



Client Assistance Guide: No2

Basic Guide for Advertising Creation

(suitable for non graphic arts professionals)

Rural Press recommends printing to a PostScript file and then using the RuralPress Acrobat Distiller Settings to process the file to PDF. Prior to processing to PDF, it is important to understand how to create a document which is suitable for CMYK printing in any Rural Press newspaper. Here are some general tips and helpful information to get you started.

Material Specifications:

To achieve good quality in a printed product, it is essential that material is produced to match the following material specifications.

- **GCR - Medium** level Grey Component Replacement. (Can be applied in a PhotoShop Color Settings File under Custom CMYK Working Space).
- **Four colour material requirements:**
 - Screen ruling 100lpi/40lpc
 - Screen Angles C=15, M=75, Y=90, K=45
 - Print sequence - Cyan, Magenta, Yellow, Black
- **Tone reproduction guidelines:**

Four Colour Film	C	M	Y	K
Highlights	0%	0%	0%	0%
Catchlights	0%	0%	0%	0%
Non-Essential Whites	0%	0%	0%	0%
Essential Whites	3%	2%	2%	0%

Midtones:

- Allow for 30% dot gain.
- Keep midtones open for newspaper stock.

Shadows:

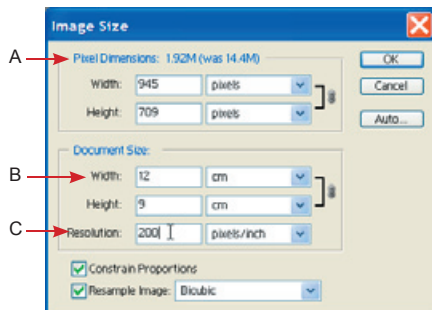
- Maximum shadow density not to exceed a total of 230%.
- Limit individual solid colours – Cyan, Magenta and Yellow to 90% to allow for ink trapping.
- Halftone Black limit should be set to 80%.

Sharpening:

- Unsharp masking should be increased to levels higher than normal to counter-balance the softening effect when printing on newsprint.

Image Quality

The recommended resolution of an image (at the cropped size and scale being used) is 200pixels per inch (ppi). If your image is **below** 150ppi, you must select an alternative image, or take another picture (or scan the image) at a higher resolution. We recommend using **Adobe PhotoShop** to check image size.



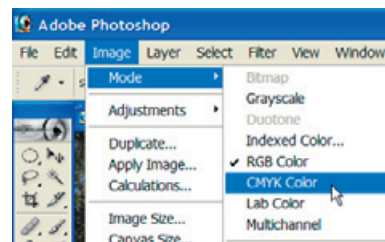
- Pixel Dimension should never increase in size - this means you are using software to add pixels that don't really exist. (Called 'interpolation'). Use an alternative image that contains enough pixel information to start with.
- Set the width of your image allowing for any cropping or resizing when you place it in your page layout application.
- Set the Resolution amount to 200ppi. Be sure to check the Pixel Dimension information to ensure you haven't increased the size beyond what was in the original image.

Image Colour

A newspaper printing press prints colour using four process colours - Cyan, Magenta, Yellow and Black. It is the accurate combination of these colours along with the use of screens and high precision equipment that produces the overall photographic effect of thousands of colours.

If an RGB file is provided to a newspaper for printing, the same colour can not physically be reproduced. RGB is a colour space used for viewing on monitors, digital cameras, scanners and some home printers or proofers. For printing in a newspaper, RGB files **MUST** be converted to CMYK. This necessary conversion considerably dulls the brightness of the colour, and there is no alternative.

To convert **RGB** images to **CMYK**, we recommend using Adobe PhotoShop. Select **Image > Mode > CMYK Color**.

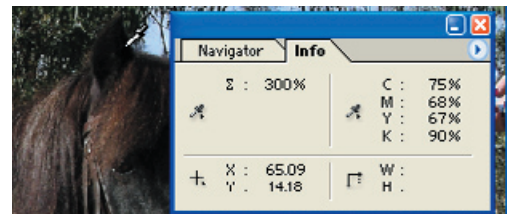


Ink Weight

A printing press has limitations and one of them is how much ink can be applied before problems occur. Many applications provide the ability to apply a colour made up from 100% cyan, 100% magenta, 100% yellow and 100% black. That's a combined ink weight of 400%.

Most commercial presses printing on fine glossy stock can only tolerate 300% total ink weight. Rural Press specifies a total ink limit of 230% for newspaper printing.

To check your image for ink weight, use PhotoShop's **Info** panel, and the **Eyedropper** tool to sample dark areas of the image. The sample below shows a Total Ink weight of 300% just by the ponies ear. Too much for any newsprint press!



To fix this problem you need to use a properly configured **Color Settings File**, with a custom **CMYK Working Space**, then convert the image using this profile.

If you are unsure about how to do any of the above you may need to send your RGB images to a graphics professional for enhancement. Contact your sales representative to see if this service is available, or locate a graphic pre-press service provider for more assistance.

