

Print Ad Specs

File Type: All ads should be sent in PDF/X-1a:2001 format.

All fonts and images must be embedded.

Flatten Transparent Objects: Flattening your ad is a very important as the appearance of an object can change when it is flattened. For example, multi layered transparent objects can flatten into muddy or less contrasting colors.

Resolution: All images in the file should be 300dpi for newsprint. Images from the web are usually 72dpi, and are not acceptable for print ads.

If borders, boxes, or lines are needed around your ad, you must include them in the artwork within the confines of the ad size (inside border). Artwork will be printed exactly as received.

Please do not include crop marks, bleed marks or registration marks.

Color Print Ads

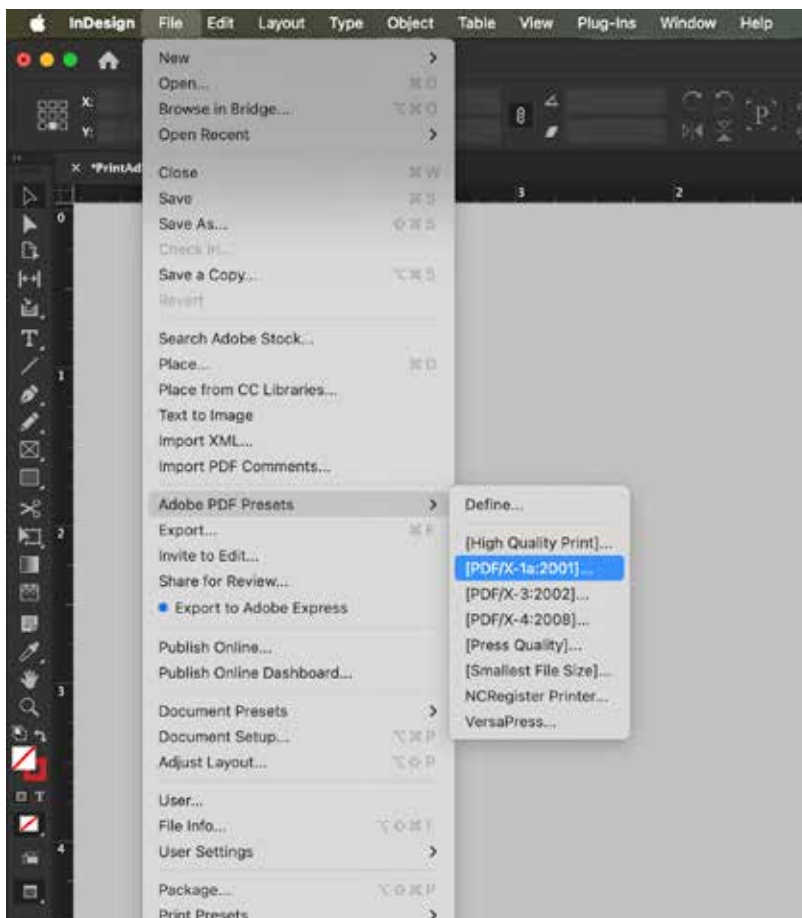
CMYK color: Convert all Spot colors, RGB and LAB objects to CMYK.

All black text should be 100% Black and not a 4 color (process) black.

B&W Print Ads

B&W - Convert all Spot colors, RGB, CMYK and LAB objects to Grayscale.

How To Create a PDF/X-1a:2001 Formatted Document in InDesign



1. Navigate to the File menu, hover over Adobe PDF Presets and then select [PDF/X-1a:2001] from the secondary menu.

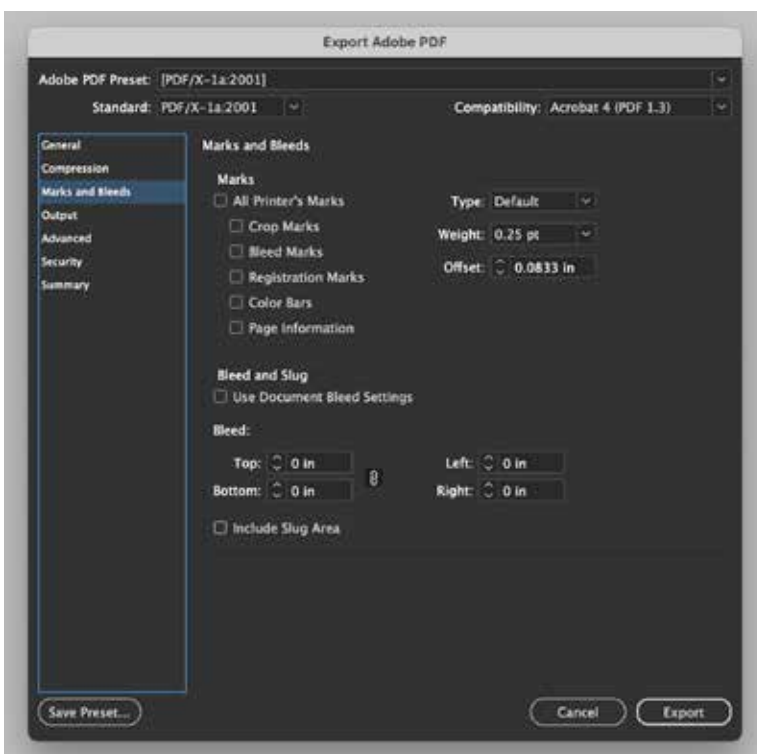
2. Save the document to the location of your choice.

3. Once the screen to the left comes up check to make sure it says PDF/X-1a:2001 in the preset and standard. And make sure the compatibility drop down says Acrobat 4 (PDF 1.3)



4. Before selecting Export, navigate to the Marks and Bleeds section. Make sure nothing is selected as we don't need the printer's marks.

Then select Export button.

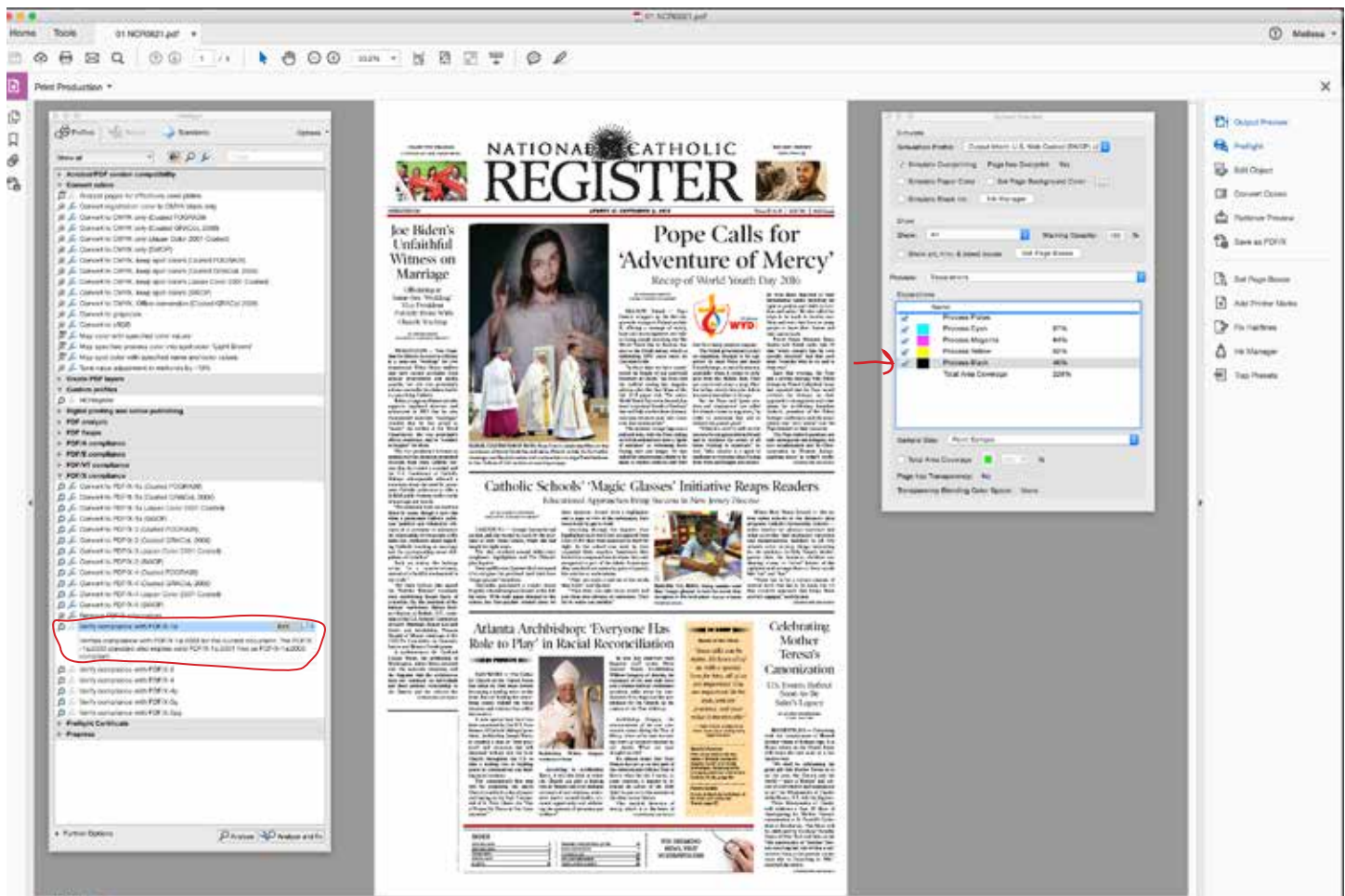


We highly recommend you preflight your PDF before sending it to us.

