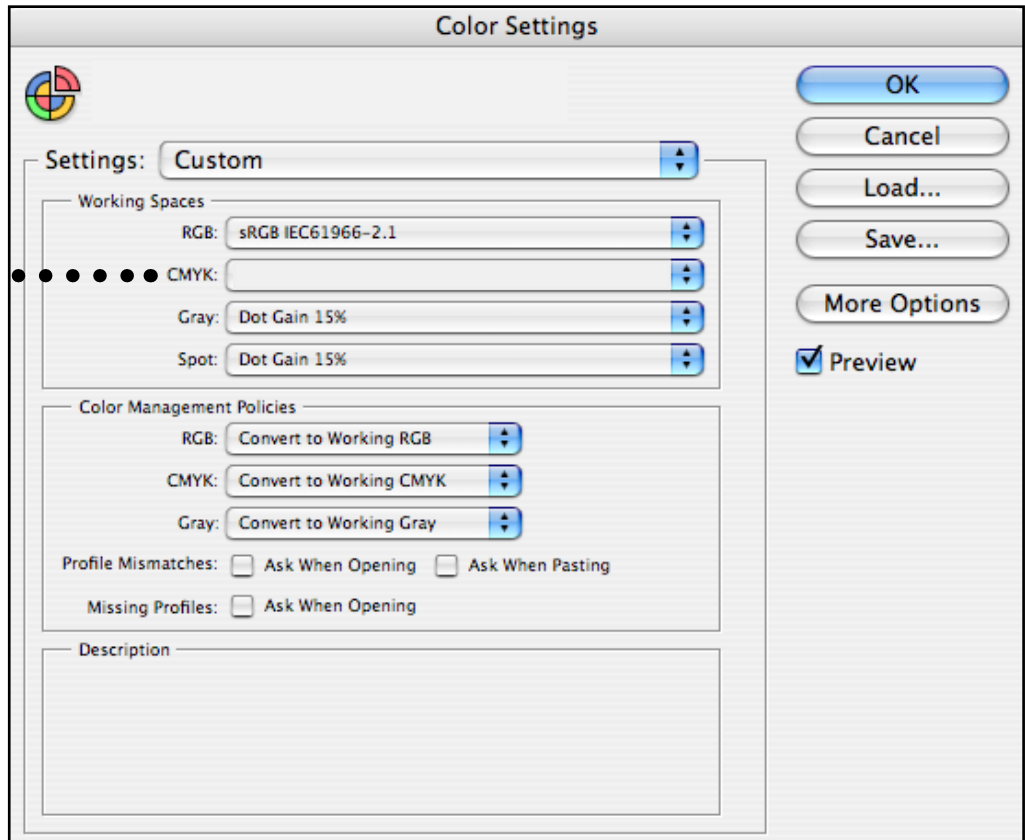
The use of rendering intents to simulate paper and D max. density should be used.

These being either relative colourimetric or absolute colourimetric.

Colour management profiles should be used that characterises the printing presses output colour space.

Newspaper “Separation View Tables” or ICC profiles should be loaded into the “Colour settings” or system for use with the application used to soft proof.

Note: The ICC profile created by Ian Roberts from Colour Splash can be described as the “Separation View Tables” it is very closely linked with the monitor calibration file which is found on each individually calibrated machine. This is automatically taken care of, and is the ICC profile once selected in the Photoshop colour settings set up menu.





LOOK AND FEEL OF IMAGERY

Below the Company Name group should insert pictures which represent, or convey the way pictures /imagery should look in the Company Name newspaper products.

Colour Splash would like to point out that It should be noted....

The six pictures should be sharpened and corrected by the same individual to ensure the same look and feel of the Imagery.

Flesh tones and general look and feel of the population

Colour Splash would like to point out that It should be noted....

The six pictures should be sharpened and corrected by the same individual to ensure the same look and feel of the Imagery.

Vegetation and general look and feel

Colour Splash would like to point out that It should be noted....

The six pictures should be sharpened and corrected by the same individual to ensure the same look and feel of the Imagery.

Beaches and Seas and general look and feel

Colour Splash would like to point out that It should be noted....

The six pictures should be sharpened and corrected by the same individual to ensure the same look and feel of the Imagery.

Buildings and general look and feel

Colour Splash would like to point out that It should be noted....

The six pictures should be sharpened and corrected by the same individual to ensure the same look and feel of the Imagery.

Mountains general look and feel

Colour Splash would like to point out that It should be noted....

The six pictures should be sharpened and corrected by the same individual to ensure the same look and feel of the Imagery.

