design considerations

acceptable mac formats

- Quark Xpress
- Photoshop
- Illustrator
- Acrobat

please contact your local newspaper for software version compatibility

Please remember the settings and tips within this document are generic formats which are widely accepted and fall with in the standards for quality reproduction. It is always a good idea to contact your local newspaper or printing facility for more information.

ads

Good ads are well organized and use the basic principals of ad design: proportion, balance, contrast, movement and unity.

- feature a dominant element, such as a **logo or photo**
- use **white space** effectively
- use no more than **3 type faces**

objective

Attract the readers eye by using graphics and type. Be sure the ad corresponds with the product and service you're advertising.

- grab the readers attention with headlines, type, white space, and visuals
- make copy interesting and benefit oriented
- answer the readers most basic question (what's in it for me?)
- urge reader to act now

price-points/sales

Maximize ad presence by utilizing price-points and sales.

- ads that list10-12 prices are noted 80% more often than those that list fewer than 7
- list to many and you risk confusing readers
- when advertising a sale be sure to advertise the sale prices
- ads with sale prices are noted 23% more often than sale ads without sale prices
- readers pay more attention to sale ads

color

Color is a dramatic success in newsprint. Color ads draw 60% more in-depth reading than black and white and 40% more than spot color ads. Color is one of newspaper advertisers most powerful tools.

- color should be **CMYK** only
- full color scans should be saved as **CMYK/TIFF**
- spot or full color must be converted to process CMYK
- RGB, LAB, and INDEXED colors will be converted, and color reproduction will be as close as possible

design/layout

*Use **graphics, type,** and **white space** within your layout to help make your ad stand out.*

- *design your ad to direct the reader to the key feature*

graphics

All graphics should be clean line art, color or grayscale images.

- *all art should be proper format, i.e. **TIFF, EPS, grayscale/CMYK***
- ***100 LPI** for grayscale images*
- *illustrator files should have all fonts provided or converted to outlines*
- *set highlights to compensate for newspaper dot gain*

white space

White space attracts attention and gives the ad a frame to help it stand out.

- *avoid butting text and images against borders*
- *keep headlines readable by utilizing white space*

type

Typography is a powerful tool, choose fonts that fit the product or service.

- *avoid using more than three fonts in an ad*
- *avoid using decorative or script fonts for small type*
- *not all copy should be the same size or style*
- *only highlight focus information.*
- *supporting copy should be less prominent*

benefits

Good ads stop the reader from turning the page and tell what the product will do for the customer. They build a concept or idea as well as sell a product and its benefits rather than its features. Good ads promote the name of the store while creating a visual image for the store. \It should speak to a specific group of people and provide all the facts a reader needs without providing too many. Effective ads convey their message simply and sell answers to consumers' current needs.

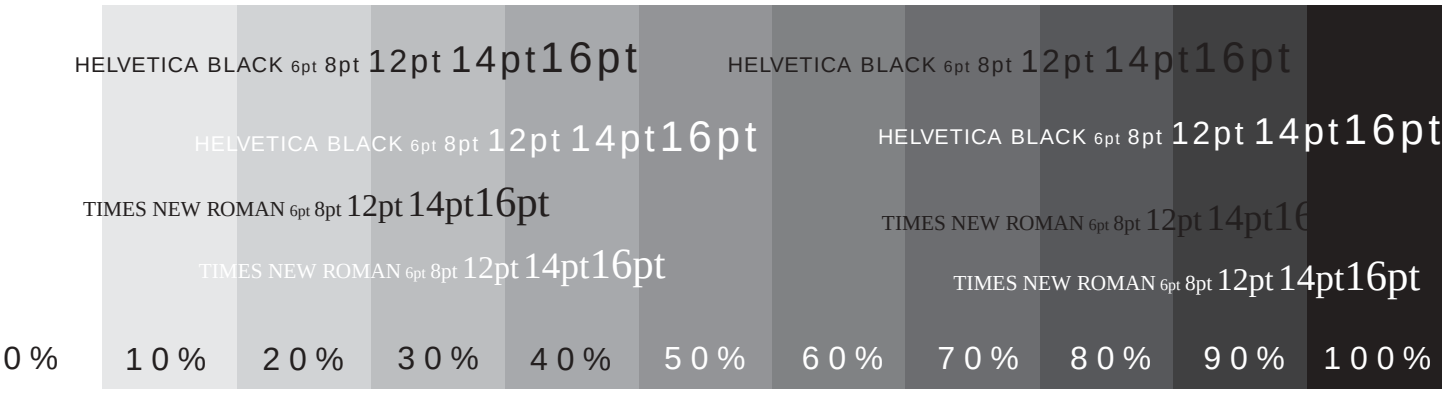
•Avoid overprinting black type on a background screen of more than 25%

•Avoid placing reversed type on a screened area with less than 70% black.

•Avoid small multicolor type or text reversed out of a four-color image area.