How to Preflight a Document

1. Find your PDF and Open Adobe Acrobat Pro

2. Depending on your version of Acrobat pro will depend on where you find the print production items. Find and open the Output preview and Preflight panels.

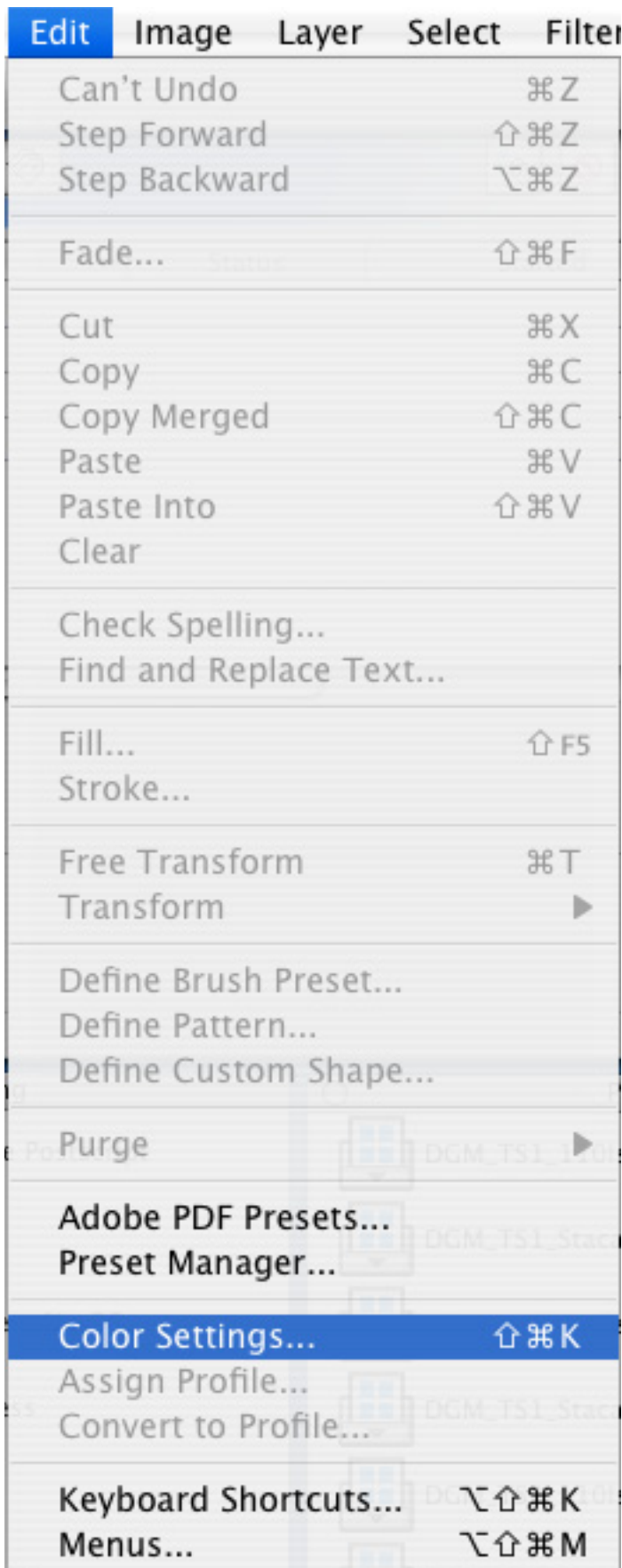


3. To check that your black text is 100% black and not a process black, simply uncheck Process Black in the Output preview panel. If all your black text disappears, then you are all set. If not go back to the original document and change to 100% black.

4. Next step is to Verify your document is in compliance with PDF/X-1a. Navigate to the preflight panel. Select/ highlight the Verify compliance with PDF/X-1a under the PDF/X Compliance Menu. Then click Analyze at the bottom of the panel. If you are in compliance you will get a green checkmark and it will say no problems found.

Please Note: If you are not in compliance you can then click Analyze and fix, but if you do, I highly suggest you review the ad for anything that may have dropped off or color changes.

Please see accompanying PHOTOSHOP INFO SAVE.pdf from our printer on best practices for toning images for newsprint including their color settings.



Under “Edit” go to
“Color Settings”

Color Settings



Unsynchronized: Your Creative Suite applications are not synchronized for consistent color.

Settings: **Custom**

Working Spaces

RGB: Adobe RGB (1998)

CMYK: SWOP (Newsprint), 32%, UCR, 260%

Gray: Dot Gain 30%

Spot: Dot Gain 30%

Color Management Policies

RGB: Preserve Embedded Profiles

CMYK: Preserve Embedded Profiles

Gray: Preserve Embedded Profiles

Profile Mismatches: ☐ Ask When Opening ☐ Ask When Pasting

Missing Profiles: ☐ Ask When Opening

Description

OK

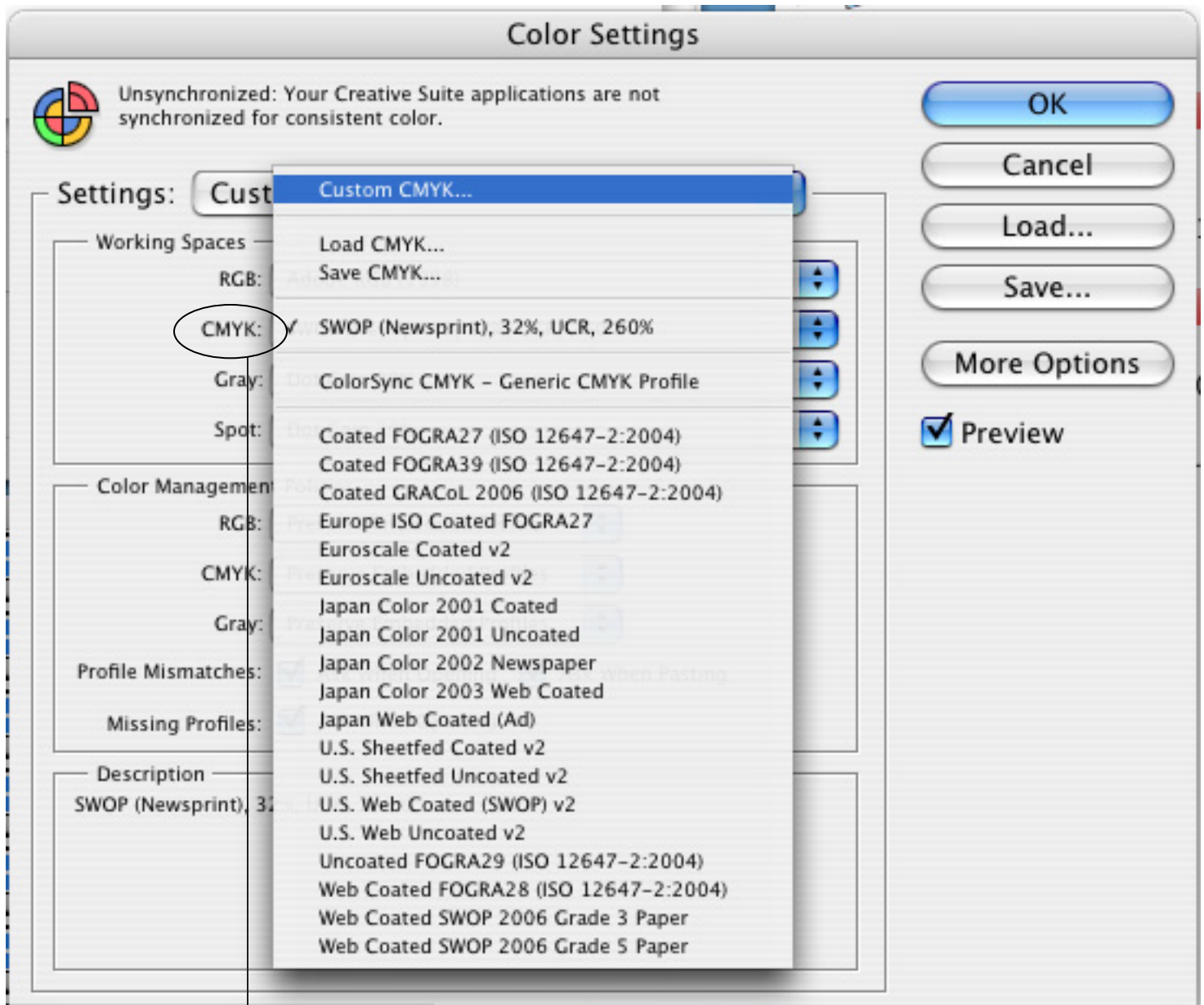
Cancel

Load...

