

QUALITY STANDARDS

Pre-Press Specifications for Digital Material Delivery in the PDF/X1-a file format.

1. All digital material transmitted electronically to the printer must conform to the PDF/X1-a file format.
2. The file must be saved as a complete, composite, press optimised PDF/X1-a file and must contain all relevant elements i.e. fonts, hi-res scans, logo's and EPS graphics embedded in the file.
3. All scans and graphics must be saved in the CMYK colour space before embedding in the PDF/X1-a file.
The following files / images are not acceptable:
RGB, PANTONE SPOT Colours, LAB images

All separations must be colour corrected according to the hues of the European Ink Standard ISO 12647-3 or Din16536 and the "whiteness" limitations of the various newspaper substrates , eg. 48gsm local newsprint

4. All scans, digital images and graphic elements in the PDF/X1-a file must be scanned/saved with a minimum effective resolution of 300 dpi before transmission to The printer.

5. Screen Rulings

4 Colour and Mono Digital artwork files should be set for screen ruling of 100LPI 40L/cm

Dot Structure: Round

Screen angles: Cyan 15°, Magenta 75°, Yellow 0°, Black 45°

Print sequence: Cyan, Magenta, Yellow, Black.

6. All digital material in the PDF/X1-a format to be transmitted to the printer must first be pre-flighted and validated before transmission.

This implies that the pre-flighting of the PDF/X1-a material takes place at the point of creation and the creator of the file assumes full responsibility for the validity of the transmitted file.

7. Digital advertisement material created for newspaper printing must conform to Euro Standard - Newspaper ISO 12647-3 or DIN16536 specifications. Colour files are to be submitted in the CMYK colour space. Total four Colour Ink Weight (Total Ink Coverage) should comply as follows:
Four-colour separations supplied for newspaper reproduction should have a total combined shadow or solid ink weight of no more than 240% with the black component at 80%.
The total saturation for process colour material should be no greater than 240%. This helps compensate for dot gain and allows for maximum shadow detail with minimum ink set-off. Saturation exceeding 240% (typical commercial/heat-set specifications) will not result in darker shadows on newsprint. It simply leads to excessive set-off and causes shadow areas to fill in; thus reducing printed shadow detail.
8. Digital files created for printing on Newsprint should ensure that the first printing tone is 3%.
A dot-gain compensation of 27% - 30% in the mid-tones of colour images will be applied.

9. Fonts

All fonts must be embedded and subset when creating PDF files. Files created in Corel Draw, FreeHand, Illustrator that contain text must first be converted to curves / paths before being embedded in the final PDF/X1-a file document.

Use only Type1 fonts (or Postscript / Postscript compatible fonts)

Note that if TrueType or MultipleMaster fonts are used serious problems could be encountered when attempting to embed certain type faces in the PDF/X1-a document.

All black text must be supplied as single colour black at 100% density. Black text created in multiple colours will cause print registration problems on the press.

Fine white text reversing out of multi coloured panels must be avoided for the same reason.

Point Sizes

<u>1</u>	The minimum text size for a SINGLE solid colour of 100% C, M, Y, K.	6pt
<u>2</u>	The minimum type size for coloured type on white background, using two or three colours.	8pt
<u>3</u>	The minimum type size for Coloured type on white background using four colours. It is not recommended that typefaces print in four colours. However if four colours are used it should be Sans Serif and bold.	12pt
<u>4</u>	The minimum type size for type with fine serifs and type screened to make up a required colour.	12pt
<u>5</u>	The minimum type size for type as a light screen tint.	12pt
<u>6</u>	The minimum type size for reversed type out of a four-colour image, reversed type with fine serifs and reversed type with screens.	12pt

10. Reverse type out of coloured / solid or halftone panels

When reversing type out of panels it is recommended that this be limited to using three colours only.

For contrast and readability, reverse type should not be positioned within screened areas less than 50% or in yellow or light coloured backgrounds.

Minimum text size of reversed type out of a four-colour image, type with fine serifs or type with screens, is 12pt and should be in bold face. This allows for press variations in register while maximising legibility.

The minimum type size for (Reverse Type using one process colour) is - 8pt. Please note: It is not recommended to reverse type out of single colour yellow.

Do not use white overprint fills (white tints). Always knock out white tints.

Do not use bleed or crop marks on PDF files supplied except in the case of quarter-fold jobs.

Do not lock PDF documents i.e. no encryptions (locked PDF documents will be considered as material not received)

Do not include references to external OPI-devices.

11. Grey Balance (Grey bar)

- Maintaining grey balance throughout the separation is extremely important for quality four-colour reproduction.
- Separations without neutral greys will reproduce with perceivable colour casts on press. As a general rule for newsprint reproduction, grey balance requires slightly more cyan relative to less amounts of magenta to yellow, (E.g. 30 cyan, 24 magenta, 24 yellow)

For this reason it is of the utmost importance to include a grey bar within the product to adjust ink balance on the press. The grey bar is situated in the spine of tabloid publications and at the bottom of the page in the case of broadsheet publications. These grey bars will be produced as part of the plate-furniture by The printer.

The grey bar will consist of a (3x) 3.5mm x 3.5mm squares per ink zone. A 100% black reference point will be adjacent to a 34% black and a combination grey-balance square.

Failure to include a grey bar in the publication may result in inconsistent reproduction.

In the case where the customer should choose not to include the grey bar in his product, the printer cannot be held responsible for colour variations during the printing process. If however the grey bar has to be excluded from the file, page proofs have to be supplied.

12. Page Proofs

Newsprint proofs generated with CGS Colour Tuner Screendot or Black Magic are preferable.

The proof is a guide only. The printer cannot guarantee to replicate a proof 100% on their presses.

Hard copy proofs.

The use of newspaper ICC profiles in the proofing device is highly recommended.

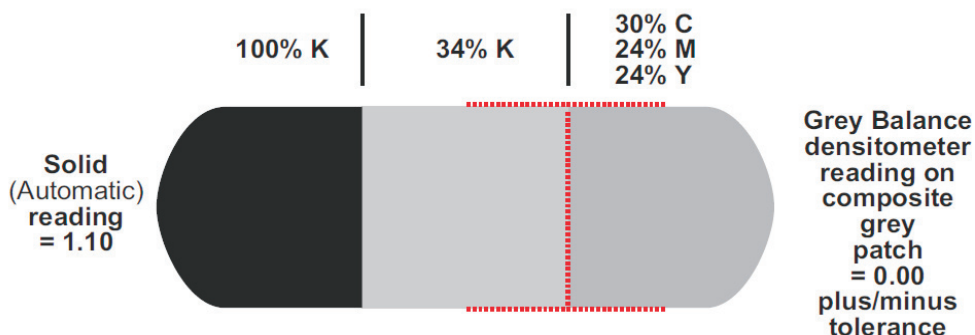
The proof must closely match the production paper stock.

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

Glossy chemical proofs will not be accepted as colour tonal values dramatically differ from the printing process.

Signing off of the printed product at the press is highly recommended in order avoid any claims that may derive from quality issues.

Grey Balance Bar Description



– Printing Densities –

Cyan	= 0.90
Magenta	= 0.90
Yellow	= 0.90
Black (Key)	= 1.10