Sport pictures look and feel





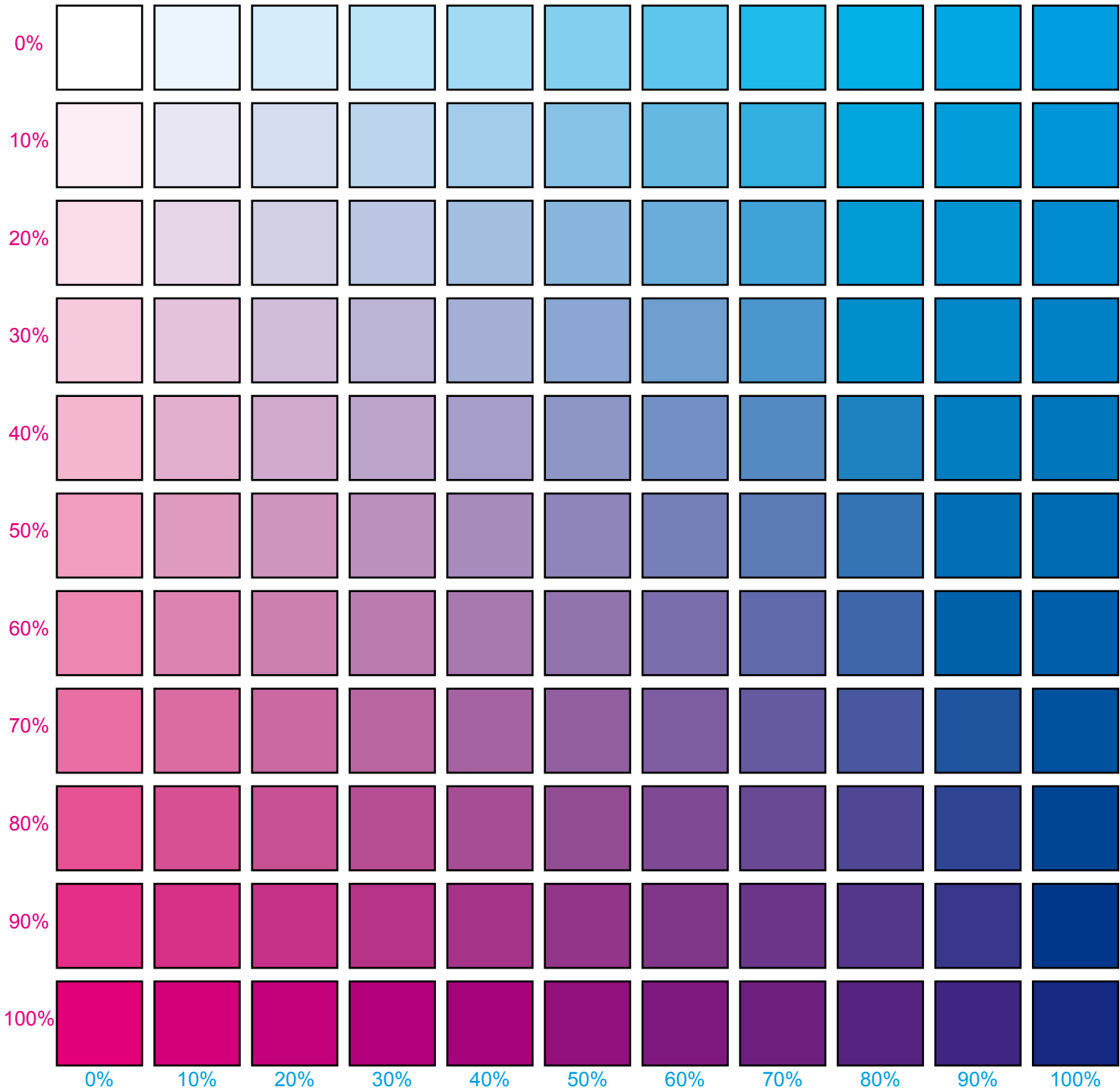
Company Name group PRINTABLE COLOURS

**Company Logo
Here**

Cyan + Magenta
No Yellow



0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%





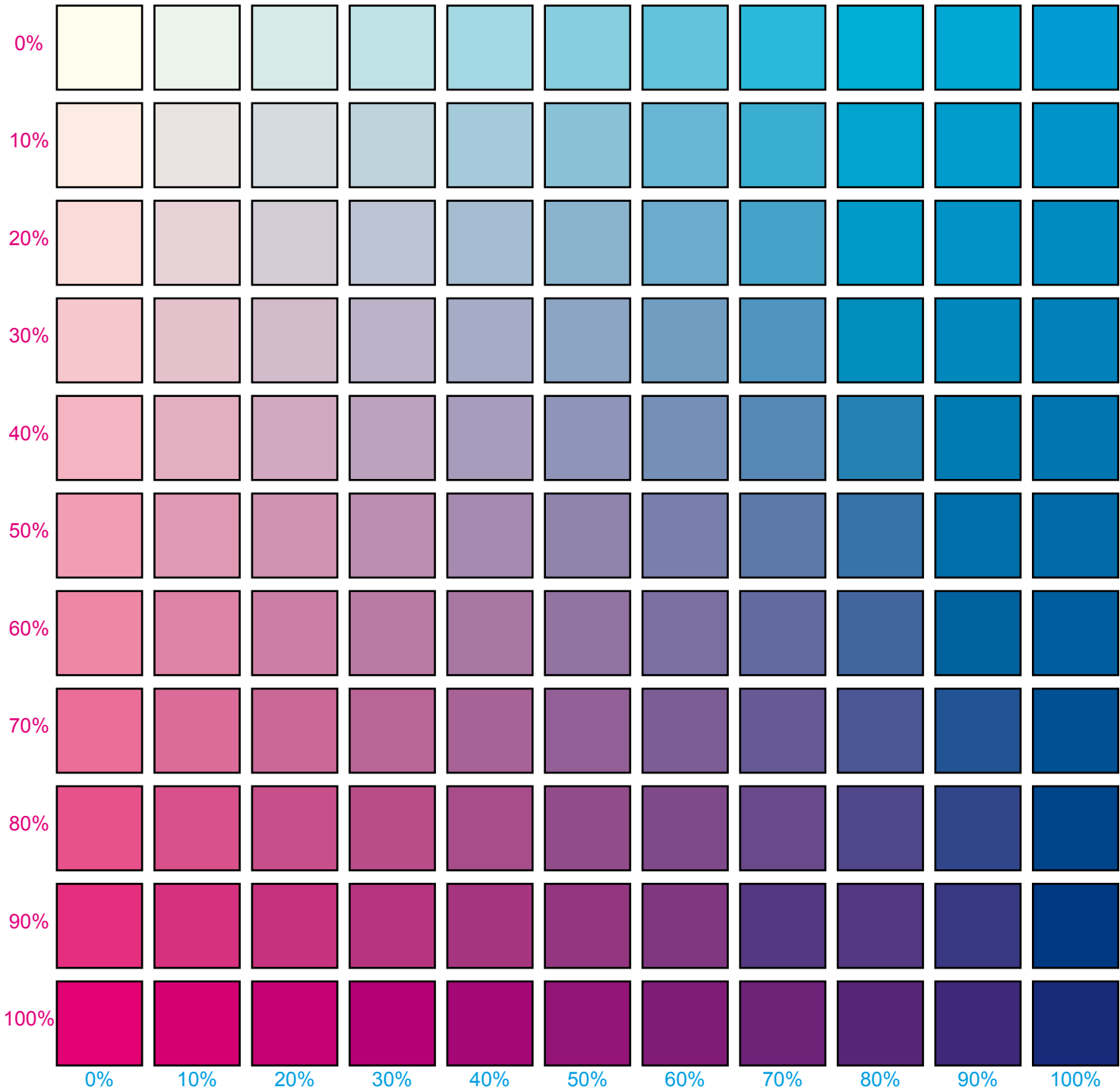
Company Name group PRINTABLE COLOURS

**Company Logo
Here**

Cyan + Magenta
10% Yellow



10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10%





Company Name group PRINTABLE COLOURS

**Company Logo
Here**

Cyan + Magenta
20% Yellow



20% 20% 20% 20% 20% 20% 20% 20% 20% 20% 20%

0%											
10%											
20%											
30%											
40%											
50%											
60%											
70%											
80%											
90%											
100%											
	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%