•Avoid screening fine or serif'd type styles

typography



Things To Remember

1. Every ad should have focus or benefit
2. Avoid small screened text in reverse
3. Keep it simple
4. Avoid distracting borders and typefaces
5. White space
6. Keep headlines short
7. Try and use fewer than 3 typefaces
8. Avoid all capped copy
9. Color sells
10. Avoid small serif style text in reverse

ads on disk

contact your local newspaper for proper file format

3.5” floppy diskettes
Zip 100/250 MB disks
recordable compact discs
jazz disks

commonly accepted software

Quark Xpress
Illustrator
Photoshop
Acrobat

please contact your local newspaper for software version compatibility

offset printing 85-100 line screen *black & white*	
nondetail whites	0
highlight	2
quarter-tone	18
mid-tone	35
shadow	85

color	C	M	Y	K
nondetail whites	0	0	0	0
highlight	3	2	2	0
quarter-tone	20	14	14	0
mid-tone	38	30	30	10
shadow	60	50	50	80

Disk Ad Submissions Should Include:

- **a copy of your ad** in its native application program
- **All graphics** used in the ad. *(please place all artwork in a separate folder.)*
- **Hard Copy** Print-out of ad for reference. For color ads please provide a color proof as well as a separated proof.
- **All fonts** use in ad. ***Type 1*** screen fonts, Suitcase and Postscript printer fonts must be provided. ***(Supply only Adobe Type 1 fonts. True Type Fonts and Multi Master Fonts are not accepted.)***
  Fonts can not be substituted if they are a part of an EPS graphic. Please make sure fonts are converted to paths or outlines.

Color

Spot or full color MUST be converted to process CMYK. (color reproduction will be as close as possible) Full color scans should be **CMYK.** ***(LAB, INDEXED, PANTONE, or RGB modes are not accepted)***

Art & Graphics

All art must be included on disk, and saved in the proper format, i.e. TIFF or EPS with a minimum resolution of 200 dpi.
(JPEG’s should not be used)

Please refer to our color reference chart for Gannett's color recommendations. If you build your ad with a color format other than CMYK you may not get the exact shade desired.

Please contact your local newspaper for preferred file format and version compatibility.

advertisers guide to COLOR reproduction

Please note that this reference chart represents the Newspaper Association American(NAA) Ad-Litho colors. The chart is intended to be our primary color reference for color using a mix of the four process colors. Please use these colors when building ads.

0AA0 0AA0	1880 1880	04A0 04A0	A0A0 A0A0
1AA0 1AA0	0774 0774	03A0 03A0	8050 8050
0A50 0A50	3AA0 3AA0	02A0 02A0	8020 8020
0A00 0A00	0770 0770	01A0 01A0	A400 A400
0A10 0A10	1660 1660	00A0 00A0	A000 A000
1830 1830	0640 0640	2080 2080	A100 A100
1A00 1A00	0440 0440	4080 4080	7300 7300
3800 3800	06A0 06A0	6080 6080	AA00 AA00
5A00 5A00	15A0 15A0	8080 8080	5400 5400

If you build you ad with a color format other than CMYK you may not get the exact shade desired.

reading the color code

NUMERICAL COLOR IDENTIFICATION

All colors are identified by a four-digit number. Each number code is the combination of screen tint percentages used to produce a certain color. The first digit represents the amount of cyan. The second digit represents the amount of magenta. The amount of yellow is represented by the the third digit and black is specified by the fourth digit.

Colors developed with less than 10% intervals are not distinctively different when reproduced.

EXAMPLE
CMYK
A000/cyan = 100% cyan
0600/pink = 60% magenta
A0A1/green =100% cyan and 100% yellow with 10% black

0=no color	**3=30%**	**6=60%**	**9=90%**
1=10%	**4=40%**	**7=70%**	**A=100%**
2=20%	**5=50%**	**8=80%**	

2A83

The first digit in the code is the cyan dot percentage. The 2 represents 20% cyan.

The second digit in the code is the magenta dot percentage. The A represents 100% magenta.

The third digit in the code is the yellow dot percentage. The 8 represents 80% yellow.

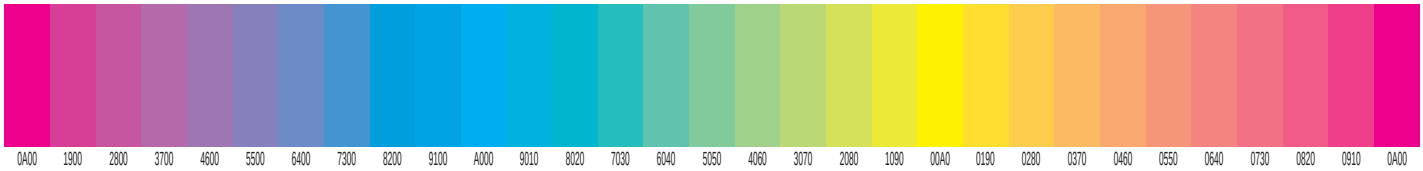
The fourth digit in the code is the black dot percentage. The 3 represents 30% black.

