

Community newspapers

production specifications

effective from January 2019



Production specifications - newspaper

40gsm newsprint

Display Advertising Preferred Sizes

M12x6	M6x3	M3x6
M12x3	M3x3	M2x6
M6x6	M4x6	

Double Page Spreads

380mm high x 544mm wide FULL SIZE. Dependent on the publication this size may alter. Please contact us for more information.

Full Page

380mm high x 262mm wide.

Full Page with Bleed

380mm high x 271mm wide.

Wrap Front Page

252mm high x 262mm wide.

Post It Notes

73mm high x 72mm wide.

Classifieds Advertising Column Widths

1 column..... 30mm	5 column 162mm
2 column..... 63mm	6 column 195mm
3 column 96mm	7 column 229mm
4 column..... 129mm	8 column 262mm

Services Advertising Column Widths

Services (4 column)

1 column..... 62mm	3 column 179mm
2 column..... 129mm	4 column 262mm

Services (5 column)

1 column..... 49mm	4 column 208mm
2 column..... 103mm	5 column 261mm
3 column..... 155mm	

Services (6 column)

1 column..... 40mm	4 column 174mm
2 column..... 86mm	5 column 217mm
3 column..... 129mm	6 column 261mm

Special Publications

Community newspapers often prints special publications, if you are advertising in these please contact your representative for column information.

Supplied Material

All adverts must be supplied to the exact size of the booking. Adverts with crop/cut lines are not acceptable. All electronic material should be supplied with a hairline border to help separate adverts when printed.

All electronic material must be supplied with colours set to knockout.

Adverts built in Photoshop are not acceptable.

Expected variation from supplied material to printed copy up to 20% difference.

Depth of Advertising

All advertisements supplied to the full centimetre depth booked.

Deadlines

Publication	Deadlines for Supplied Copy
Eastern Reporter.....	5pm Friday
Southern Gazette	5pm Friday
Canning Times.....	5pm Friday
Fremantle / Cockburn Gazette.....	5pm Friday
Melville Times	5pm Friday
Joondalup / Wanneroo Times.....	5pm Friday
Stirling Times	5pm Friday
Western Suburbs Weekly.....	5pm Friday
Guardian Express.....	5pm Friday
Mandurah Coastal Times.....	5pm Friday
Weekender	5pm Tuesday
Weekend / Kwinana Courier.....	5pm Wednesday

Mechanical specifications - newspaper

Photoshop Settings

Colour settings can be downloaded from the Production Specifications page on CNG website. www.communitynews.com.au **To install:** Right click on .csf file and save to desktop. Load from desktop into colour settings in Photoshop. To load the table on 4 colour images change colour spaces from CMYK to RGB to CMYK.

Supplied Material

All material supplied electronically must be a high resolution CMYK PDF and supplied as per production specifications. See below for Acrobat settings.

Acrobat Settings

Distiller settings can be downloaded from the Production Specifications page on CNG website. www.communitynews.com.au It will take you directly to the Community Newspaper Group job options which will distil your files to match our configuration. PDF files distilled using incorrect options may fail through our pre-flight. The job options file can be downloaded so your files can be distilled with the optimum settings for you PDF file. To make them appear in the pop up window place them in the job options folder inside Distiller. Always embed base fonts.

Colour

- Screen Ruling:** 100|pi/40LPC
- Screen Angles:** C=15°, M=75°, Y=90°, K=45°
- Print Sequence:** Cyan, Magenta, Yellow, Black
- Dot Shape:** Round
- Separations:** Community Newspapers recommend the use of a GCR separation technique for colour printing on newsprint. It is essential the scanner operator assess the original material and use the appropriate amount of GCR. Please set your Total Ink Limit to 230%.
- Tone Reproduction:** The presses used by Community have an Ink Gain of approximately 26%. Try to keep mid-tones open, this will compensate for dot gain.
- Unsharp Mask:** Unsharp masking techniques should be increased to higher than normal levels, this will alleviate the softening effect experienced with newsprint.
- Spot PMS colours:** Cannot be accommodated on the presses. PMS colours can be closely matched to the required CMYK colour. It is the responsibility of the client to stipulate the colour breakdown and supply the required material. See GCR colour book for spot colours that are available.

Mono

- Screen Ruling:** 100|pi/40LPC
- Dot Shape:** Round
- Tone Reproduction:** Catch-lights 0%, Highlights 5%, Shadow 97%.
Keep mid-tones as open as possible to allow for dot gain.
- Unsharp Mask:** Unsharp masking techniques should be increased to higher than normal levels, this will alleviate the softening effect experienced with newsprint.

Scanning Resolution

Images are to be supplied @ 200dpi at print size dimensions for newspaper reproduction.

Please note: Resolution higher than 200dpi will not mean a better reproduction. Extra information is simply wasted.