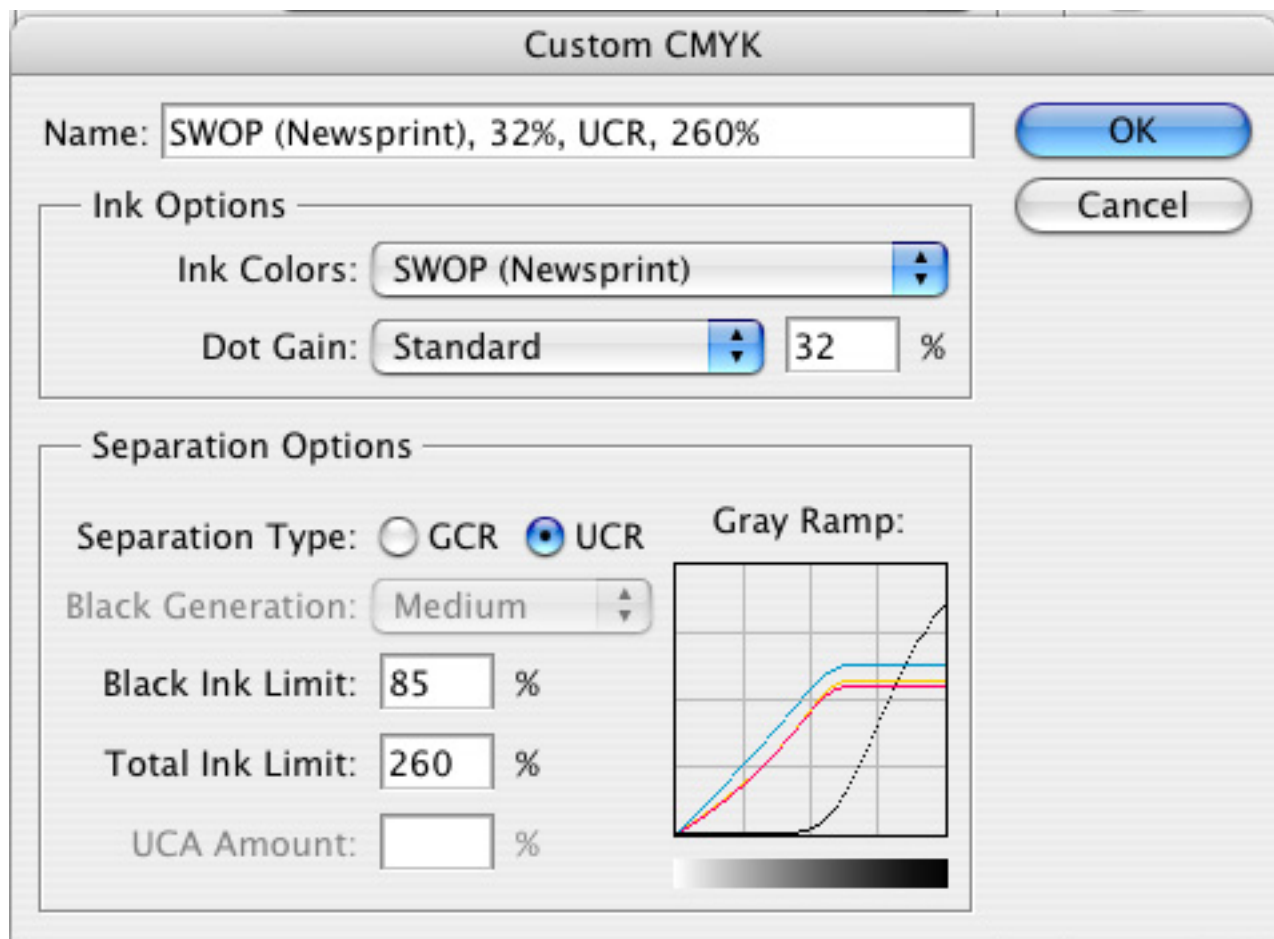
Save...

More Options

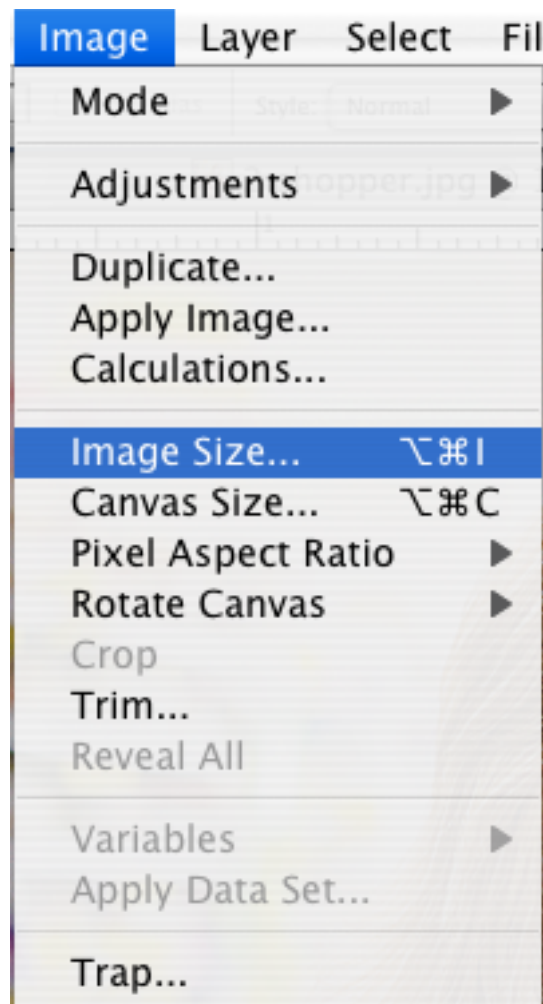
☒ Preview



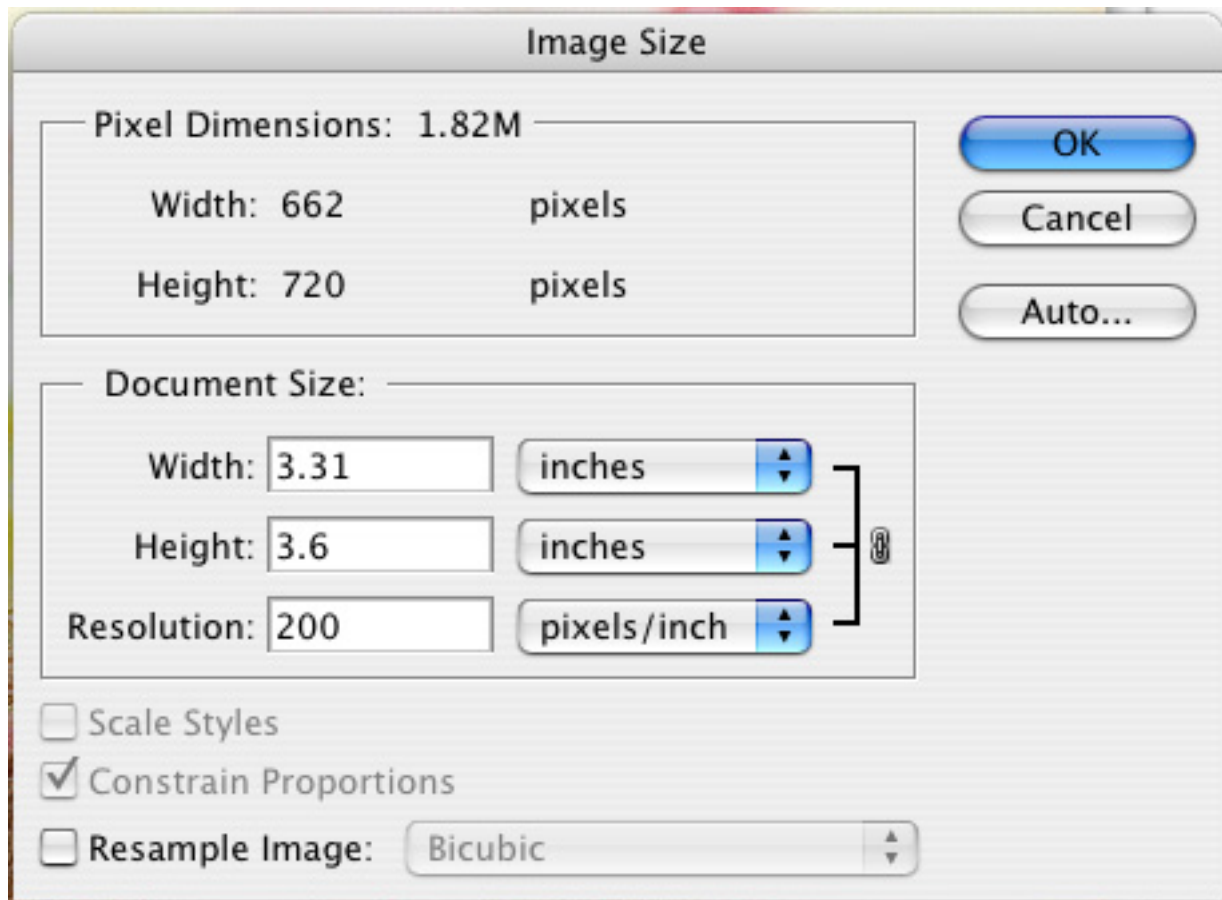
In “Working Spaces” click on
“CMYK” and go to “Custom CMYK”



