

NEWSPAPER

All thin lines should be thicker than 0.15 mm.

Making correct PDF files for newspaper printing

1 - Print PS

A Use Adobe PS printer drivers for producing **PostScript** file of layout design.

B Use Printer Page Size **315 x 420 mm**.

C Do not add any colour identification, registration marks, trim marks, colour bars etc.

2 - Generate PDF

A Use **PDF settings for newspapers** (Kroonpress supplies correct joboption file for Adobe Distiller via www.kroonpress.ee).

B Avoid using any PDF creation applications not using **correct Adobe PDF-code** (Corel, Jaws, older InDesign).

3 - Preflight PDF

A Use **preflight profile for newspapers** (Kroonpress supplies correct preflight profile for Pitstop/Acrobat through www.kroonpress.ee).

B Make sure that preflight Report has no warnings/errors of PDF objects.

4 - Upload PDF

A Use following coding for name of PDF- files: **KRO2609001.pdf** (page 001 for newspaper KROonleht of Sept. 26, 2003). Ask sales manager for unique codenames.

B Ask sales manager for **FTP server address and account**.

C Upload correct PDF files to Kroonpress **FTP server** ([ftp.kroonpress.ee](ftp://ftp.kroonpress.ee)).

5 - Approve imposition

A Download **softproofs** (PDF files of 200 dpi JPG of plate-ready imposition, each 25 MB) from Kroonpress FTP server.

B Check (or print out) and **approve signatures** by email or phone.



IMAGES:

A Scan and use bitmap images with effective resolution that is two times higher compared to screen frequency in printing. (printing with **85 lpi** for newspapers the resolution of bitmap images should be **170 dpi**). Using more than two times higher resolution will not improve printing quality, but increases dramatically data amount and processing time in RIP.

B Download newspaper color profile of Kroonpress (**ISOnewspaper26v4**) from www.kroonpress.ee/icc.

C Use ICC-profile of Kroonpress newsprint converting RGB (or Lab) images to **CMYK colorspace** in image-processing application (this applies following colour separation settings: **dot gain 26%, Heavy GCR, Total Ink Limit 240%**).

D Significant improvement in reproduction quality can be obtained by **keeping images clean and bright** through minimising contaminated colours. (take yellow out of blues, magenta out of greens, cyan out of yellows without sacrificing detail to obtain clean colours).

E Printing on newsprint may soften dots. When the subject matter permits, **unsharp masking** should be considered to sharpen objects.

COLOURS:

A All defined colours should be in **CMYK**. All used (Pantone) spot-colours should be converted to CMYK.

B Avoid using **rich black** (4-colour black, RGB black) texts and objects in newspaper design. The 4-colour process material should have **total ink weight of no more than 240%**.

C Black overprint applies automatically (in-RIP) to all black (**100% K**) objects (texts, lines) that are printed on images or coloured backgrounds. To avoid getting **large black areas** overprinted, do not use 100%K fill color.

D Trapping **0,1...0,4 mm** applies automatically (in-RIP) when different coloured objects contact.

LINE ART:

Lines, image frames and line-art minimum width should be **0,15 mm** with a **maximum of 2 colours** overprinting.

TYPES:

A Type reversed out of a 4-colour image or colour (knock out) should be **8 points or greater**.

B Oblique (italic) or serif type should be **at least 10 points**.

C For contrast and readability, reverse type should not be positioned within **screened areas less than 50%**, nor in a yellow or other light coloured backgrounds. This allows for slight variances in register while maximising legibility.

Newspaper layout and design requirements

A Newspapers must contain at least **10 mm empty space** from top and bottom side margin. Outer margin should contain **15 mm empty space** for overlap which is needed for adding inserts.

B When designing and

planning newspaper advertisements take into consideration that during printing the colour registration is more problematic in **lower part of tabloid format**.

C All digital advertisements and other elements

must be already **assembled to the pages** during layout.

D All sent files must be in the same size - **1:1 compared to final product**.

E All PDF files for imposition should not contain any **technical elements**.

BACKGROUND OBJECT (or full page advertisement)



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