



paarlpost

Leave your printing to us

Technical Specification for Paarl Post

This document specifies the technical requirements to be used for producing PDF files for Paarl Post printing process. Formal methods of specification are used wherever possible, this document is in part highly technical. Nonetheless it is hoped that the document will be of use to nontechnical as well as technical people.

TECHNICAL INFORMATION

Printing Process:

Webb-offset Litho

Tabloid Format:

Tabloid 390mm x 260mm (Print area)

Tabloid spread 545mm x 390mm (Print area)

Quarter fold 180mmx250mm (Print area)

Material

1.High resolution PDF files and accompanied by one set of progressive proofs if possible.. Colour proofs must adhere to specifications, i.e. CMYK, Euro standard Newsprint. We will not accept responsibility for the reproduction of colour without a matching proof.

2.Clients printing for the first time are welcome to send PDF files prior to printing. This will allow the prepress room to ensure that PDF files comply to specifications and allow time to take corrective action. All files must meet requirements and be 100% complete. These requirements are for both disk and FTP submissions.

FTP Link: <ftp://ftp.nasftp.com>

Username: paarlpost

Password: postpaarl

NO OPEN DOCUMENTS WILL BE ACCEPTED

File Preparation - CMYK

CMYK (CYAN, MAGENTA, YELLOW, BLACK)

1.These are the 4 Ink colors used on our presses to create a multitude of colors for excellent reproduction of photographs, illustrations and graphic designs. Please make sure all your files are in this format before submitting them.**Do not send files in RGB.**

2.Colour files are to be submitted in CMYK with a total ink coverage (TIC) not exceeding 240% with the black component at 90%.

3.A dot gain compensation of between 30-35% must be made in the 50% areas of a 100 lpi screen image. Dot gain compensations of 30% must be made in the 50% areas of the Black & White 85 lpi screen images.

4.Grey balance should be given by the following tone value combinations, expressed as dot area on the plate

	CYAN	MAGENTA	YELLOW
Quarter tones	25%	18%	18%
Mid tones	50%	40%	40%
Three Quarter tones	75%	64%	64%

5. All trapping instructions should be applied to the digital file at application level before distilling the document to PDF. Trapping will not be applied on the RIP.

DIGITAL IMAGES

1.These refer to scanned images and rasterised line arts. They are pixel-based, hence resolution dependent. The ideal format used is TIFF and EPS.

High resolution for **Photographic images 300dpi / Scanned line art 600dpi**

Please note; if the quality of a image or lineart is questionable (low res/pixels showing), there is no way the result will improve if the resolution is increased unless it's re-originated with the correct dpi. Images at 72dpi (considered as low-res) are acceptable if they are manipulated properly.

Any images you send to us for printing will be output on high resolution devices (2,400 dpi) . If the supplied image resolution is too low, our systems will use the color value of a single pixel to create several halftone dots. This results in pixelation, or very coarse looking output. If the resolution is too high, the file will contain more information than we need.

Recommendations

Typography for newspaper printing:

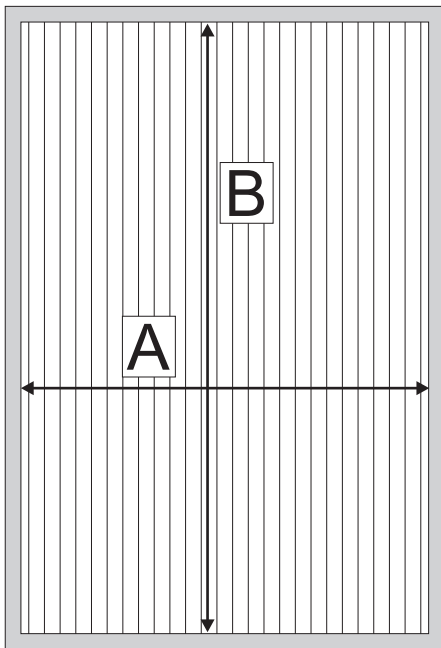
Readability, legibility, printability and profitability can all be improved by sticking to a few basic typographic guidelines

