

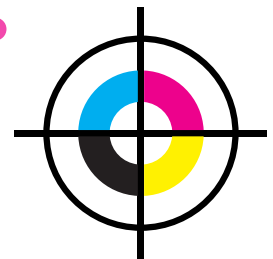
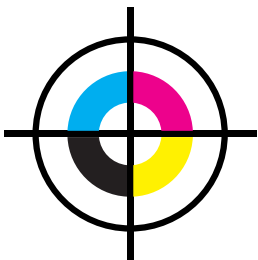
PRINT GUIDELINES



Powered by **Sun Coast Press**

A division of
Adams Publishing

Sun Coast Press - APG Florida
200 E. Venice Ave, Venice, FL 34285
www.suncoastpress.com
941-207-1400





Do's and Don'ts

Check list for successful full color printing

Camera Ready



PDF Ads

DO:

Final Checklist:

- ☐ Build ads in a document program like InDesign to the exact size specs
- ☐ Use 100% black or a tint of black for all black text
- ☐ Always view PDF's in Adobe Acrobat Pro or Reader
- ☐ Tone images in Photoshop
- ☐ Convert images to CMYK or Grayscale in Photoshop
- ☐ Crop and use a resolution of 300 d.p.i.
- ☐ Save images as CMYK .jpg or .tiff to be placed in InDesign
- ☐ Use no smaller than a 9pt knockout font like Helvetica in color backgrounds
- ☐ Use no smaller than a 9pt knockout font like Helvetica on a single color like black, cyan or magenta
- ☐ Set Default PDF preset as PDFx 1a 2001 with fonts embedded



DON'T:

- ☒ Build ads in an image program like Photoshop
- ☒ Use rich black text
- ☒ Use RGB, spot color or Pantone colors
- ☒ Put small, thin text in anything other than a single color like black, cyan or magenta
- ☒ Open PDF's in Photoshop and save as an image file, like .jpg
- ☒ Upsample images with a resolution lower than 200 dpi
- ☒ Place images without first processing in Photoshop





Colors

All colors used with the supplied advertisement should be defined as CMYK process colors. Pantone or spot colors must be converted to CMYK process colors. Avoid using the over-print function unless it is for vector graphics and/or text reproduced from 100% black or a tint of 100% black.

Print Resolution

At the time of publishing, all photographs or bitmap graphics will be printed at 200 dpi. All photos/bitmap graphics must be supplied at a resolution of no less than 200 dpi at their final print size.

Typefaces

Please ensure typefaces are fully embedded or outlined in your PDF prior to sending.

PDF is Preferred

Please ensure saved or exported files for publication are PDF/X-1a:2001 Acrobat 4 (PDF version 1.3). This will avoid potential transparency problems and reduce the possibility of being rejected by our file-checking software.



Please note that failure to take these directions into account will most likely result in poor reproduction.