Basic Newsprint settings
for Photoshop



Under “Image” go to
“Image Size”



Key in approximate width and height and make sure resolution is a minimum of 200 dpi

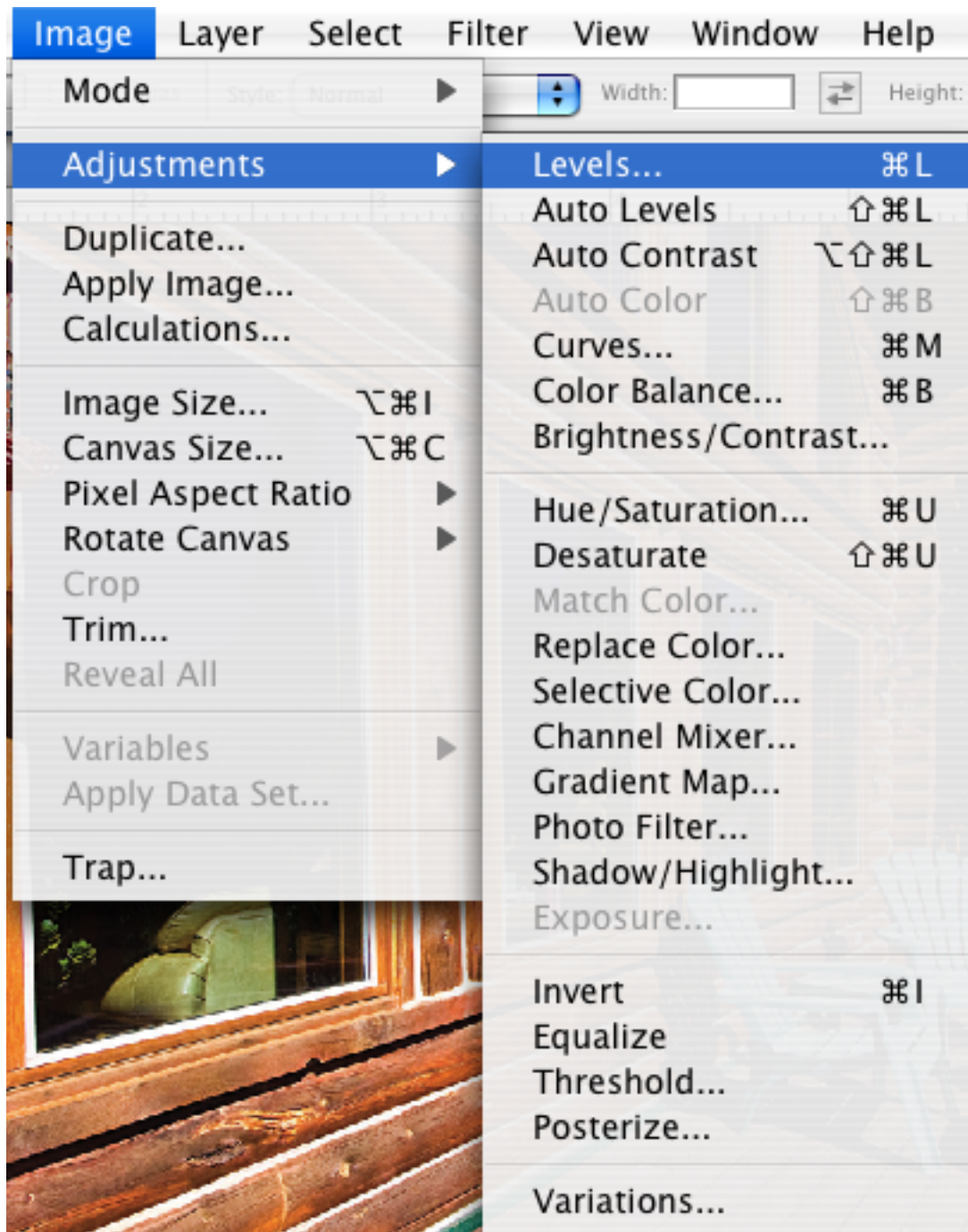
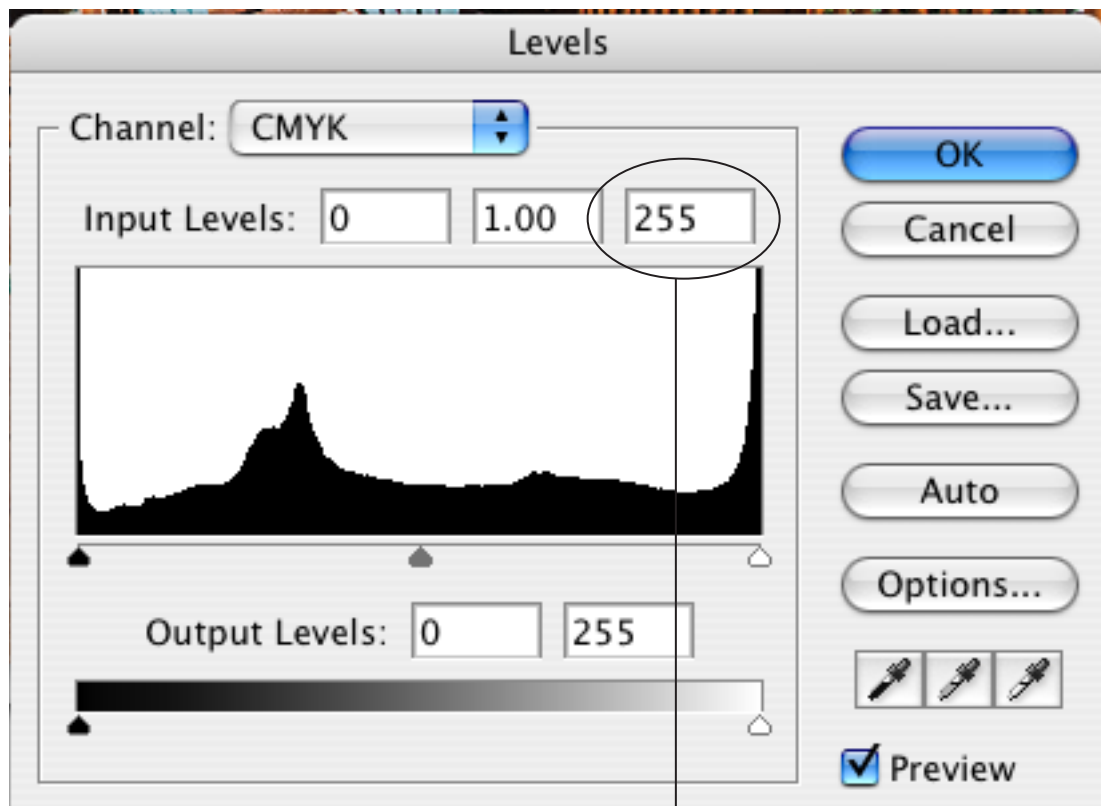
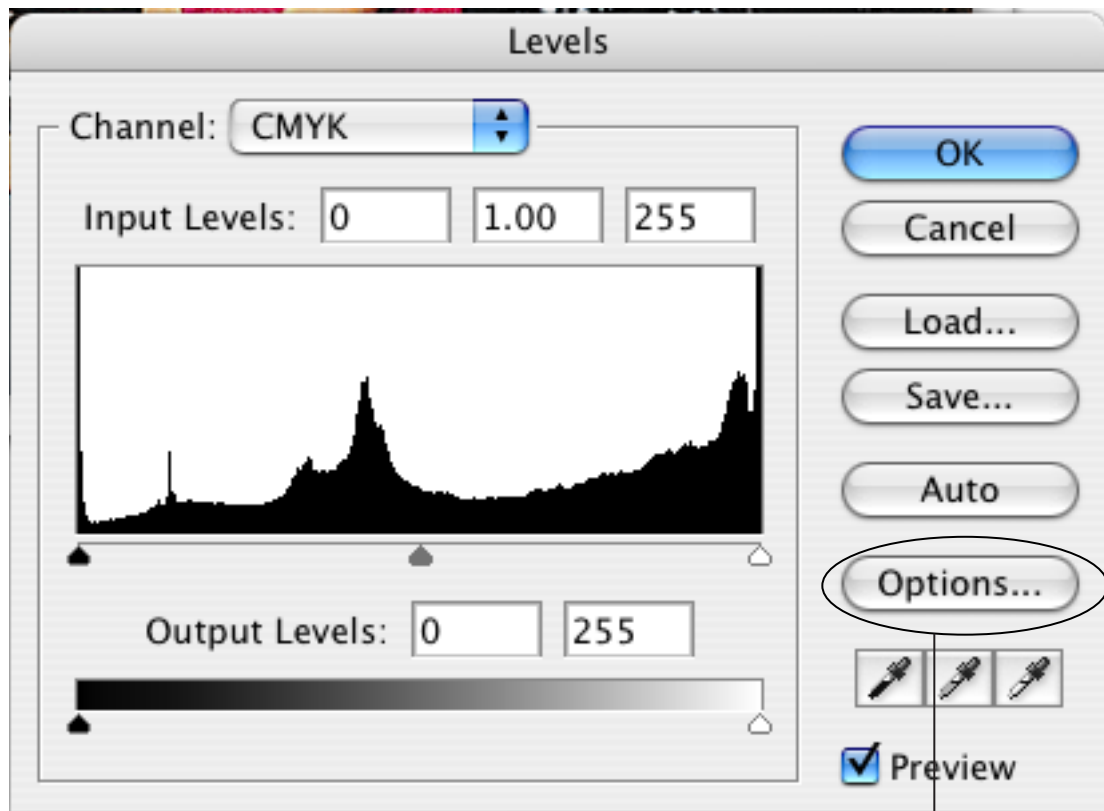