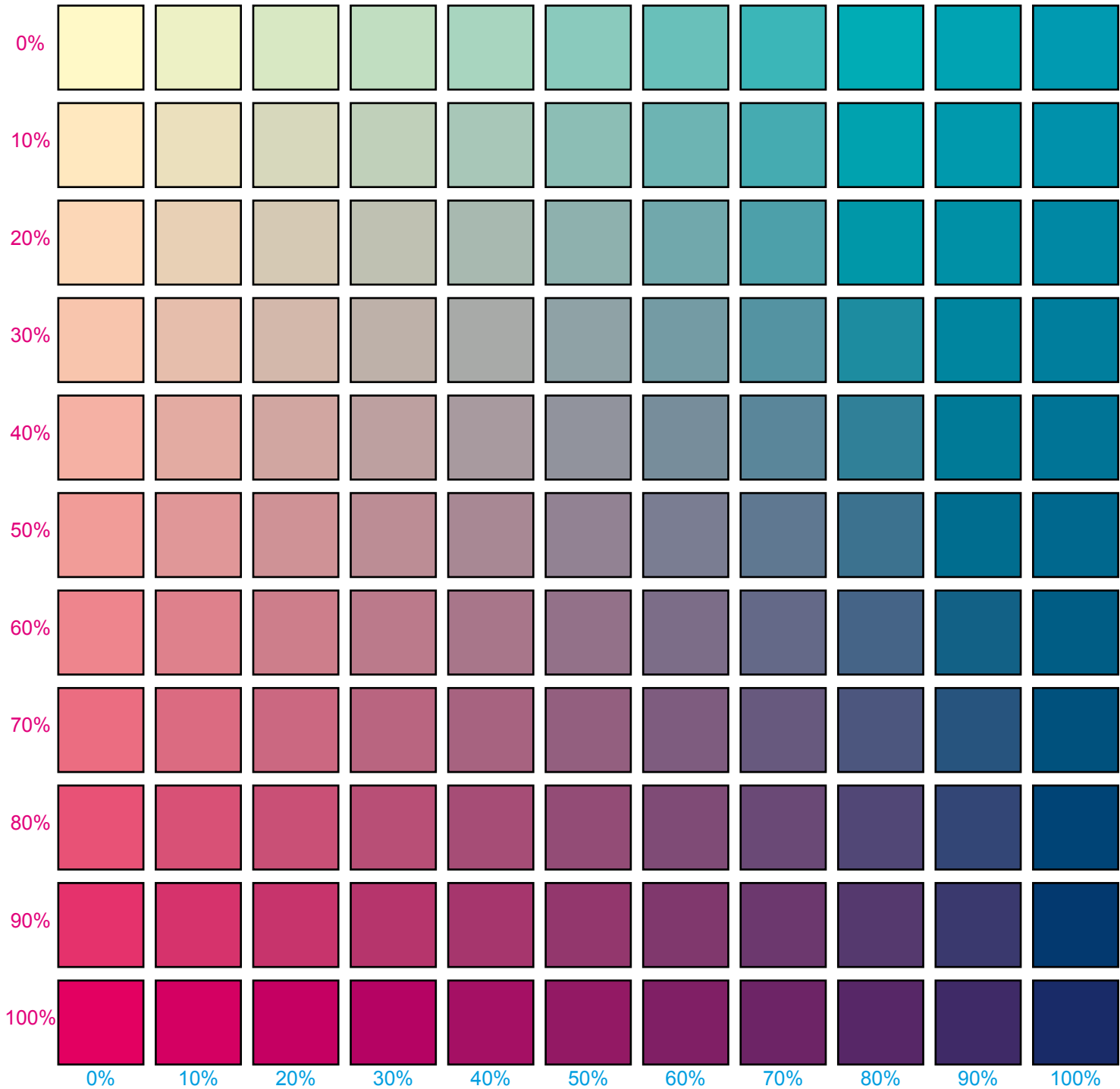
Company Name group PRINTABLE COLOURS

**Company Logo
Here**

Cyan + Magenta
30% Yellow



30% 30% 30% 30% 30% 30% 30% 30% 30% 30% 30%





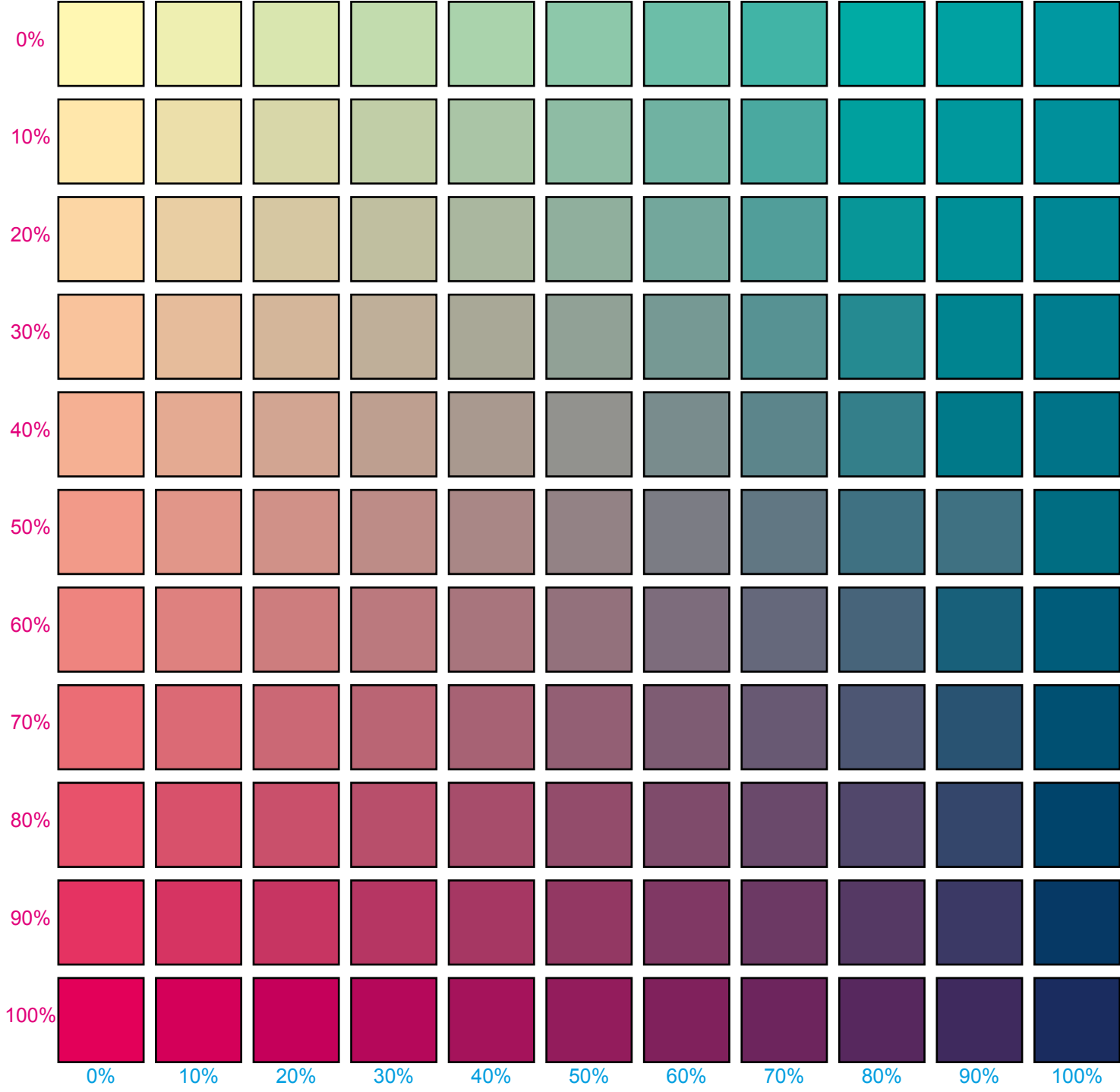
Company Name group PRINTABLE COLOURS

**Company Logo
Here**

Cyan + Magenta
40% Yellow



40% 40% 40% 40% 40% 40% 40% 40% 40% 40% 40%





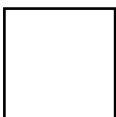
