

Production Specifications for Newsprint Reproduction

Fonts

Please provide Mac-compatible Type 1 screen and printer fonts for color ads sent using removable disks - except for PDF files.

Note: The *Charleston Regional Business Journal* cannot make font corrections or modifications to PDF or postscript files.

Identity-H

Identity-H occurs when a PDF file is created directly from programs such as Adobe InDesign or Adobe Illustrator. When a PDF file contains fonts with Identity-H, the effected text may not print as expected (or at all). In InDesign, first save the document as a PostScript file. Then use Adobe Acrobat Distiller to convert it to PDF. In Illustrator, convert type to outlines.

Graphics

Camera Ready Ads

- InDesign CS2 with all appropriate links and fonts included
- PDF documents with all fonts and images correctly embedded.

Image File Types

- Only JPG, EPS or TIFF files will be accepted for support images. Word documents, Publisher documents, Powerpoint documents, Excel documents, and PDF documents will not be accepted for support images.
- Logos for sponsorships of any kind must be in vector format, compatible with Adobe Illustrator CS2.

Image Sizes

- For ads 1/4 page and smaller - all images should be no less than 5" x 5" at 300 dpi.
- For ads 3/8 page or larger - all images should be no less than 8" x 10" at 300 dpi.

Color

- Only CMYK or grayscale images will be accepted. Spot color and RGB images must be converted to CMYK prior to submission.
- The *Charleston Regional Business Journal* does not accept "spot color." PMS colors must be converted to CMYK to simulate newsprint colors and not to publication (SWOP) standards.

Color Reproduction in Newspapers

Reproducing color advertisements for newsprint is significantly different than that for magazines.

Tone Reproduction

The relationship between tones in an original (color transparencies, photographic prints, color and electronic artwork, line art) and tones in the printed work is known as tone reproduction and is often called contrast. Because of tone compression, newsprint reproduction has significantly less contrast than the original or magazine publications (SWOP).

Ink Density

The darkest four-color area should not exceed 230%. Ink density is calculated by adding the values of all four colors in the darkest four-color area together: C+M+Y+K=230. For black only areas larger than one square inch, the dot percentage should not exceed 90%.

Mechanical Dot Gain

Not all dots grow at the same degree. The greatest growth is in the midtone areas. Optical dot gain is caused in part by the relative darkness of the newsprint itself: the brightness (or whiteness) of the paper. You must compensate for this effect in your images and flat tints, or your color ad will print heavy (often referred to as muddy). Keep images bright with great contrast: quarter midtone value should range from 35-60%; midtone value 60-75%; shadow 75% and above so that the image does not appear flat after press dot gain.

Gray Balance

Color impurities of inks, lower ink densities, and the lower brightness factor in newsprint, affects gray balance.

Type

Industry standard allows registration to be up to two rows of dots out of register and still be within standard specifications.

- **Black type:** For clarity and readability, we recommend using type sized at 8 point or larger. Type faces with thin serifs should be avoided. Four-color black type should not be used.
- **Color type:** Color type using two or more overprinting inks should be no less than 14 point. Serif type is not recommended.
- **Reverse type:** Serif fonts are not recommended for reverse type. Type reversed out of a single-ink area should be no less than 10 point. Type reversed out of two or more overprinting colors should be no less than 14 point.
- All color rules (lines) should be at least 2pts. All B/W rules a minimum of 1pt.

Advertisements that do not meet our production specifications may be changed at the discretion of the production department.