2	A	8	3
20% CYAN	100% MAGENTA	80% YELLOW	30% BLACK

process color

selected pastels

0100	0200	0300	0400	0500	0600	0700	0800	0A00	1200	0111	0130
0110	0220	0330	0440	0550	0660	0770	0880	0AA0	0210	0420	4100
0010	0020	0030	0040	0050	0060	0070	0080	00A0	1030	1070	1011
1010	2020	3030	4040	5050	6060	7070	8080	A0A0	1110	1220	1300
1000	2000	3000	4000	5000	6000	7000	8000	A000	1310	2010	2040
1100	2200	3300	4400	5500	6600	7700	8800t	AA00	3100	3110	3130



1280	0150	0170	01A0	02A0	0260	0360	0380	03A0	0480	04A0	15A0
1880	1440	1660	0AA1	0882	0552	0663	0774	3AA0	0335	0333	0331
1AA0	0771	0AA0	0870	0A50	0A70	0770	0670	0750	0440	0340	06A0
1500	1A00	0A01	0A10	0A30	0710	0610	0820	0620	0410	0320	0640
1410	2300	3400	4600	3600	3800	5A00	AA01	8A00	7700	7500	5400
A100	A200	A300	A400	8400	7300	6100	4110	3220	3330	4330	3310
A001	8010	5010	3020	4030	5040	5030	5020	6020	8020	8030	8040
6061	A0A1	A0A2	A0A5	A0A4	A0A3	5054	8280	6260	4140	8060	8050
3040	5070	6080	8080	70A0	7080	60A0	2060	2080	30A0	10A0	00A1

digital ads

quark

acrobat

illustrator

photo shop

acceptable mac formats

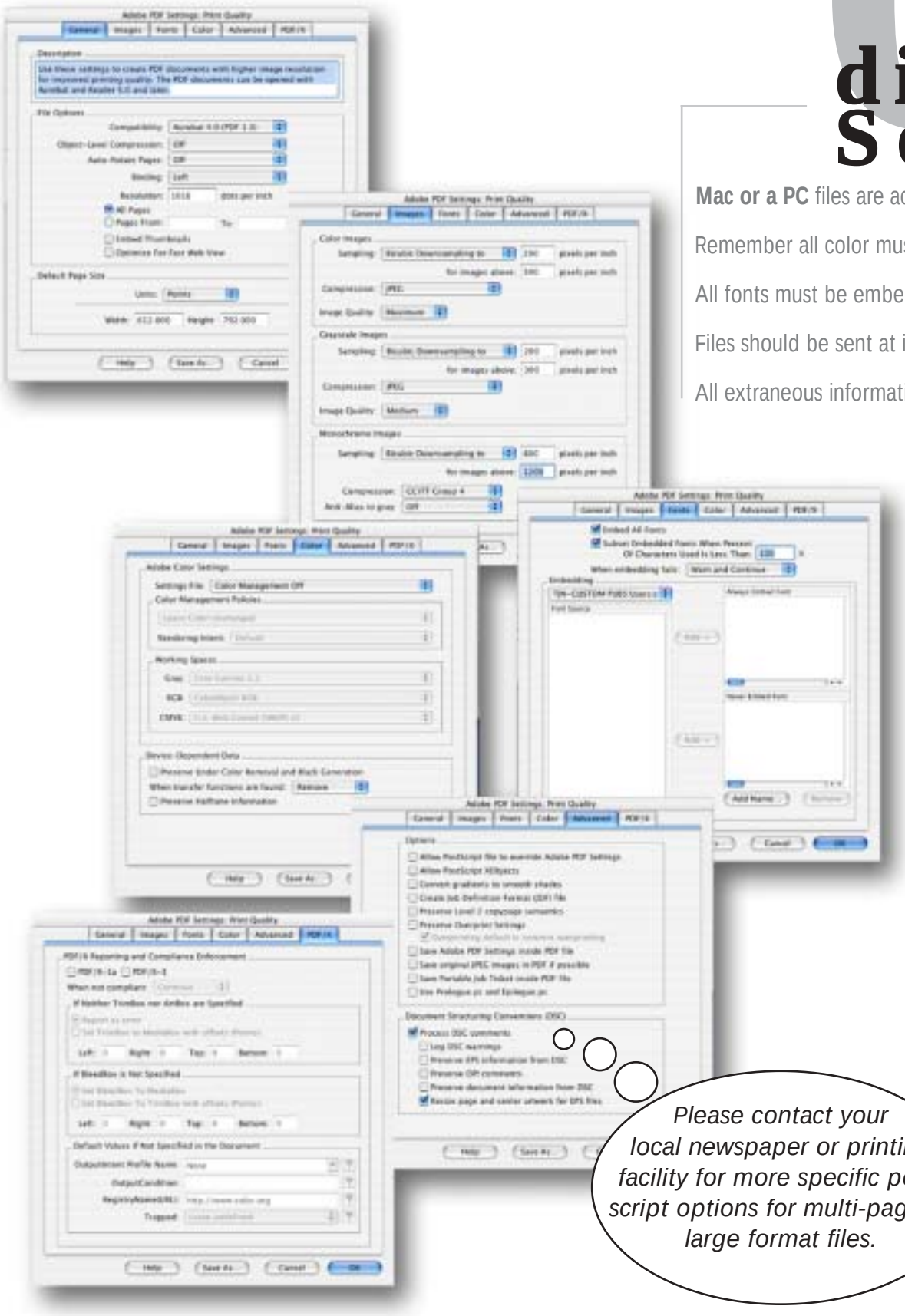
- Quark Xpress
- Photoshop
- Illustrator
- Acrobat

please contact your local newspaper for software version compatibility

Acrobat Professional 6.0

PDF Job Options

PDF files created using Adobe Acrobat are preferred
please contact your local newspaper for version compatibility



distiller Settings

Mac or a PC files are acceptable.

