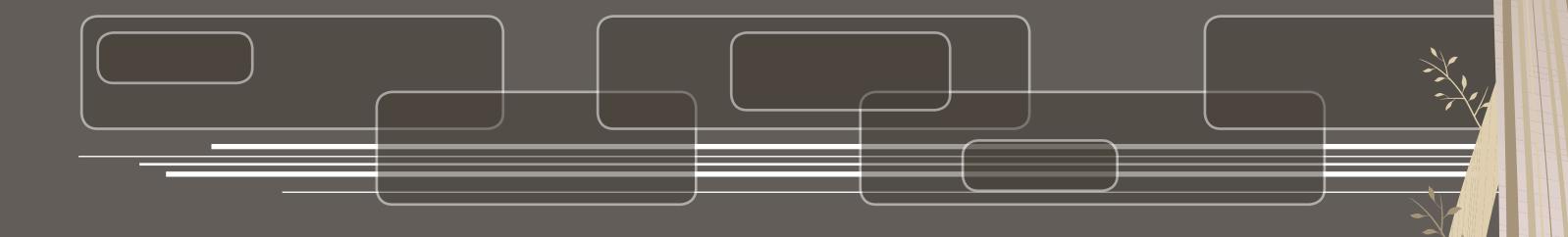
• Community newspapers • Residential

production... specifications









Production specifications - newspaper

42gsm newsprint Display Advertising Column Widths

 2 column.....71mm
 5 column186mm

 3 column.....109mm
 7 column262mm

4 column.... 147mm

Please note 1 and 6 column ads are not accepted.

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

320mm 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 62mr	n 3 colur	nn 1 <i>7</i> 9mm
2 column 129r	nm 4 colur	nn 262mm

Services (5 column)

1 column 49mm	4 column 208mm
2 column 103mm	5 column 261 mm

Services (6 column)

3 column..... 155mm

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

Special Publications

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

s u c c e e d

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 must be supplied with colours set to knockout.

Adverts built in Photoshop are not acceptable.

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
Midland / Kalamunda Reporter	5pm Friday
Canning Times	5pm Friday
Fremantle / Cockburn Gazette	5pm Friday
Comment News	5pm Friday
Melville Times	5pm Friday
Joondalup / Wanneroo Times	5pm Friday
North Coast Times	5pm Friday
Stirling Times	5pm Friday
Western Suburbs Weekly	5pm Friday
Guardian Express	5pm Friday
Mandurah Coastal Times	5pm Friday
Advocate	5pm Friday
Weekender	5pm Tuesday
Weekend / Kwinana Courier	5pm Wednesday
Hills / Avon Valley Gazette	10am Thursday





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: 100lpi/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: 100lpi/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

Eighth	E1	Eight x 1	45.7mm high x 33mm wide
	E2	Eight x 2	45.7mm high x 71mm wide
	E3	Eight x 3	45.7mm high x 109mm wide
	E4	Eight x 4	45.7mm high x 147mm wide
	E5	Eight x 5	45.7mm high x 186mm wide
	E7	Eight x 7	45.7mm high x 262mm wide
	Q1	Quarter x 1	93.5mm high x 33mm wide
	Q2	Quarter x 2	93.5mm high x 71mm wide
	Q3	Quarter x 3	93.5mm high x 109mm wide
Quarter	Q4	Quarter x 4	93.5mm high x 147mm wide
Quariei	Q5	Quarter x 5	93.5mm high x 186mm wide
	Q7	Quarter x 7	93.5mm high x 262mm wide
	Q7B	Quarter x 7 Bleed	93.5mm high x 271mm wide
	QDP	Quarter DPS	93.5mm high x 544mm wide
	T1	Third x 1	141.2mm high x 33mm wide
	T2	Third x 2	141.2mm high x 71mm wide
	Т3	Third x 3	141.2mm high x 109mm wide
Third	T4	Third x 4	141.2mm high x 147mm wide
Iniid	T5	Third x 5	141.2mm high x 186mm wide
	T7	Third x 7	141.2mm high x 262mm wide
	T7B	Third x7 Bleed	141.2mm high x 271mm wide
	TDP	Third DPS	141.2mm high x 544mm wide
	H1	Half x 1	189mm high x 33mm wide
	H2	Half x 2	189mm high x 71mm wide
	Н3	Half x 3	189mm high x 109mm wide
Half	H4	Half x 4	189mm high x 147mm wide
i idii	H5	Half x 5	189mm high x 186mm wide
	H7	Half x 7	189mm high x 262mm wide
	H7B	Half x 7 Bleed	189mm high x 271mm wide
	HDP	Half DPS	189mm high x 544mm wide
Junior Full (3/4)	JF2	Junior Full x 2	284.5mm high x 71mm wide
	JF3	Junior Full x 3	284.5mm high x 109mm wide
	JF4	Junior Full x 4	284.5mm high x 147mm wide
	JF5	Junior Full x 5	284.5mm high x 186mm wide
	JF7	Junior Full x 7	284.5mm high x 262mm wide
Full	F2	Full x 2	380mm high x 71mm wide
	F3	Full x 3	380mm high x 109mm wide
	F4	Full x 4	380mm high x 147mm wide
	F5	Full x 5	380mm high x186mm wide
	F <i>7</i>	Full x 7	380mm high x 262mm wide
	F7B	Full x 7 Bleed	380mm high x 271mm wide
	FDP	Full DPS	380mm high x 544mm wide

Wrap	FPW	Wrap	320mm high x 262mm wide
	В3	Banner x 1	20mm high x 109mm wide
	В4	Banner x 2	20mm high x 147mm wide
Banners	B5	Banner x 3	20mm high x 186mm wide
	B7	Banner x 4	20mm high x 262mm wide
Post-It Note	PN	Post-It Note	73mm high x 72mm wide
	Gl	Gallery x 1	60mm high x 63mm wide
Callon	G2	Gallery x 2	60mm high x 129mm wide
Gallery	G3	Gallery x 3	60mm high x 196mm wide
	G4	Gallery x 4	60mm high x 262mm wide
	X1	Feature x 1.7	123mm high x 63mm wide
	X2	Feature 12.3×3.5	123mm high x 129mm wide
	Х3	Feature 24.6 x 3.5	246mm high x 129mm wide
	Х4	Feature 12.3 x 7	123mm high x 262mm wide
	X5	Feature 8.8 x 2.2	88mm high x 82mm wide
Feature	Х6	Feature 8.8 x 3.5	88mm high x 129mm wide
reditie	X7	Feature 8.8 x 7	88mm high x 262mm wide
	Х8	Feature 17.8 x 3.5	178mm high x 129mm wide
	ХЭ	Feature 17.8 x 7	178mm high x 262mm wide
	X10	Feature 7.4 x 3	74mm high x 109mm wide
	X11	Feature 7.4 x 6	74mm high x 224mm wide
	BF	Banner x 1	380mm high x 33mm wide
Front Page EAR	-	5 x 2.3	50mm high x 85mm wide
Front EAR WS & GE	-	4.4 × 2	44mm high x 72mm wide





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 1300 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 and Kim Rice can all be contacted on (08) 9237 1462 or (08) 9237 1456

Pre-Press Department

Martyn Norcliffe, Group Production Operations Manager (08) 9237 1420

Geoff Mouritzen, Assistant Production Manager (08) 9237 1023

Gordon Littlewood, Information Technology (08) 9237 1002