Newspaper Advertising TECHNICAL SPECIFICATIONS



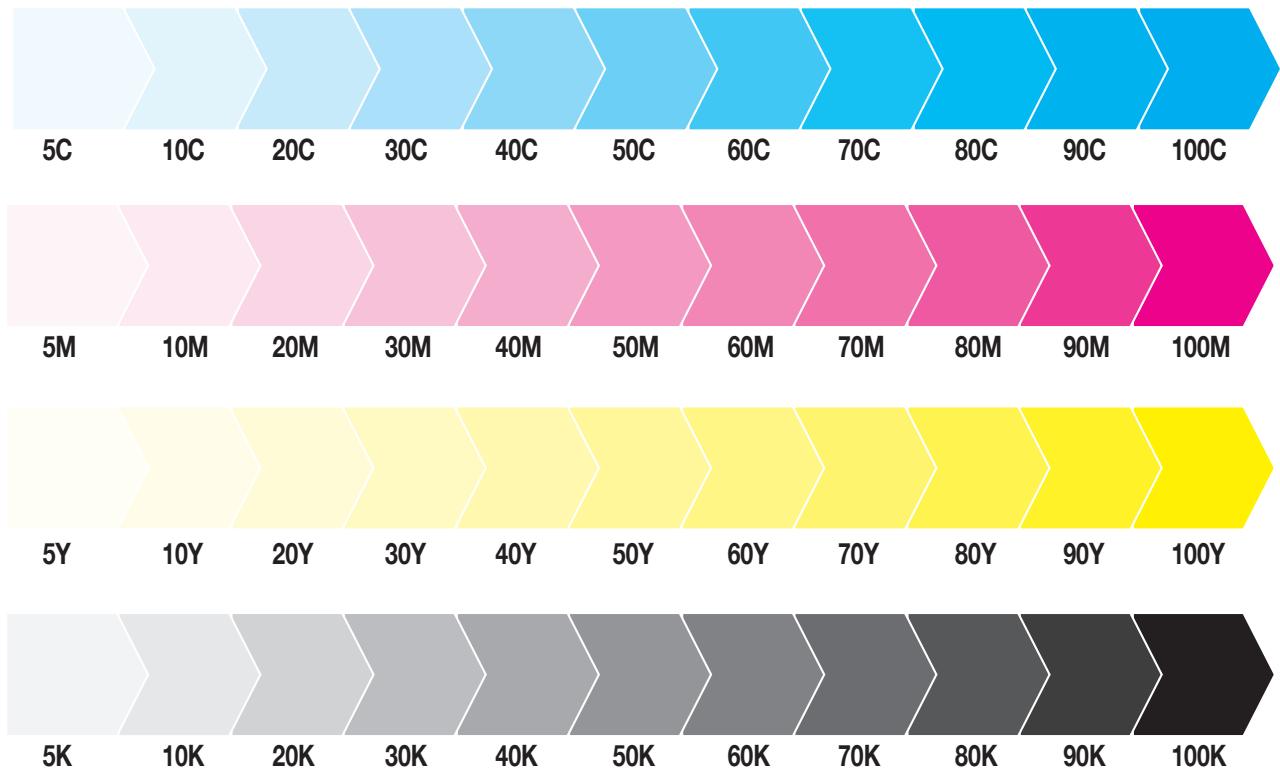
Sun Coast Press COLOR REFERENCE CHART

This chart shows a variety of process colors available at Sun Coast Press.

Example: 0AA0 = 0% Cyan, 100% Magenta, 100% Yellow, 0% Black

A = 100%, 9 = 90%, 8 = 80%, 7 = 70%, 6 = 60%,
5 = 50%, 4 = 40%, 3 = 30%, 2 = 20%, 1 = 10%

**The color chart below demonstrates how different
CMYK values will reproduce at Sun Coast Press**



NOTE: Many factors influence final color reproduction.

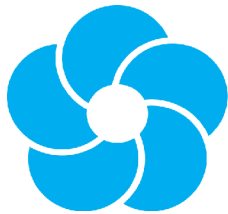
Actual color may vary from that which is represented on this sample page.