Scanning line art and type elements requires a higher input resolution than continuous tone images. Ideally line elements should be scanned in at the same size they will be used for output. 800dpi is recommended.

If using Photoshop V5 or V6 — DO NOT embed any profiles to the graphics.

Pre-Press tips when colour is used in typefaces

We recommend that the maximum colours used to create type is 3.

Minimum type size should be 12pt, smaller typefaces can create registration problems and type could become illegible when printing. When reversing type out of 4-colour process, minimum type size should also be 12pt. Fine serif typefaces should be avoided where possible when reversing out of 4-colour process.

A quick guide:

1. Minimum size of type for single solid colour (100%) - 7pt
 2. Minimum size of type for coloured type on white background, using two or three colours - 9pt
 3. Minimum size of type for type with fine serifs, type that has been screened to make a required colour. - 12pt
 4. Minimum size of type for reversed type, out of a four-colour image - 12pt
- Community Newspaper Group does not hold responsibility for the printed reproduction of typefaces that do not follow the above guide.

Size Chart

Code	Description	Gutter/Bleed (mm)	Height (mm)	Width (mm)
M12x6	Full Page		380	262.002
M12x4	Dominant		380	173.468
M12x3	Half Page Verticle		380	129.201
M12x2	Third Page Verticle		380	84.934
M9x6			284	262.002
M9x4	Portrait		284	173.468
M9x3			284	129.201
M6x6	Half Page Horizontal		188	262.002
M6x3	Quarter		188	129.201
M6x2			188	84.934
M5x3			156	129.201
M5x2			156	84.934
M4x6	Large Strip		124	262.002
M4x3			124	129.201
M4x2			124	84.934
M3x6	Medium Strip		92	262.002
M3x4			92	173.468
M3x3	Eighth		92	129.201
M3x2			92	84.934
M2x6	Small Strip		60	262.002
M2x2			60	84.934
STRIP	Pointer Strip		28	262.002
SOCIAL	Social Page Floating Ad		156	173.468
FP BLEED	Full Page Bleed		380	271.502
FP WRAP	Wrap Front Page		252	262.002
EAR	Ear Ad		50	85
POST	Post It Note		73	72
FP STRIP	Front Page Strip		14	262.002
Spread Sizes				
M2x12	Small Strip Spread	19	60	544
M3x12	Medium Strip Spread	19	92	544
M4x12	Large Strip Spread	19	124	544
M6x12	Half Page Horizontal Spread	19	188	544
M12x12	Double Page Spread	19	380	544



Electronic supply details & contacts

Colour Proof

To minimise any guesswork in colour reproduction, proofs are requested. As there is a vast difference between proofing materials it is recommended proofing requests specify colour copy on newsprint.

Because the differences between off-press proofing materials, newspaper inks, proofing surfaces are generally white glossy stock and newsprint, the variance is considerable. Actual press runs are not capable of matching commercial, desktop or electronic (soft) proofs.

Originals and proofs will generally appear brighter than actual newspaper reproduction and most likely will contain colours outside the reproducible newsprint colour range. For a closer match to actual reproduction specify simulated newsprint.

Out-of-specification proofs, the standard pressroom operating procedure is to use supplied proofs as a guide for overall colour balance and optimum ink densities. However, a newspaper is not responsible for slight shade variation due to actual ink on paper reproduction, which cannot be accounted for in many commercial proofs.

All material supplied electronically must be a high resolution CMYK PDF. Refer back to Acrobat settings under Product Specifications.

Our preflight system does not check for RGB adverts or adverts containing RGB images. There will be no notification of incorrect material specifications in this instance and we are not responsible for incorrect colour reproduction.

Quickcut and Adsend

Advertisements can be supplied in mono, spot and full colour.

Community Newspaper Group must have full colour and spot colour advertisements supplied as composite colour with a PC preview.

PLEASE NOTE: Never use DCS format.

Alterations will not be made to any material supplied in this way. Repeat advertisements must be resupplied.

Enquiries: Quickcut tech support (02) 9938 7599
Adsend tech support 1 300 798 949

Quickcut is the preferred method for digital delivery of electronic files.

Replacement Material

Community Newspaper Group must be notified prior to replacement material being submitted. If we are not advised that replacement material is being submitted the new file will not be used.

Storyboards

Must include the word ADVERTISEMENT across the top.

Problems and Contacts

Please contact Community Newspaper Group if you have any concerns or require any further information not supplied in this document.

Agency Sales Co-ordination

materialinstructions@communitynews.com.au

(08) 9237 1450 - National

(08) 9237 1106

(08) 9237 1565

Copy Control

Gorden Littlewood on (08) 9237 1002

Kim Rice on (08) 9237 1456

Pre-Press Department

Geoff Mouritzen, Production Manager
(08) 9237 1023

Gordon Littlewood, Information Technology
(08) 9237 1002