Remember all color must be converted to **CMYK process.**

All fonts must be embedded

Files should be sent at its final production size

All extraneous information should be removed

commonly accepted formats

- Quark Xpress
- Photoshop
- Illustrator
- Acrobat

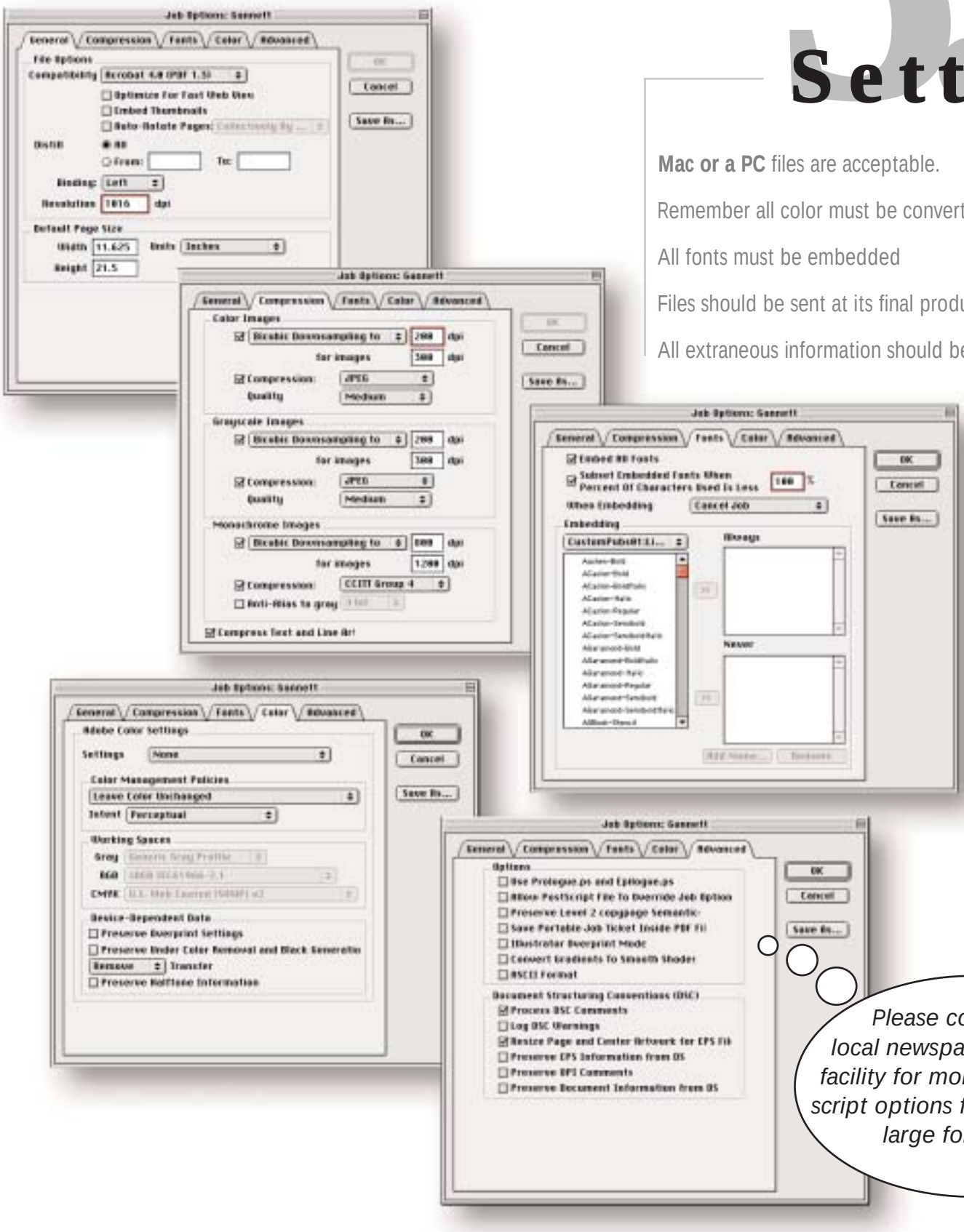
please contact your local newspaper for version compatibility

Please contact your local newspaper or printing facility for more specific post-script options for multi-page or large format files.

Acrobat Distiller 5.0

PDF Job Options

PDF files created using Adobe Acrobat are preferred
please contact your local newspaper for version compatibility



Settings

Mac or a PC files are acceptable.

