FILE PREPARATION CHECKLIST

FONTS
• Minimum black type size should be at least 8pts
• Minimum black knockout type size should be 10 point bold
• Minimum colour knockout type size should be 10 point
• Embed all fonts or convert fonts to curves (including system fonts) when creating PDF files
• Do not apply artificial type styles to fonts which makes difficult reading.

IMAGES AND SCANNING
• Submit Adverts or News Pages in Tiff, Eps or pdf formats
• Halftone or photo images must be scanned at 300dpi @ 100%
• Line Art should be scanned at 400dpi
• Avoid low resolution images from the Internet. Web images are usually 72 DPI and reproduce poorly.
• All files must be either CMYK, Grayscale or Line Art
• Use good quality pictures only.

COLOUR
• Do not use 4-colours to achieve the colour black as in the case of Registration Black.
• All colours must be converted to CMYK
• Give consideration to newspaper dot gain especially when it comes to mixing of black with colours intended to be bright. Eg. Bright Green, Red etc
• To achieve a rich bright green, a combination of 100% Cyan+100% Yellow is suggested, a combination of 100% yellow and 100% Magenta will result in bright Red. In-

troducing a percentage of black will kill this brightness if not controlled.
• Colour correct all images for newsprint.
• Apply knockout / Overprint on each element – check individual items
• It is recommended that colour charts are used in selecting colours for Adverts if possible as a second check since poorly calibrated monitors may deceive designers when viewing colours on defective screens.
• When opening a pdf file in photoshop, and the IMPORT PDF dialogue box appears, change the default RGB colour mode to CMYK, in order to get a solid black text.

DOCUMENT
• Create documents at 100% of printed size. Adverts submitted must not require scaling. This brings about distortions of artwork in some cases in an attempt to fit it into a specified space which is bigger or smaller than the Advert size for publication. In some cases fonts are reduced to unacceptable sizes.
• In the event that the advertiser is advised against downsizing of Adverts or the use of tiny fonts which would not print well and they insist, the advertiser would be made to give his/her consent, by signing on a hard copy, to accept the end result.

• Text submitted for designing of Adverts or News page must be in soft copy.

• Images should ideally be used at 100% of original scanned size.

• Hard copies of Artwork submitted alongside soft copies must be same.

AD DELIVERY
• Ads must be delivered three clear days ahead of publication date
• Include only the necessary files for the Advert/ News page on CD or External Drive and the files clearly labeled.
• Ensure that the soft copies submitted for publication matches the Printer's Guide submitted by clients.
• Designers are to assist clients to check soft copies for legibility and clarity of all fonts and images in Advert/ News page. Any image or text that is not likely to appear well when printed should be referred to the client for correction. This is to ensure that we give our clients the best of service.
• Artworks which require major corrections or changes would have to be taken back by Advertiser for re-work.

SOFTWARE
• Adobe Photoshop (either save Advert as Tiff or Jpeg in maximum quality)
• Adobe Illustrator (convert fonts or typeface to curves)
• QuarkXpress (save the whole document, including the pictures, in a folder. All colour pictures should be in CMYK format with minimum resolution of 300dpi. The best way to get all quark documents in one folder is by using the collect-for-output method.
• Editable pdf. (Convert type to curves before saving).
• CorelDraw but export as pdf/Jpeg/Tiff.

Note: Adverts sent via email should have a resolution of at least 300dpi. Low Resolution Adverts (72dpi) will not be accepted.

Technical Guidelines & Checklist

For Graphic Communications Group Ltd. (GCGL)

ADVERTISERS' GUIDE

NEWSPAPER REPRODUCTION

INTRODUCTION
These Technical guidelines have been put together to assist our Frontline Officers and Advertising Agencies to address some issues at the prepress stage, which are likely to affect the quality of prints. Advertising agencies, especially will find information provided useful in the design and delivery of newspaper adverts.

This document seeks to propose several considerations in the form of guidelines to assist in achieving the standards that will reproduce well on the Web Offset Press.

PRINTING SPECIFICATIONS FOR PREPRESS

TYPE

Sans serif type faces are the best choice for newsprint reproduction. For best legibility, it is recommended that a type size of at least 8 points is used for black type without a screen. However If you choose to use serif fonts then a type size of 9.5 points (body text) and above is advised.