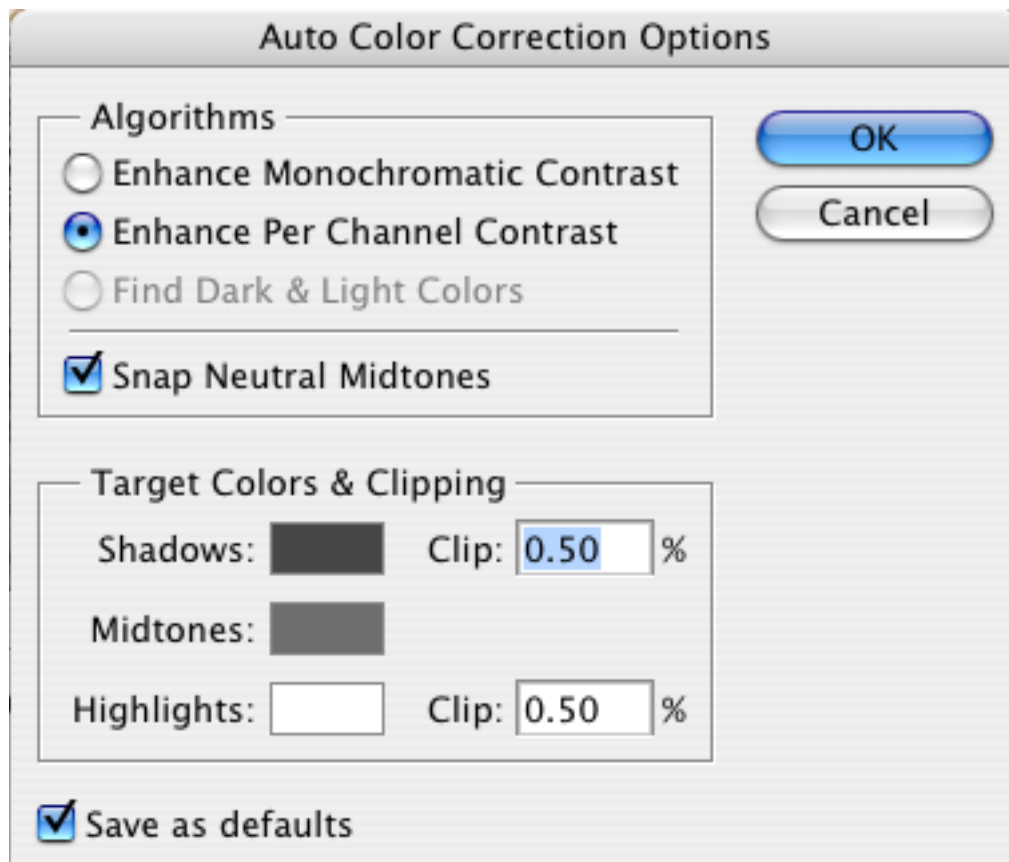
Image.....Adjustments.....Levels



Decrease number for overall lightening of image, especially with dark, low contrast photos. Be careful with this setting, too much can diminish detail in highlights. Don't worry about reflective or specular areas as there is no detail anyway and they give contrast to the photo.



In the “Levels” dialogue box
click on “Options”



Use these settings for the “Auto Color Corrections Options”