Remember all color must be converted to **CMYK process.**

All fonts must be embedded

Files should be sent at its final production size

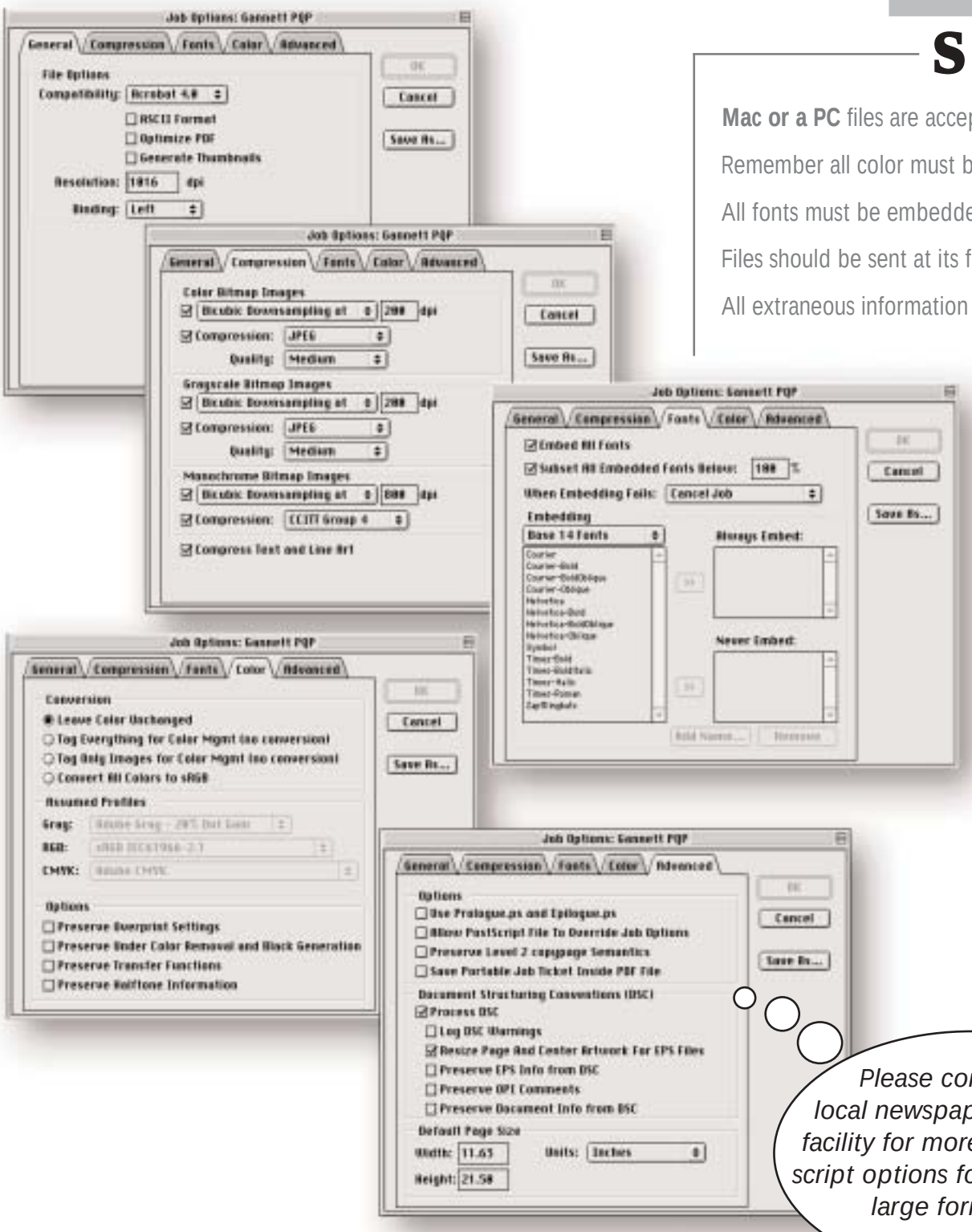
All extraneous information should be removed

Please contact your local newspaper or printing facility for more specific post-script options for multi-page or large format files.

Acrobat Distiller 4.0

PDF Job Options

PDF files created using Adobe Acrobat are preferred
please contact your local newspaper for version compatibility



settings

Mac or a PC files are acceptable.

Remember all color must be converted to **CMYK process.**

All fonts must be embedded

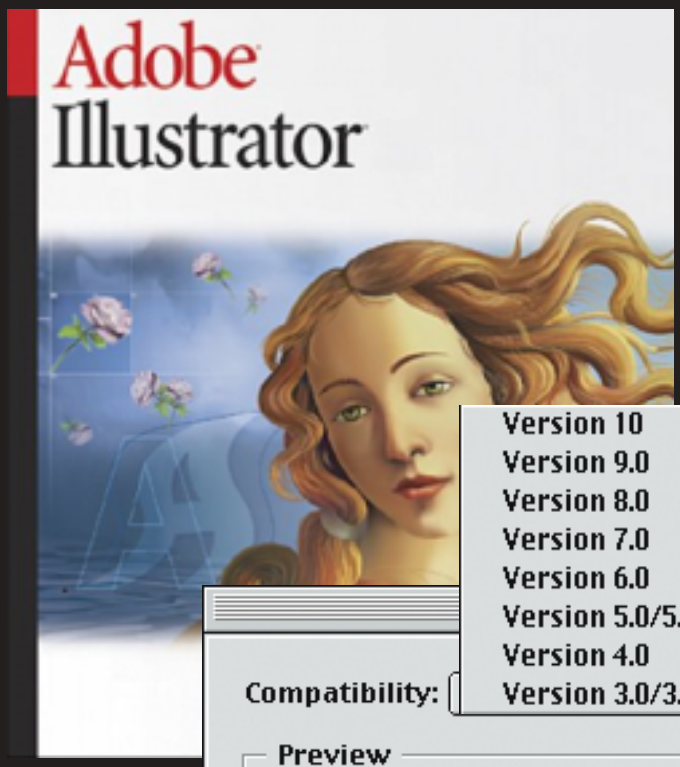
Files should be sent at its final production size