SCREENED TYPE

When using type, avoid fine to medium, thin weight type especially with sans serif type. If it has to be used, bolden or add stroke to increase weight of font.

REVERSED TYPE

To assure quality reproduction for reversed type in colour, it is advisable to use type sized 10 points and above in bold.

PRINTING TYPE OVER SCREENED BACKGROUND

When printing body type on a screened background, use a screen (background) not heavier than 5%. However bold text can be used on a background of 15% to 20% screen.

IMAGES AND SCANNING

- Every digital image submitted for processing must have a resolution of 300dpi
- Hard copy Images other than continuous tone copies submitted for scanning should be processed at a resolution of 300dpi before submission.
- All line art and line drawings must be 400 dpi.

- All files must be converted to either CMYK, Grayscale or Line Art depending on type of advert or news page.
- Avoid using low resolution images from the internet since most of them are usually 72dpi.

COLOUR PRINTING SPECIFICATIONS ON NEWSPRINT

Print quality differs from one substrate to the other. Newsprint is more porous and would have ink sipping into the fiber of the paper while bond or art paper are finer in quality and will have the ink settle on the surface of the substrate making the print quality different from prints on Newsprint.

COLOUR TYPE

Black text should only be created using 100% black. A 4-colour black or Registration Black should not be used in place of 100% Black. Adverts and news pages meant to appear as Grayscale should be converted and not left in RGB or CMYK.

When setting type in colour, the ideal font size should be 10 points and above.

KNOCKOUT / OVERPRINT (TRAPPING)

Reversed type or knockout text

Reversed type refers to text that has a light color on a darker background. When white text is set on a black background, the text is 'knocked out' and the paper shines through, hence the term 'knockout text'.

A knockout

A knockout removes a portion of the bottom image. When two colors overlap, they don't normally print on top of each other. The bottom color is knocked out—not printed—in the area where the top color overlaps.

Trapping in prepress

Trapping is the technique that is used to compensate for registration issues of successive colors or images. It ensures that there are no ugly gaps or overlaps in the printed result. Misregistration can occur because of Instability of the printing press.

Overprinting

Overprinting refers to the process of printing one colour on top of another in reprographics.

Note:

10 points is the minimum recommended point size when using knockout text on colour background.

When using black type on a colour background, overprinting is recommended on solid areas for best reproduction.

All inks/colours are translucent in newsprint. This must be considered when colour elements overlap. Size and weight of type must be taken into consideration when deciding to overprint or knockout. Trapping should be set per element, not to the entire document.

SPOT COLOUR ADS (CONVERT TO CMYK)

Spot colours used in designing adverts/ News pages must all be converted to CMYK before submitting for publication.

PANTONE COLOURS (USE THEM BUT CONVERT THEM)

Pantone Tru Match System colours (PMS Colours) used in designing Adverts especially for corporate institutions should be converted to CMYK before submitting for publication.

Total reliance on what is viewed on a

---

screen without taking into consideration the actual inputs of colours may at times pose a challenge.

Designers are advised to stick to the Pantone reference colours of their clients instead of picking colours from the colour palettes similar to the Pantone Colours. Printers have a lot of difficulty achieving the right corporate colours in such instances.

To assist our designers and printers to serve you better, submit a corporate colour reference chat for your clients to the front office as a guide. This will be used as a standard to check against any advert or news page submitted for publication.

DUOTONE IMAGES IN A CMYK ENVIRONMENT

Duotone images can be simulated in either 4 colours or 2 spot colours. If the two spot colours are Process Colours they can be maintained as such. However If the two colours are Pantone Colours, they should be converted to CMYK before submitting for publication.

If an artwork is in Magenta and Grayscale, it is important to ensure that the Grayscale image is represented as Black only (not CMYK Black or Registration Black).

If the Advert is a Photoshop image, a quick check in channels should show the Grayscale image in the Black channel only and the Magenta in the Magenta channel only.

All other colours used as spot apart from the primary colours should be converted and saved as CMYK.

Submit a hard copy colour guide with your soft copy Advert.