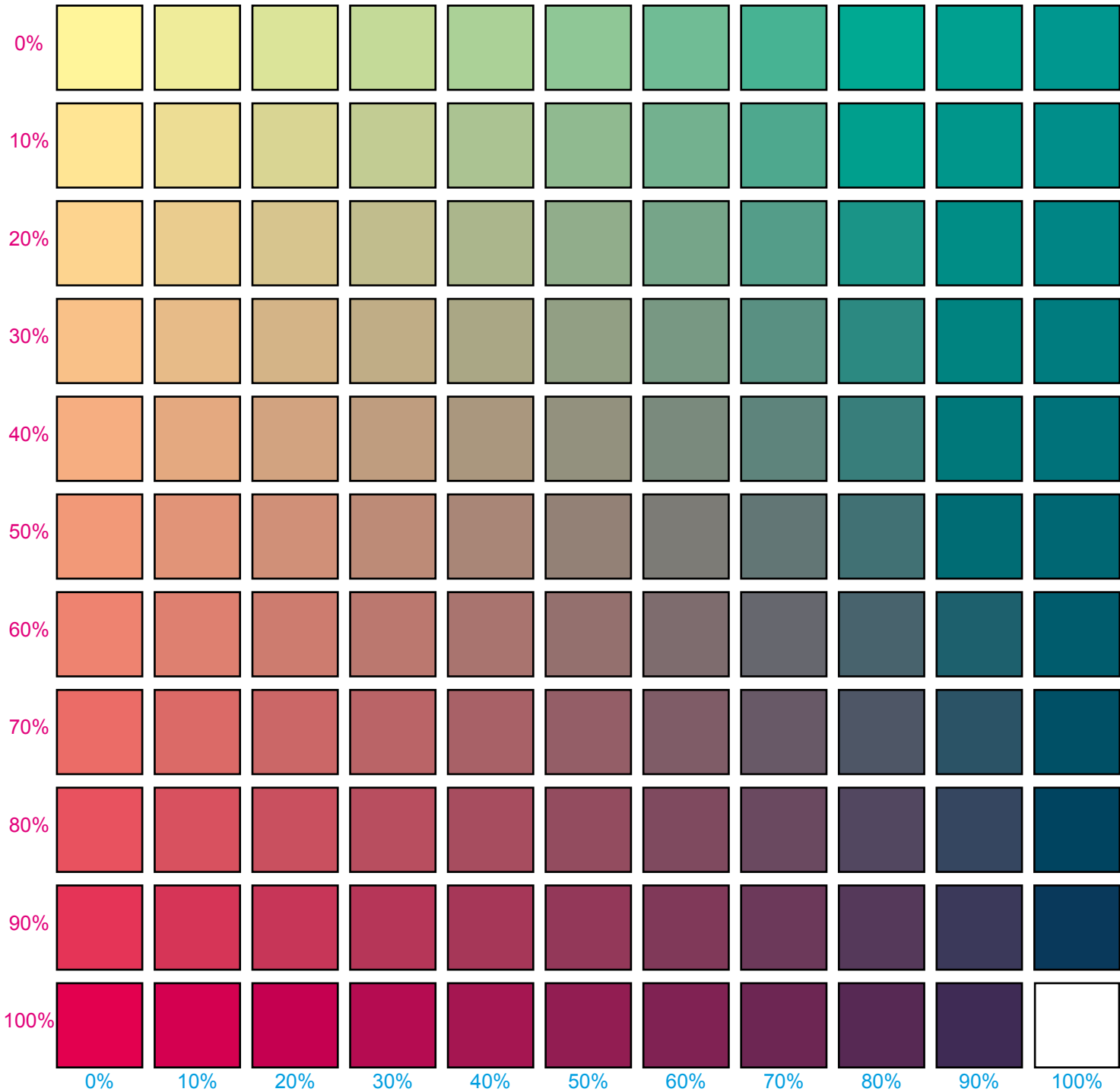
Company Name group PRINTABLE COLOURS

**Company Logo
Here**

Cyan + Magenta
50% Yellow



50% 50% 50% 50% 50% 50% 50% 50% 50% 50% 50%



Clear boxes are out of specification and are in excess of the 240% total ink weight specification. These have been omitted and are not recommended for use in the "Company Name group" newspapers.