All extraneous information should be removed

Please contact your local newspaper or printing facility for more specific post-script options for multi-page or large format files.

Adobe Illustrator

PLEASE CONTACT YOUR LOCAL NEWSPAPER FOR ILLUSTRATOR VERSION COMPATIBILITY

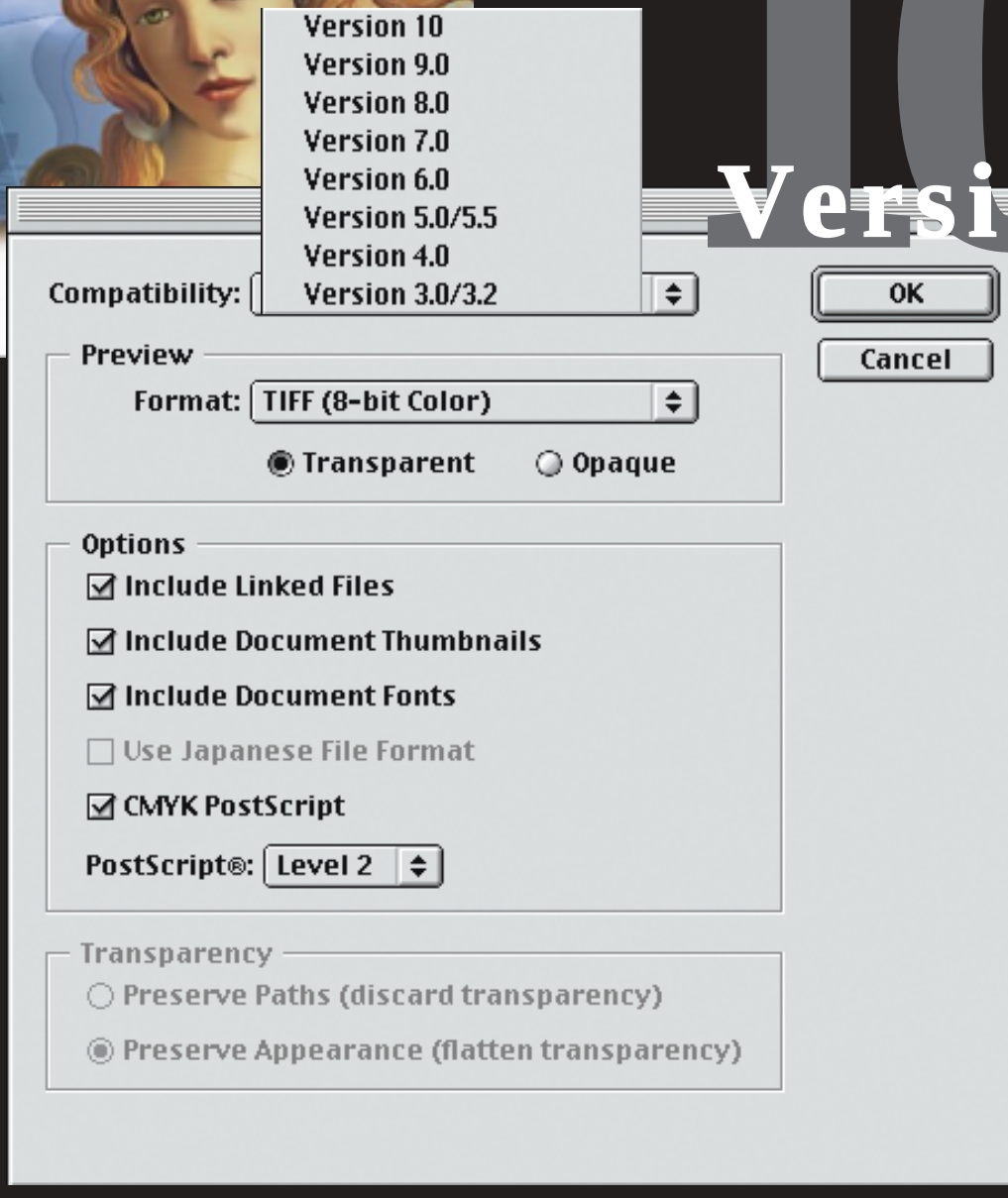


It is important to save all illustrator files with the correct version compatibility. EPS's saved with the incorrect version can not be used.