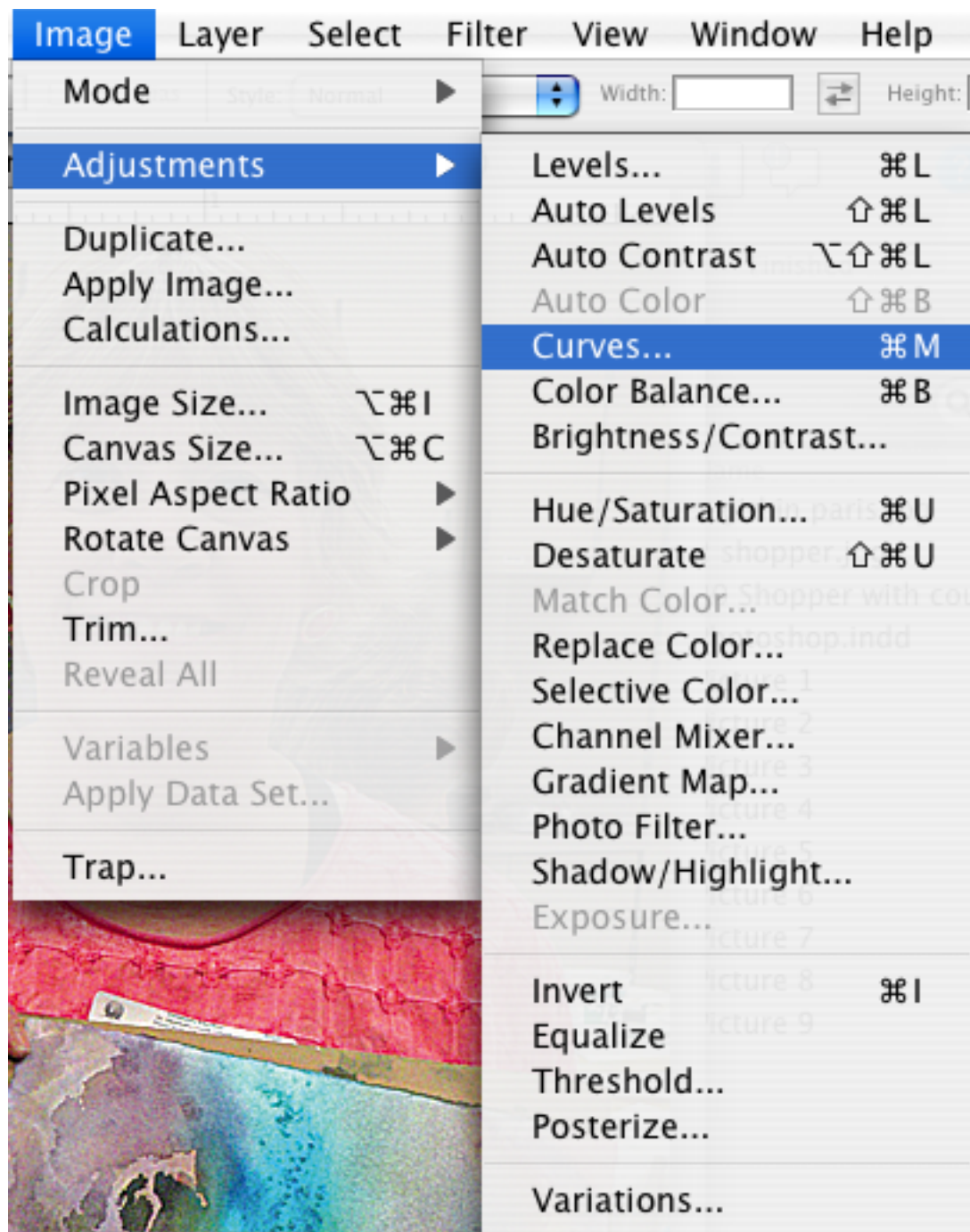
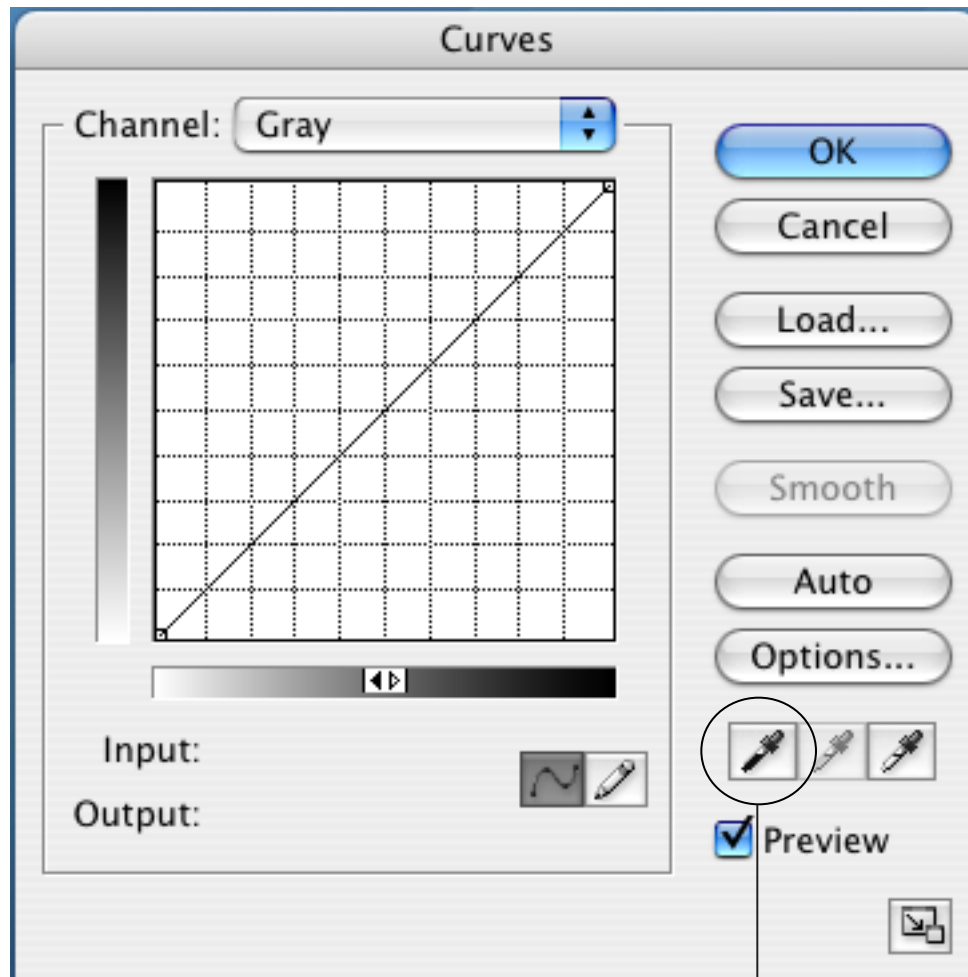
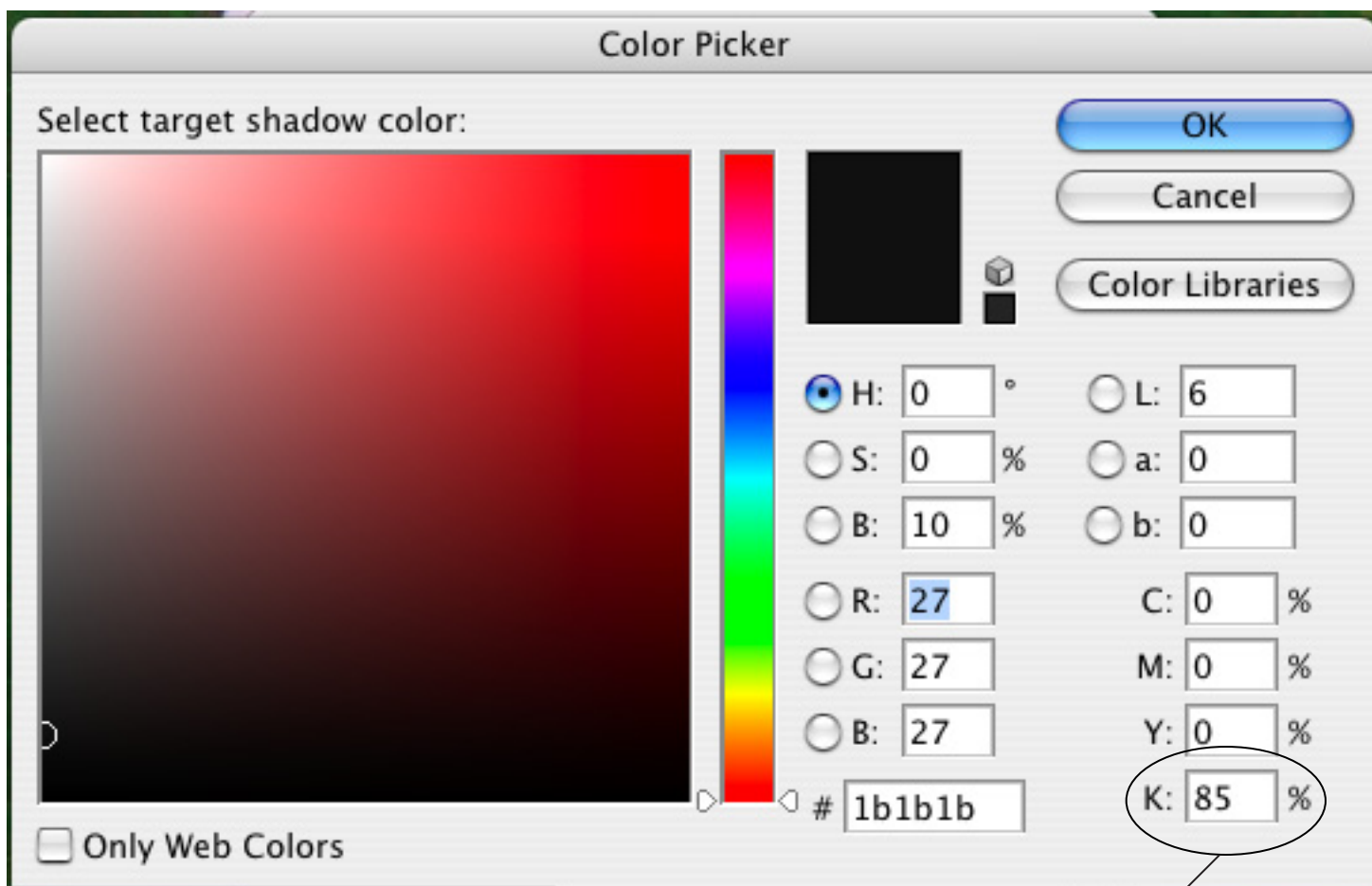