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General **Minimum** Requirements

- Images must have a minimum of 150 pixels per inch **at the final used size**.
- Images must be CMYK and should have the midtones lightened.
- Shadow areas in images must not exceed a total of 230% ink weight.
- Solid colour mixes should not exceed a total of 230% ink weight.
- Design and images should allow for a 30% dot gain.
- Only CMYK colours should be used (Not RGB or LAB).
- Type smaller than 10pt should not be made up using more than one color.
- Type smaller than 10pt should not be reversed.

What are **the issues?**

RGB vs CMYK

If an RGB file is provided, the publisher will attempt to convert it to CMYK colors which are required for the printing process.

The conversion will dull RGB colors considerably and is unavoidable. This conversion should to be done by the creator of the document. The publisher takes no responsibility for printed colors if an RGB file has been provided.

Resolution

If an image has a resolution of 72ppi, it is only good for viewing on a monitor or screen. A 72ppi image in a commercial print publication will look pitted, have no detail, no sharpness, no tonal depth and will lack in quality.

Newspapers require a absolute minimum of 150ppi **at the final used size**.

If an image is scanned at 150ppi, and then increased in size on your page layout application, you will reduce the pixels and quality to an unacceptable level. The publisher takes no responsibility for poor quality outcomes due to images that have been supplied below the minimum specification of 150 pixels per inch.

Document Size

If an advertising booking is for a 20cm x 7columns (20cm depth x 26.3cms width) the page size should match this booking measurement.

For example, instead of creating an A4 size document, select **File > Page Setup**, or **File > Document Setup** options from within the application and key in the actual size of the advert as the page size.

Applications like Microsoft Word or Excel do not have the ability to provide a custom page size. Publisher, CorelDraw and all professional graphic applications do have this ability.

Borders or Frames

If adding a border to the boundary of the document, be sure it snaps to the edge of the document. If the application provides measurement tools use them to set coordinates and exact size of the frame for accuracy.

Fonts

PostScript Type 1 fonts are preferred, but True Type fonts are also accepted. All fonts must be fully embedded and subset. PDFs should be created on the workstation where the original file was produced to ensure the application has access to embed the fonts.

Office Applications:

If you are unsure of how to properly create a high resolution file for a commercial printing press, please use an advertising agency, a graphic artist or pre-press professional to create your advertising material. Alternatively, contact the newspaper publisher to see if this service is available.

Microsoft Publisher

Rural Press does not accept advertising material supplied as a Publisher document. You will be required to create a PDF file using the Print and Distill method.

If you are using Microsoft Publisher it is important to remember that the Resolution in the Print dialogue box is dependent of the printer selected. You must locate a printer that can provide a setting of 1200dpi.

If you do not have one available, you can install the AdobePS Driver which installs a 'dummy' PostScript printer on your hard drive. The installer can be downloaded from:

www.adobe.com/support/downloads

Other helpful information can be obtained by searching for 'print postscript' from within the online Publisher help file .

The following should also be considered:

When you print, ensure that **Composite CMYK** is selected from the **Advanced** button in the **Print** window.

Select **Print to File** to print a **PostScript** file to your hard drive.

Distill the file using the 'RuralPressAdvertising.joboptions' in Acrobat Distiller.

Proof the PDF file (not the original document) to your printer to check it is okay.

Microsoft Word

Microsoft Word was never produced to provide high resolution commercial print quality files and

only outputs files ins RGB. Rural Press does not accept advertising material supplied as a Word document. A PDF file created from Word will also only contain RGB colors so will not comply to current material specifications.

If you are using Microsoft Word, you will need to '**Print to File**' and select an appropriate high resolution printer. (If you do not have one available, you can install the AdobePS Driver which installs a 'dummy' PostScript printer on your hard drive. See above under Microsoft Publisher for more detail).

On the File menu, click **Print**.

In the **Name** box, click the printer you'll use to print the file.

Select **Print to file** and then click **OK**.

Select a location to save the file and type in a file name.

When you print to a file, Microsoft Word preserves information such as line breaks, page breaks and font spacing.

The publisher takes no responsibility for any quality issues for advertising files that have been created using Microsoft Word.

Please seek the assistance of a graphic artist or pre-press professional to make up your advertising to meet newspaper specifications.

Please **do not create** a PDF –

- Using the "**Export to PDF**" from within PageMaker, QuarkXPress, or Adobe InDesign.
- Using the "**Save as**" PDF format from Illustrator, Freehand, or Photoshop.
- Using "**PDF Writer**" from non high end graphic applications like Word, Excel, Publisher, Corel, Visio. For example using the '**Convert to Adobe PDF**' in Word.

While these methods may work occasionally, each can cause varying problems from font substitution, poor quality colour, use of RGB images, colour, graphics may not render correctly and images may be too low in pixel quality.

While every effort is taken to resolve any issues, the publisher takes no responsibility for poor quality outcomes or printing errors when PDF files have been created using these methods, or if the PDF does not meet the required material specifications.