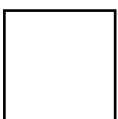
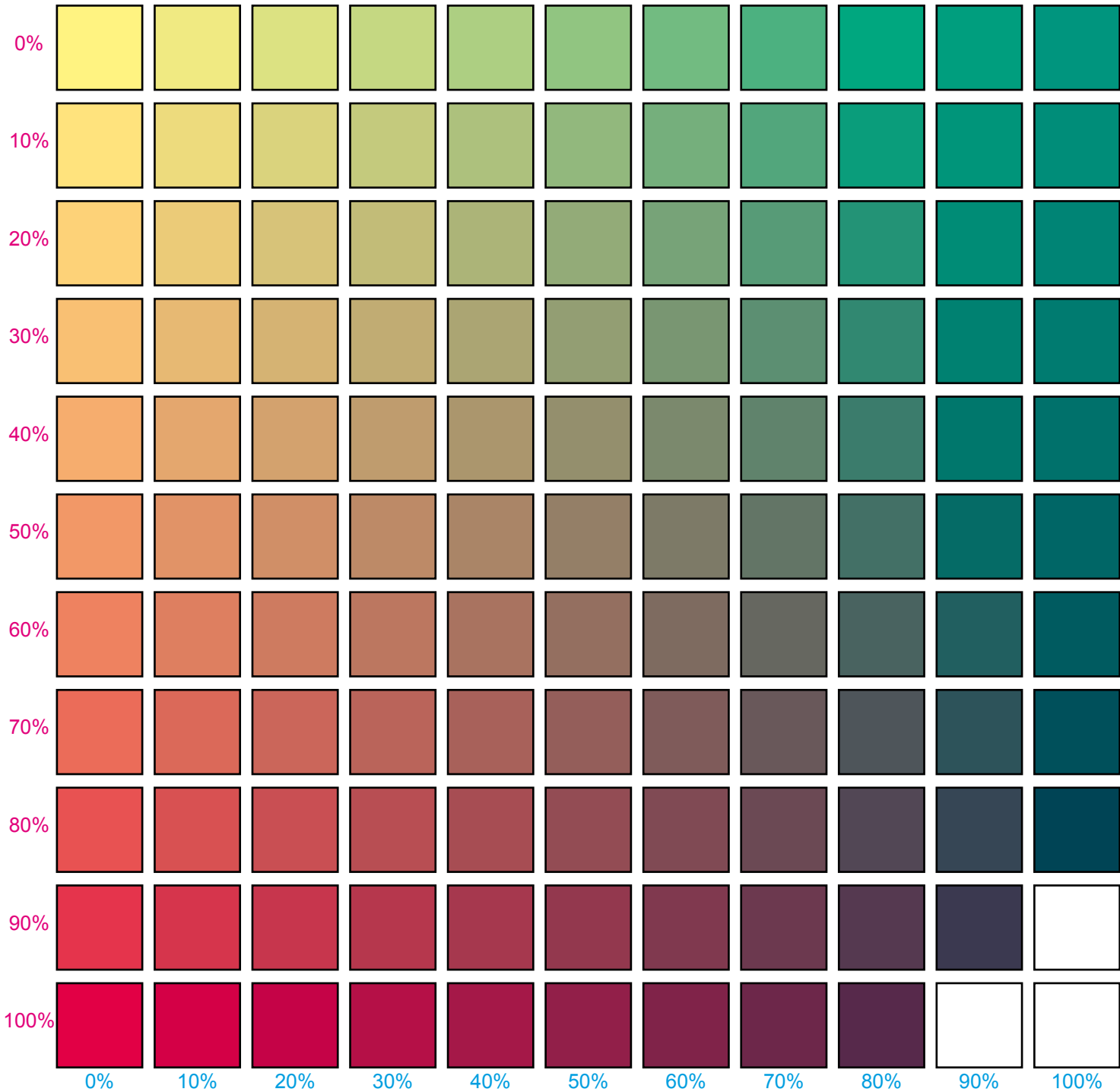




Company Name group PRINTABLE COLOURS

**Company Logo
Here**

Cyan + Magenta
60% Yellow



Clear boxes are out of specification and are in excess of the 240% total ink weight specification. These have been omitted and are not recommended for use in the "Company Name group" newspapers.





Company Name group PRINTABLE COLOURS

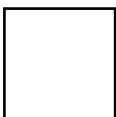
**Company Logo
Here**

Cyan + Magenta
70% Yellow



70% 70% 70% 70% 70% 70% 70% 70% 70% 70% 70%

0%											
10%											
20%											
30%											
40%											
50%											
60%											
70%											
80%											
90%											
100%											
	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%



Clear boxes are out of specification and are in excess of the 240% total ink weight specification. These have been omitted and are not recommended for use in the "Company Name group" newspapers.