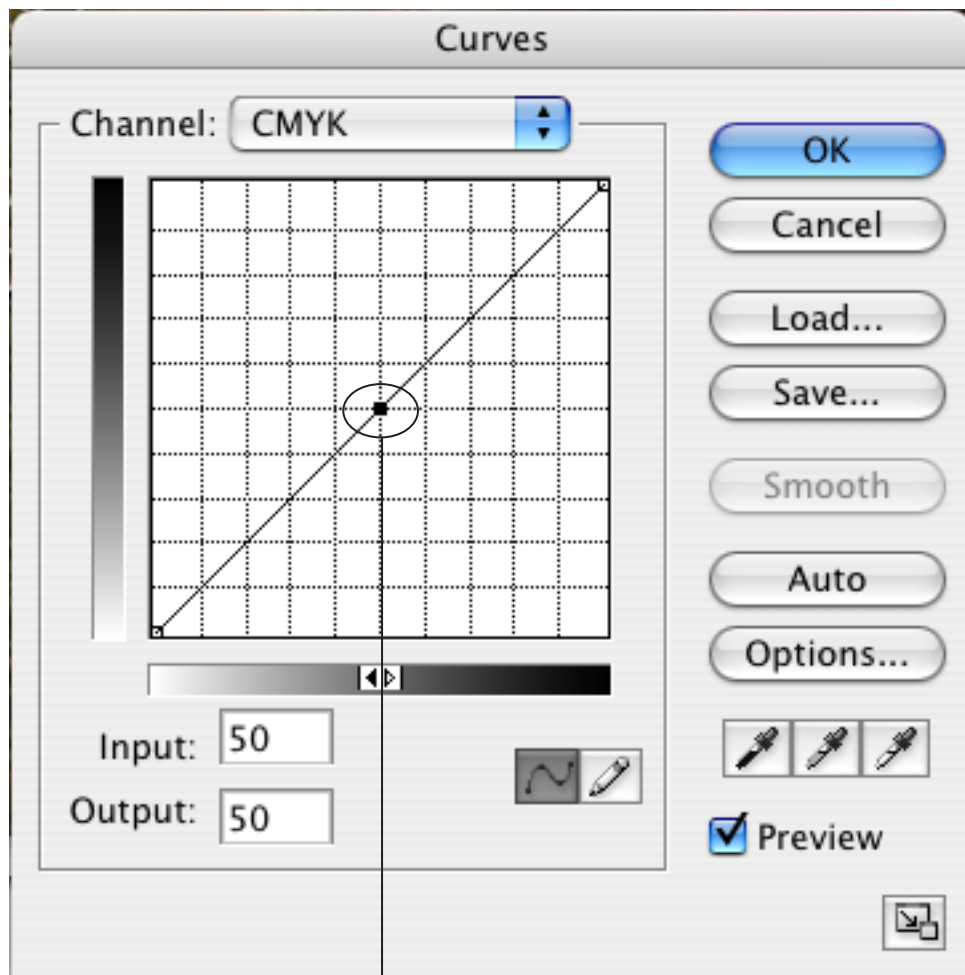
Image.....Adjustments.....Curves



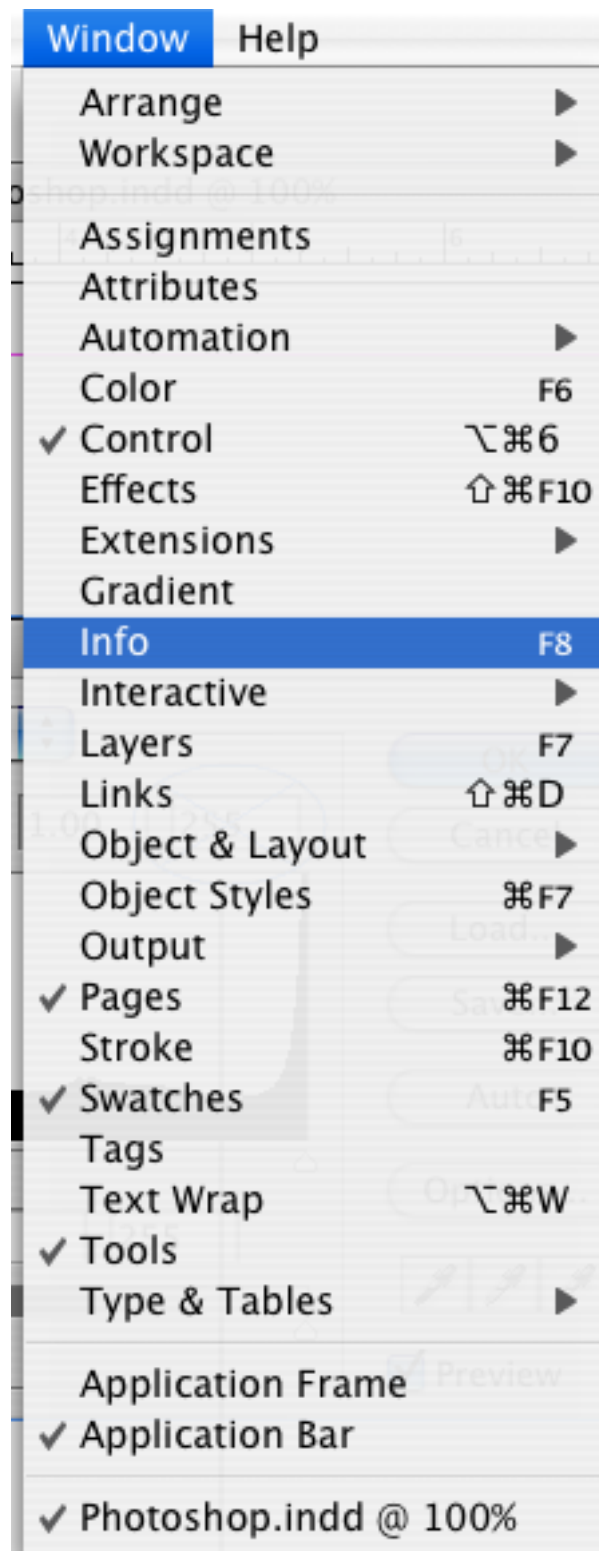
Double-Click on “Shadow” eyedropper
to display “Color-Picker”.
Use this for Grayscale photos only.



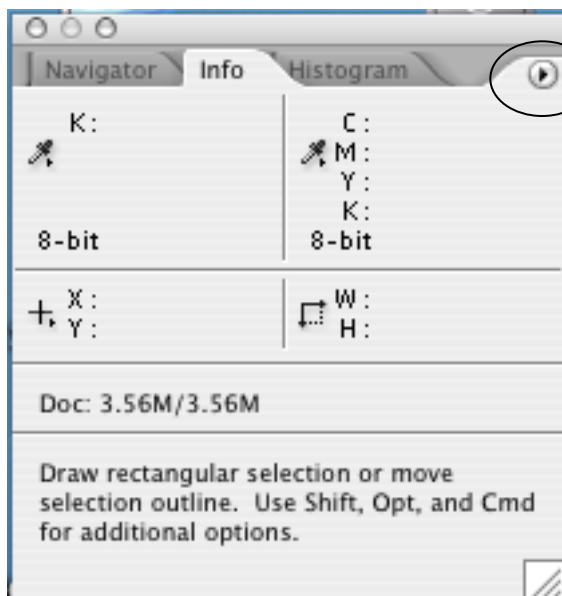
Set “K” field to 85%....
Click OK



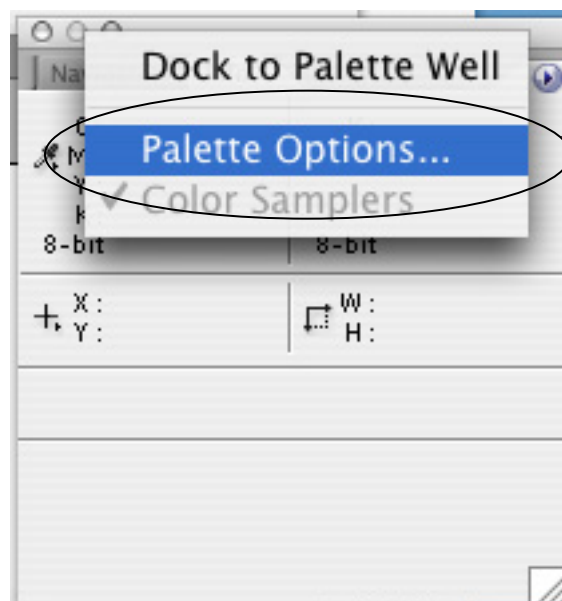
Position cursor at 50% and drag straight down to lighten Mid-Tones.
Use this for CMYK photos only.