Newspaper Advertising

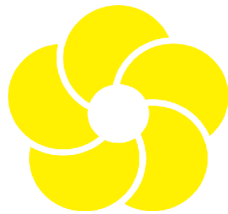
TECHNICAL SPECIFICATIONS



A000
Cyan



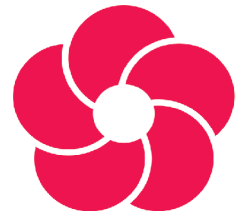
0A00
Magenta



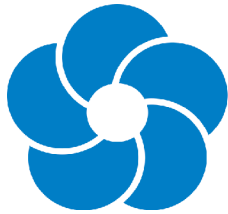
00A0
Yellow



000A
Black



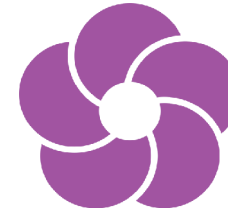
0A60



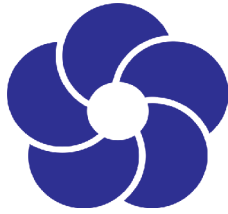
A400



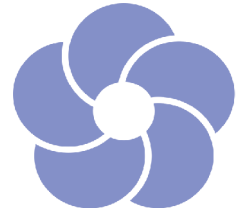
A0A0



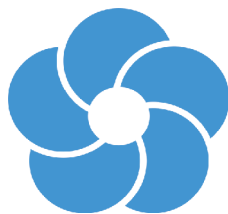
4800



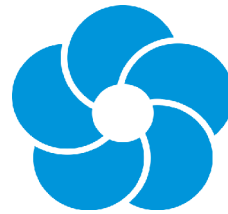
AA00



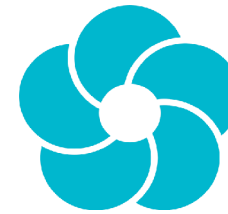
5400



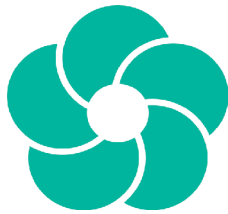
7300



A200



8020



8050



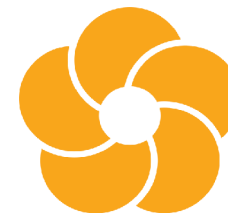
8080



6080



02A0



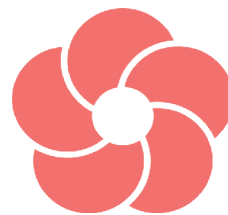
04A0



06A0



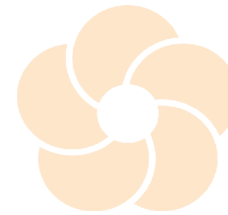
08A0



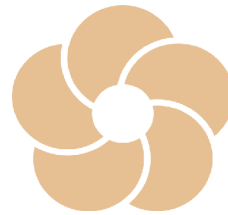
0750



2990



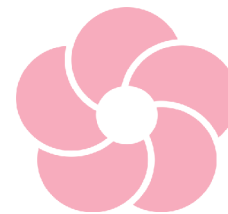
0120



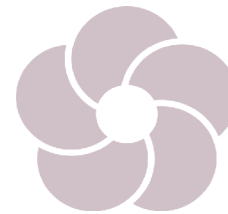
0241



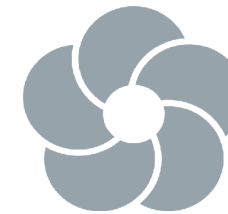
4664



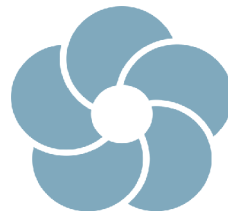
0410



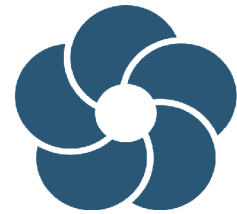
0102



1004



3003



6206





Questions & Answers

Why is the color matching inconsistent between days and even between the same ad on the same day?

There are many challenges when printing color ads on the press. The speed of the press and the length of the press run can affect the ink density. When the press starts, the pressroom operators are working to apply the proper amount of ink density to every page. There may be pages that are slightly lighter or darker initially. However, as the press continues to run the ink densities are set to standard.



All images (even stock) must be corrected for print to CMYK and proper resolution maintained.

Reproduction Issues

Small type, particularly serifed type, reversed out of colored backgrounds will not reproduce satisfactorily and is not recommended.

When printing on a high-speed newspaper press variation will happen. This means sometimes there is a possibility of mis-registration. Please ensure that text reversed out of colored backgrounds uses a sufficient point size and font weight characteristic to reproduce satisfactorily. When mixing colors, it should be possible to achieve a similar hue and saturation from 3 rather than 4 process colors.