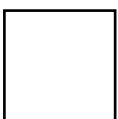
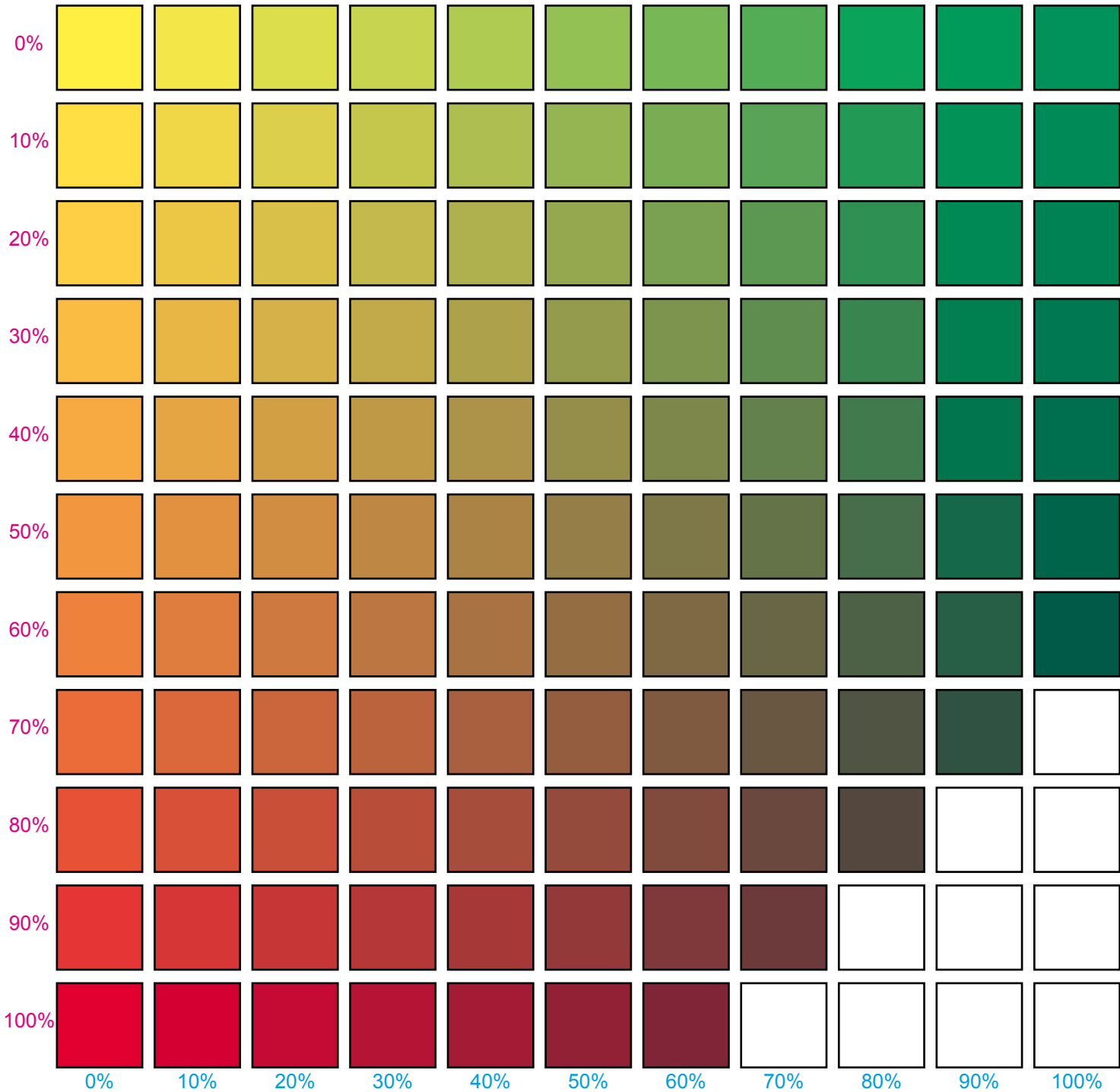
Company Name group PRINTABLE COLOURS

**Company Logo
Here**

Cyan + Magenta
80% Yellow



80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80%



Clear boxes are out of specification and are in excess of the 240% total ink weight specification. These have been omitted and are not recommended for use in the "Company Name group" newspapers.





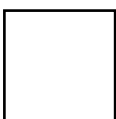
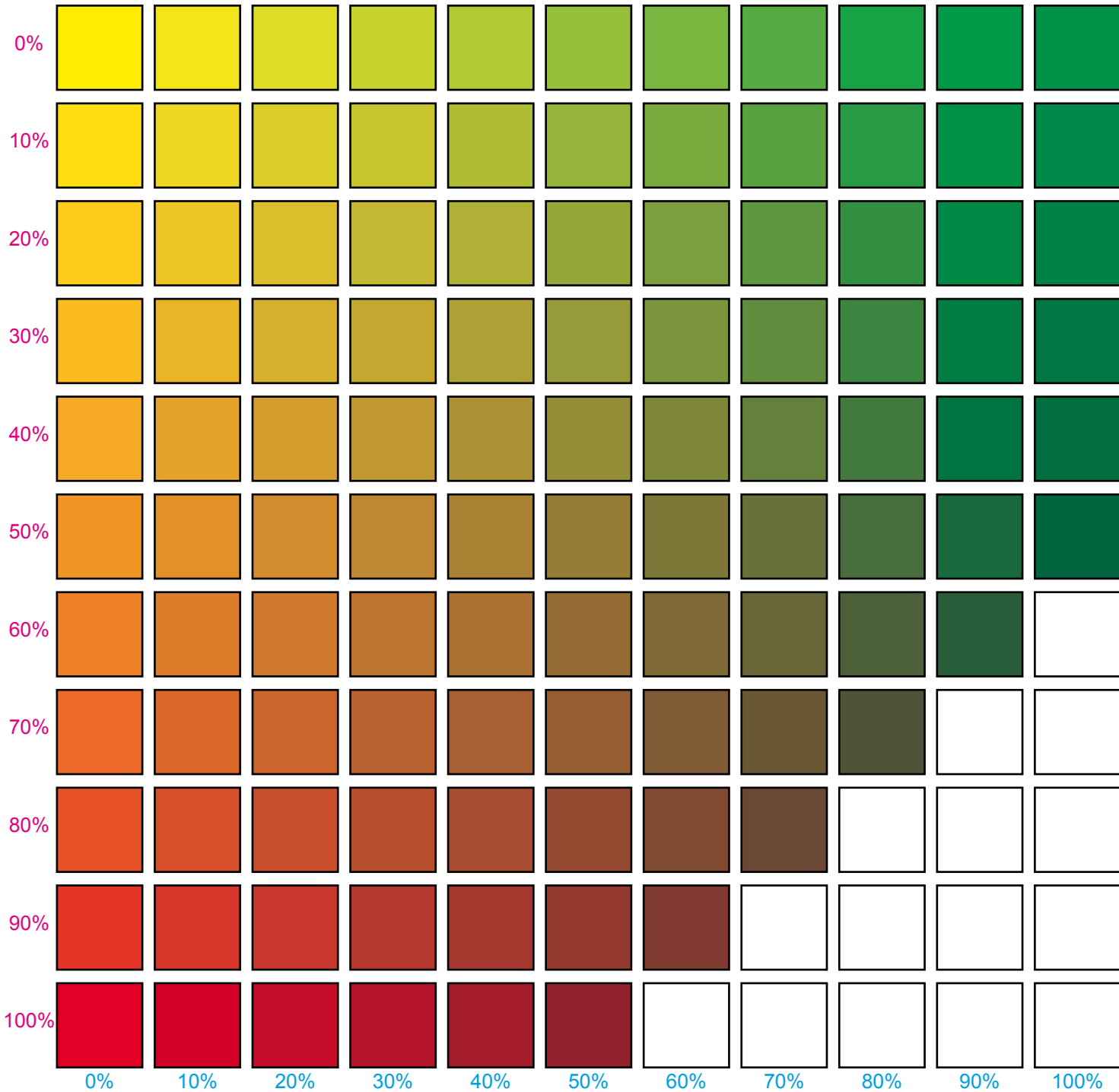
Company Name group PRINTABLE COLOURS