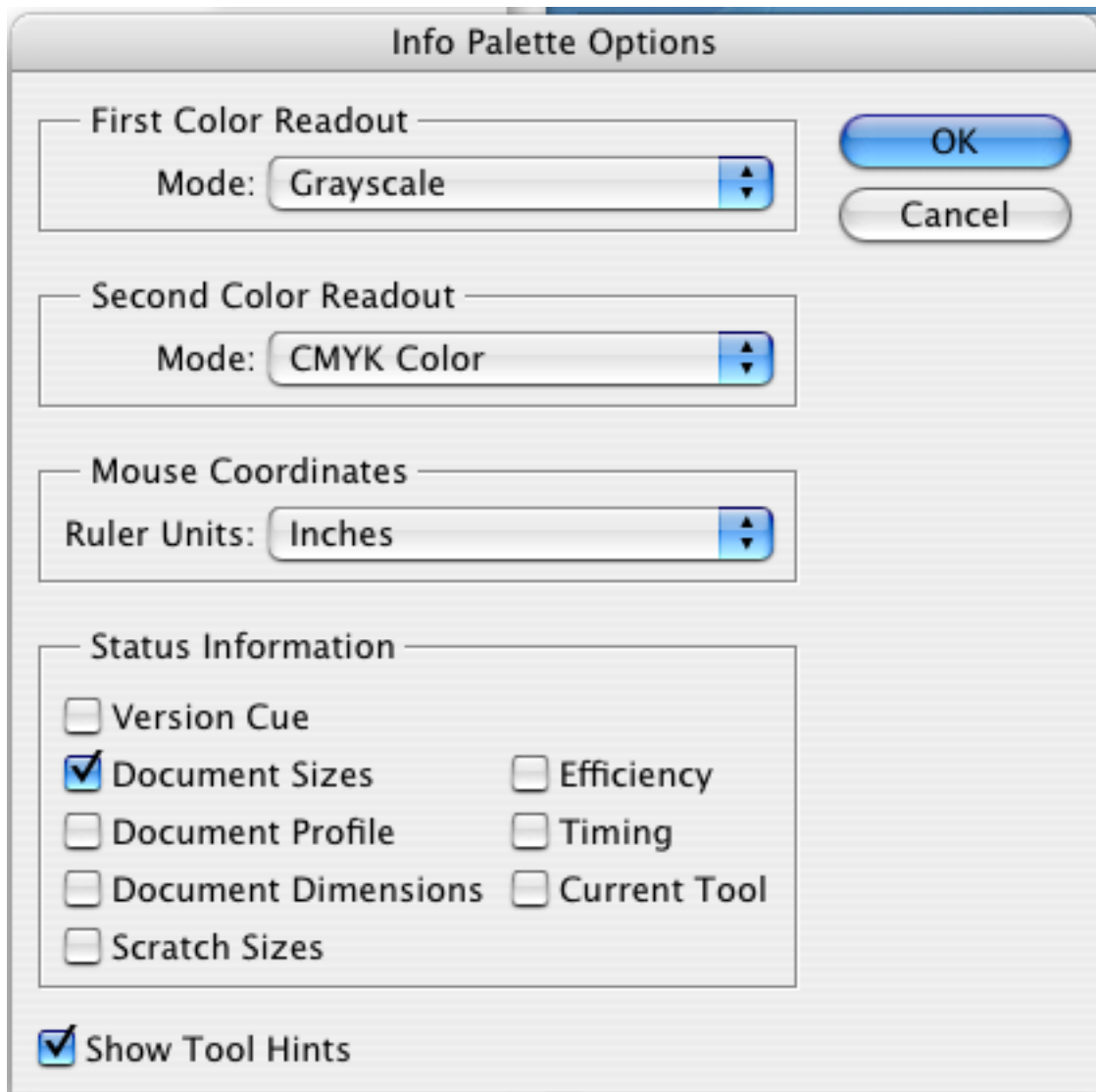


Display “Info” palette on desktop

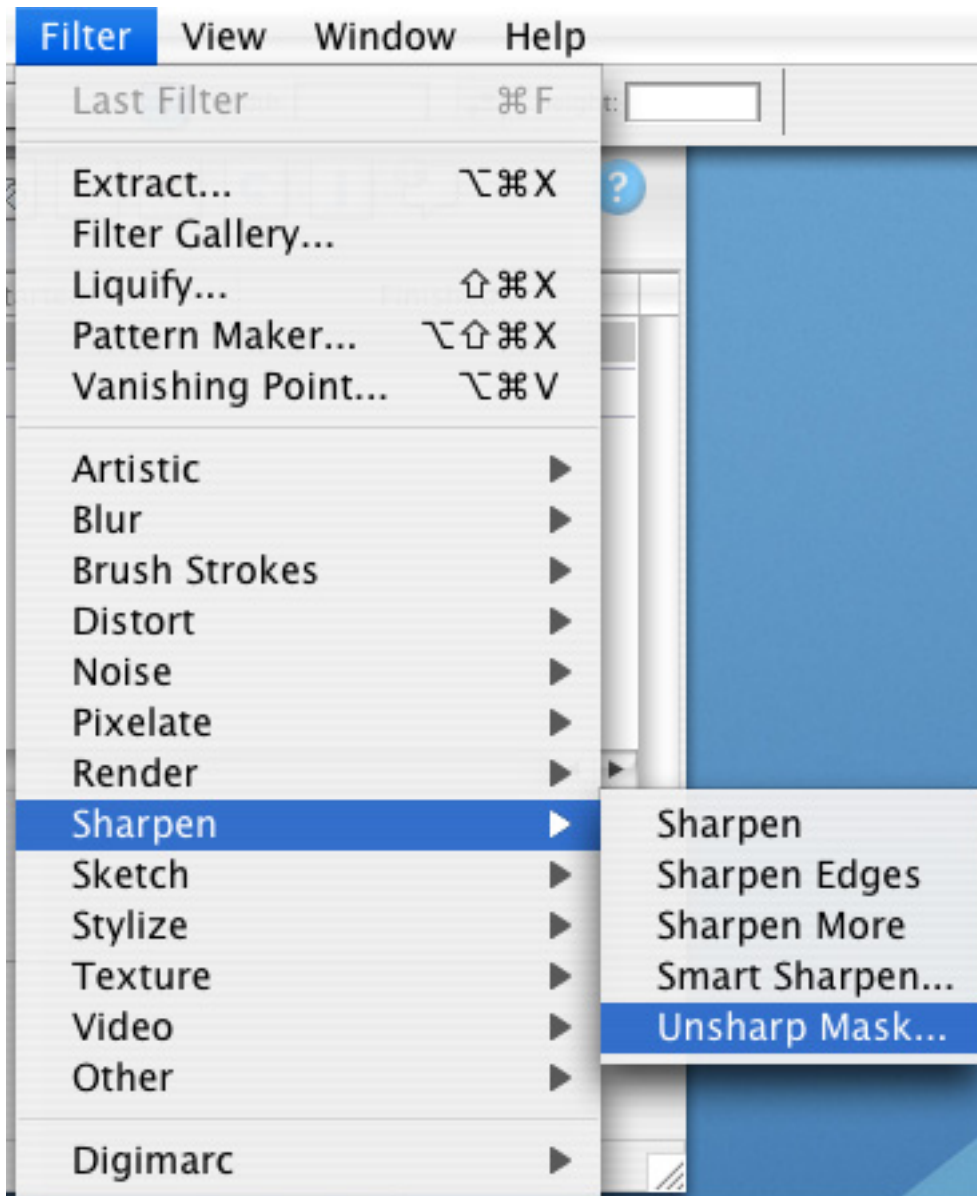


Click on arrow to display
“Palette Options”

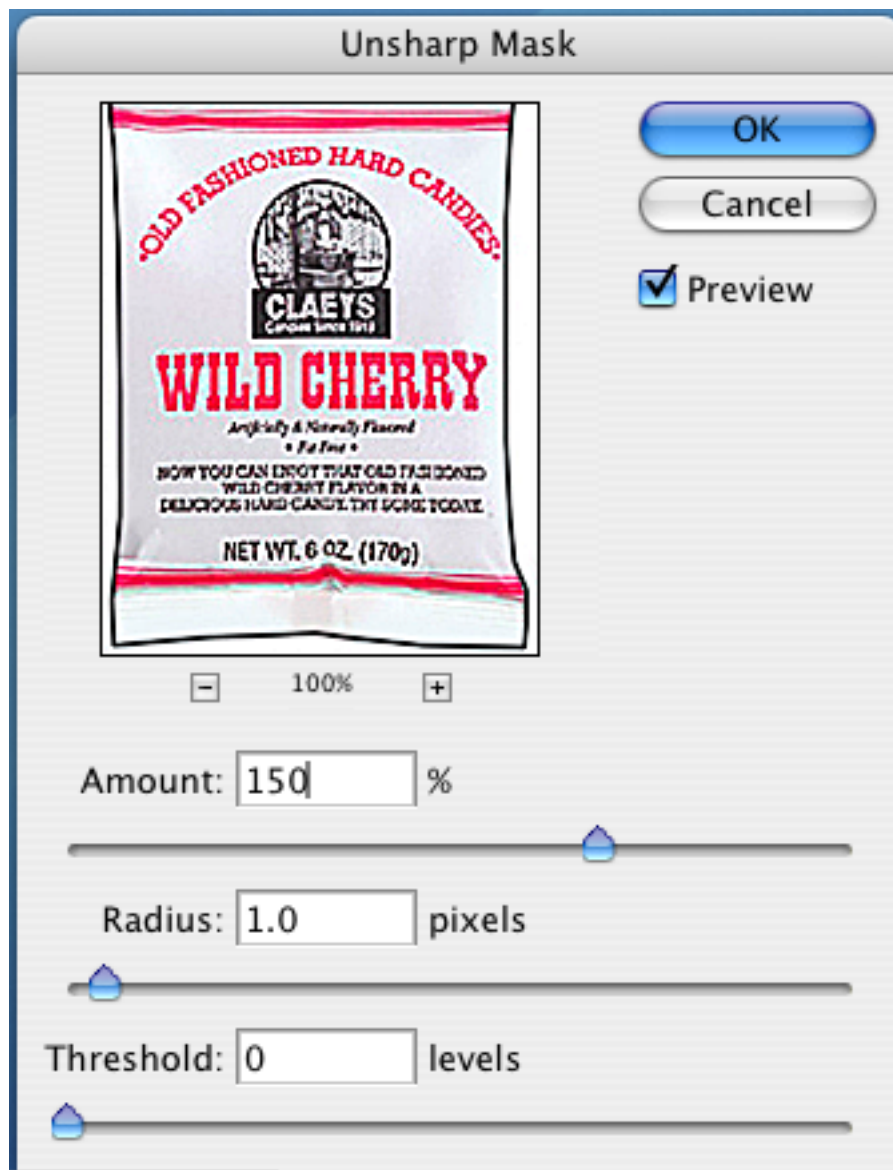




Set “First Color Readout” to Grayscale
Set “Second Color Readout” to CMYK
Click OK



Under “Filter” go to “Sharpen” and
then “Unsharp Mask”



Set Radius to 1.0 and Threshold to 0
Amount % will depend on file size and
physical size.
Always view photo at 100% in Photoshop
when applying amount to see affect of
Unsharp Mask filter.



Optimal fleshtones will have equal amounts of Magenta and Yellow with a minimum Cyan dot.

Example: Magenta - 25%
Yellow - 25%
Cyan - 3-5%

Example of Highlight area

Example of Shadow area

%'s for CMYK Neutral Highlight area

C - 3

M - 2

Y - 2

K - 0

%'s for CMYK Neutral Shadow area

C - 65

M - 55

Y - 55

K - 85



Example of Reflective area

Examples of Highlight areas

Examples of Shadow areas

%'s for Grayscale Neutral Highlight area

K - 3-5%

%'s for Grayscale Neutral Shadow

K - 80-85%

Photo editing and color-correcting Procedure in Photoshop

1. Update “Color Settings” (done only once, will stay the same until changed)
2. Open file for editing
3. Determine Color mode (CMYK or Grayscale), convert if needed
4. Size for placement in page layout application (minimum 200 dpi)
5. Apply levels (“Auto Levels” will help reduce strong color casts)
6. Apply Curves
7. Apply Unsharp Mask filter
8. Save