Please supply all placed images and fonts with the final file

(fonts that are not supplied or missing will not be replaced.)

10 Version



Adobe Photoshop 7.0 Version

All settings are for both black and white as well as color ads.

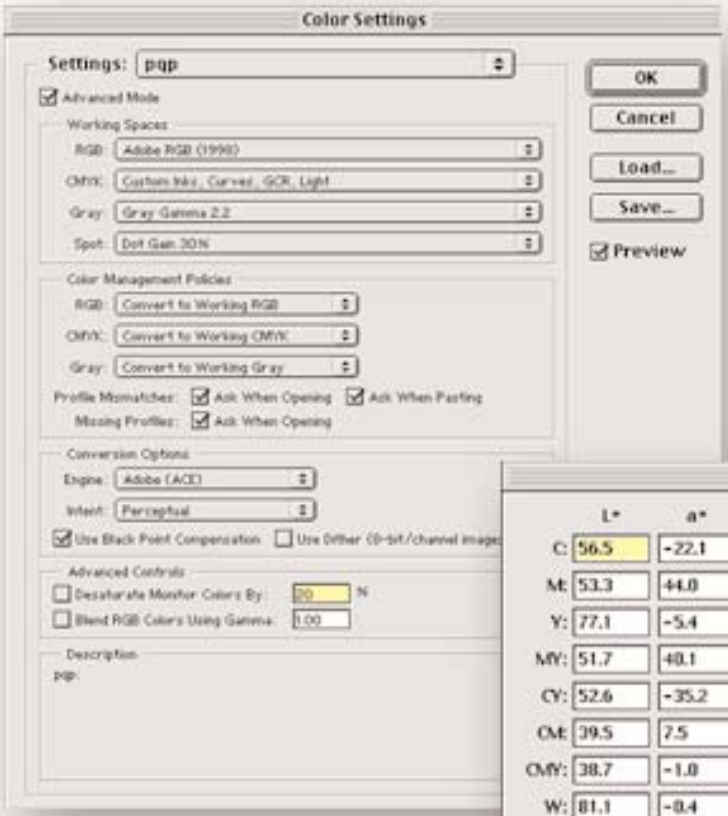
Images should be saved **EPS** or **TIFF.**
Resolution should be minimum **200 DPI.**
Line art (1 bit-images) should be saved at a minimum resolution of **1016 DPI.**
Please contact your local newspaper for accurate dot gain percentages.

COLOR IMAGES MUST BE SAVED AS CMYK. *IMAGES SAVED WITH JPEG FORMAT, COMPRESSION OR ENCODING WILL PRINT BLACK AND WHITE. RGB, OR DUOTONE IMAGES WILL ALSO PRINT BLACK AND WHITE.*

considerations •

- **proper illumination**
- **sharpness/focus**
- **clarity(absence of haze)**
- **size**
- **full tonal range**
- **instant prints, copies, Xerox, or fax repros are not recommended**
- **web art reproduces poorly and should not be used**
- **CMYK... CMYK....CMYK**

color settings for optimal output •



EDIT > COLOR SETTINGS

Working Spaces –

RGB: Adobe RGB (1998)

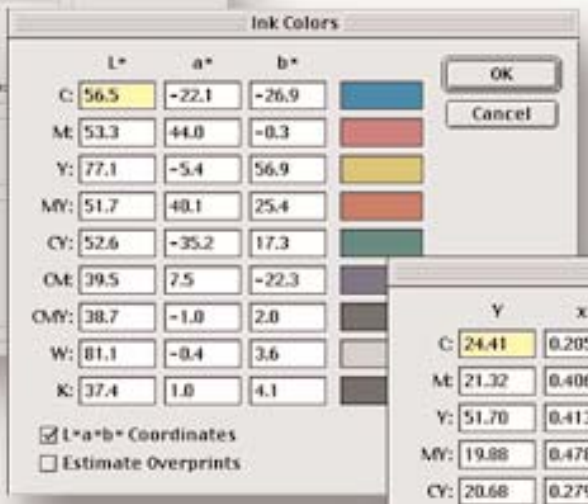
CMYK: Custom Profile (shown below)