**Company Logo
Here**

Cyan + Magenta
90% Yellow



90% 90% 90% 90% 90% 90% 90% 90% 90% 90% 90%



Clear boxes are out of specification and are in excess of the 240% total ink weight specification. These have been omitted and are not recommended for use in the "Company Name group" newspapers.





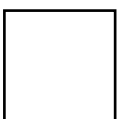
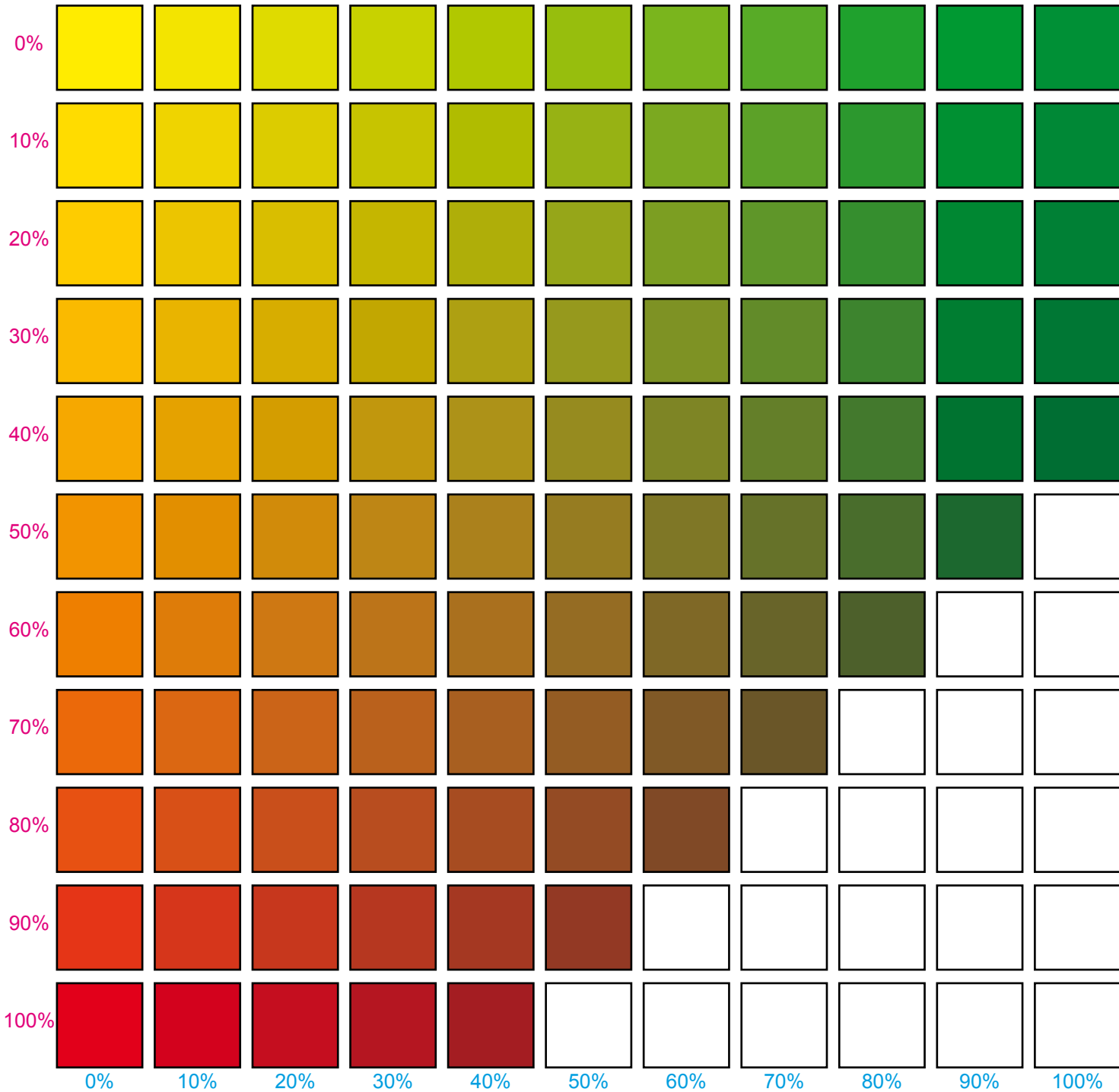
Company Name group PRINTABLE COLOURS

**Company Logo
Here**

Cyan + Magenta
100% Yellow



100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100%



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