1. Sans-serif type is the best choice for newspaper reproduction.
2. Rules that are 4 points or thinner, sans-serif type that is 7 points or smaller should only be used for one colour printing.
3. Serif type of 12 points or less should only be used for single colour printing.
4. Type that is 10 points or less should not be reversed out of a single colour background.
5. Type should not be reversed out of yellow or other light coloured backgrounds.
6. Reversed out text should not be placed in areas containing less than 70% screens.
7. When text is reversed out of more than one colour, the darkest "plate" used in the print should be kept "sharp" and the lighter colour "plates" should be spread to minimize visible mis-registering.
8. When producing text as a percentage of a solid, avoid screening type styles with serifs or with fine or medium weights.
9. When text and rules overprint on tinted backgrounds, it is recommended that the tinted background be 25% or less.
10. Black text should not be created out of more than one color, especially small and thin type. Printing in register would be extremely difficult if black text was created out of more than one color.

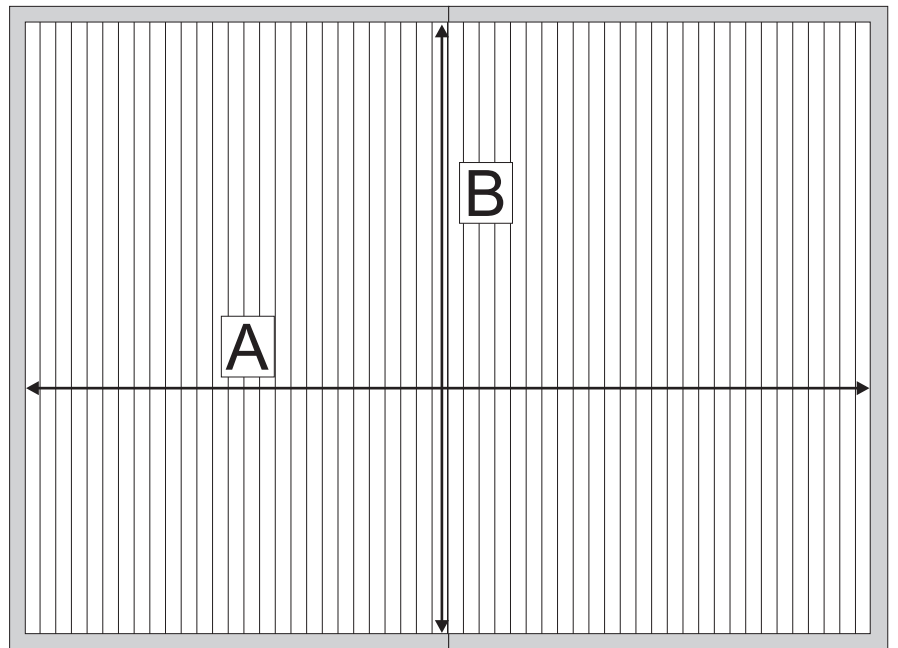
Digitally prepared files can either streamline the production of a job, or be a real headache. If a file is good to go, the job can bypass approval steps and be directly scheduled for printing. However, if digital files are prepared incorrectly, fixes and resubmissions can be expensive, time-consuming and frustrating. The success and ease of printing a digital job relies entirely on the file meeting our production requirements.

We understand! - We know that the process of preparing and sending your artwork can be a complicated and sometimes frustrating experience. And we are here to help! If you have any questions, please feel free to contact us @ tel **+27 21 870 3700 / 870 3732**

Trim & Image sizes



Single page



Spread page

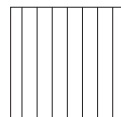


Image size



Trim size (White space)

Format	Image Size (Single page)		Trim Size		Spread Page (Image size)	
	A	B	A	B	A	B
Quarter Fold	180mm	250mm	200mm	270mm	380mm	250mm
Tabloid	260mm	390mm	280mm	410mm	545mm	390mm
Broadsheet	390mm	545mm	410mm	565mm	800mm	545mm

PLEASE DO NOT ADD REGISTER/TRIM MARKS