GRAY: Gamma 2.20

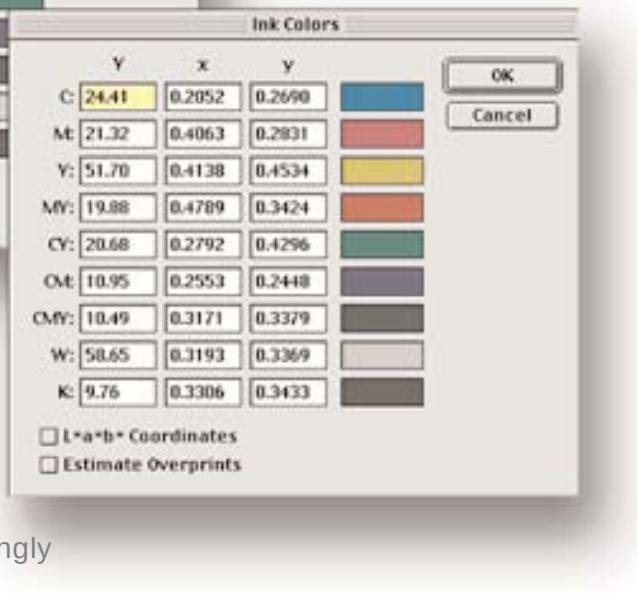
SPOT: Dot Gain 30%

lab ink values•

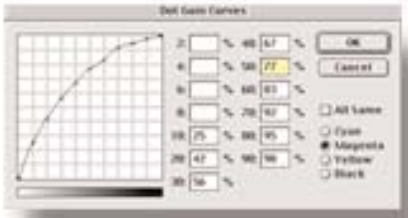
EDIT > COLOR SETTINGS
WORKING SPACES > CMYK
CUSTOM CMYK > INK COLORS > CUSTOM



Enter values accordingly for L*A*B* and assure YxY values correspond accordingly.

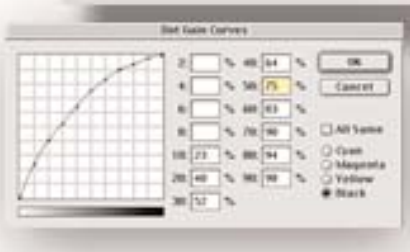


custom dot curves •



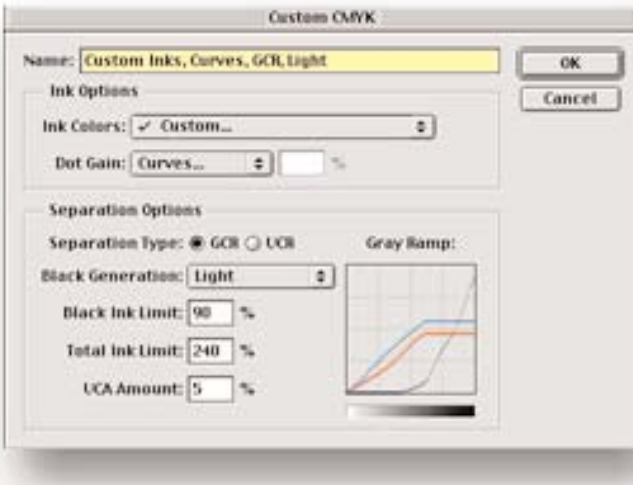
EDIT > COLOR SETTINGS
WORKING SPACES >
CMYK > CUSTOM CMYK
DOT GAIN > CURVES

Enter values accordingly for CMYK.



custom cmyk •

EDIT > COLOR SETTINGS > WORKING SPACES > CMYK > CUSTOM



Separation Type–
GCR

Black Generation–
LIGHT

Black Ink Limit–
90

Total Ink LImit–
240

UCA Amount–
5

general tips for image reproduction

original art •
Using photo copies, duplicates or preprinted material or web based art reduces quality in printed reproduction.

use of web art results in poor print reproduction

preprinted material may reproduce with a moiré pattern

photoshop •
Sharpness of the original photo will have the greatest impact on quality reproduction, however it may be beneficial to apply additional digital sharpness using the *Unsharp Masking* tool. *(a noticeable black or white outline may appear if excessive sharpening has been applied)*

optimum Unsharp Masking

excessive Unsharp Masking

tone/contrast •
Art that has full tonal range from light to dark including non-detail whites (reflection from shinny surfaces) provide the best opportunity for quality reproduction. Backgrounds that provide contrast but are not reflective white optimize the effect of the full print range. (original art with excessive contrast, although visually appealing, is detrimental to optimum quality). Originals with extreme brights and darks lack detail in the halftones, resulting poor image reproduction.

excessive bkrnd. contrast

optimum bkrnd contrast

factors •
Proper front lighting on the subject matter along with uniform lighting on all subject matter will increase printed detail and maximize reproduction quality. (avoid mixed lighting conditions)

excessive haze

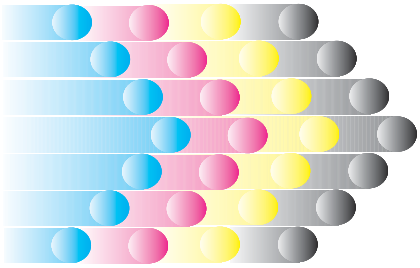
optimum clarity

size •
It is recommended to use large format originals (4x5) for optimum print quality.

lack of mid-tone detail

optimum use of full tonal range

total saturation •
Total ink saturation for process color material should be no greater than 240%. excess saturation will only result in plugged shadow areas and reduced shadow detail.



convert •
Convert to **CMYK** last. Never convert back and forth between color models as detail will be lost with each conversion.

dot gain •
Be sure to accommodate for dot gain in both b&w and color images. Contact your local newspaper for dot gain percentages

digital cameras •
Digital camera files are widely accepted.
Files supplied may be toned and corrected to ensure quality reproduction.

Contact your local newspaper for file format compatibility.

gray bar

for larger format color advertising neutral gray bar usage is highly recommended. the gray bar is an important element in quality reproduction and consistent printing.
please contact your local newspaper for more information.