Four color registration black is not to be used.



Make all black text 100% black (not 4-color or rich black)

What is Dot Gain?

Dot Gain is an increase in the diameter of the halftone dot. Dot Gain will always be present in offset printing. A 40% dot in an image may read as high as 70% when printed. This indicates a total Dot Gain of 30%. Not all dots grow at the same degree. The highest area of Dot Gain is in the mid tones (40%-50%-60%).

Should I create black using 4 colors, CMYK (rich black)?

4-color black, or rich black, is not recommended. Color can shift and misregistration of type becomes more visible.



Uncorrected Stock Image

This image is too magenta and flat and will print darker on the press.



Properly Adjusted Stock Image

This image has better color balance and contrast and the shadows will print darker on the press.



reproduce

Serif font - minimum 9pt

reproduce

San-serif font - bold minimum 9pt
(not condensed/compressed)

A serif font will not reproduce satisfactorily at this size

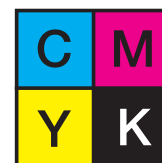


Serif font Regular 8pt

For example:

C 90 M 35 Y 0 K 50

Example typefaces actual size



Grayscale



16 Point Helvetica Bold

14 Point Helvetica Bold

12 Point Helvetica Bold

10 Point Helvetica Bold

7 Point Helvetica Bold

5 Point Helvetica Bold





Image Resolution

Please do not use 72 dpi (dots per inch). It may look fine on the internet, but it will appear jagged in print and is too low of a resolution.

200 dpi at 100% size is correct! Don't enlarge an image 200% and expect good results.

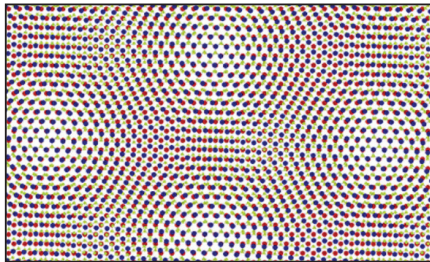


72 dpi



200 dpi

Moiré Pattern



A moiré pattern is caused when the screen angles of an image are not set to the required angles, or if the image was re-screened without slightly de-focusing the image so that the dots of the printed image being scanned are out of focus.

Visual Samples of Registration Issues



KNOCKOUT

Knockout Red



Knockout Black



Knockout Black

LOREM IPSUM

Knockout Color Box &
Knockout Black Box



Knockout Image



OVERPRINT

Overprint Red



Overprint Black



Overprint Black

LOREM IPSUM

Overprint Color Box &
Overprint Black Box



Overprint Image



Things to set knockouts for:

- Black dropshadows (if you don't use the Object/Effects/Dropshadow menu in InDesign)
- White type in reverse boxes that are set to overprint
- Color blocks placed over an image (B&W or grayscale)
- An image placed over a color block

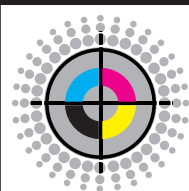
Knockout Tips for InDesign: To knockout a color or object you must group them together and use the Object/Transparency/Object Blending menu to check off the Isolate Group and Knockout Group boxes. If you want to knockout black (without effecting your whole document), then create a new swatch with the name Knockout Black and apply the proper Object Blending settings to its group.





Newspaper Advertising

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SCP[®]
SERVICES

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Let us help you make a stunning and vibrant product.

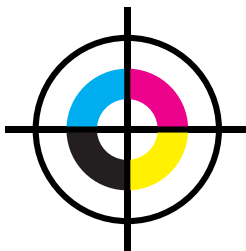
No matter what your business, industry or personal background, Sun Coast Press - APG Florida is committed to strong customer relationships that make printing direct, pleasant and personable. Our goal is to assist you in the best decisions for all of your commercial printing projects.

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Technical Relations Manager

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**Sun Coast Press would value the opportunity
to earn your business!**



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