

NORTHERN LIFE

GREATER SUDBURY'S COMMUNITY NEWSPAPER

Advertising Production Specifications

An easy guide to creating high-quality
advertising material for the
newspaper Northern Life



June 2009



INTRODUCTION

For generations most newspaper advertising was created in-house. Desktop publishing has changed this. Now many ads are created off-site. The following document is meant to help off-site designers achieve superior results in our paper. Questions and comments are always welcome.

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Northern Life is headquartered in Sudbury, Ontario, Canada and is printed by McLaren Press Graphics Limited in Bracebridge, Ontario. McLaren's web press uses a screen ruling of 100 lpi.

Northern Life can create all ads used in our publications. Many are done from scratch. All work is performed to the highest standards.

We also accept some PDFs and original files from clients.

We prefer to receive PDFs. At the same time, it is important that original files be built correctly before the PDF is created.

In all cases, the quality of reproduction will be significantly influenced by the quality of the submission. Please adhere to the following guidelines when creating artwork, ads and PDFs. Doing so will help us ensure the best possible results.

Pages 4 and 5 describe our format with illustrations of our more popular ad sizes. Included is a conversion table for commonly-used measurements.

Subsequent pages offer guidelines for creating:

- 1) Original Files
- and
- 2) PDF Files

Finally, on Page 11 we describe the best way to transmit your work.





Advertisements

Dimensions

Northern Life is a 9-column format.

In the newspaper industry, picas are the standard for width and agates are the standard for depth. The traditional British and American pica is slightly less than 1/6 of an inch.

The modern pica, represented here, was standardized by Adobe Systems Inc. for PostScript printers and is exactly 1/6 of an inch.

Number of Columns	Width – Picas (Standard)	Width Inches	Width Millimeters
1	6 picas	1”	25.4 mm
2	13 picas	2.166”	55.033 mm
3	20 picas	3.33”	84.666 mm
4	27 picas	4.5”	114.3 mm
5	34 picas	5.66”	143.933 mm
6	41 picas	6.833”	173.566 mm
7	48 picas	8”	203.2 mm
8	55 picas	9.166”	232.833 mm
9	62 picas	10.33”	262.466 mm

Full Page: 62 picas wide X 196 agates deep

Centre Spread Through The Gutter (Doubletruck): 129 picas wide X 196 agates deep

Conversion Table

Change	Method	Change	Method
Inches to picas	Inches x 6	Agates to picas	Agates ÷ 2.333
Picas to inches	Picas ÷ 6	Inches to millimetres	Inches x 25.4
Inches to agates	Inches x 14	Mm to inches	Mm ÷ 25.4
Agates to inches	Agates ÷ 14	Picas to mm	Picas x 4.233
Picas to agates	Picas x 2.333	Mm to picas	Mm ÷ 4.233



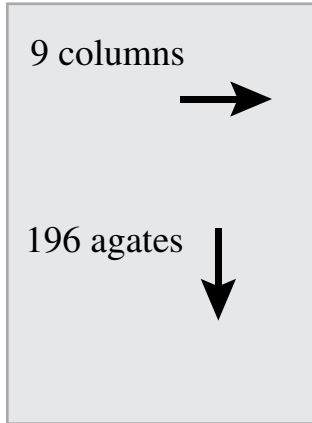
Popular Ad Sizes



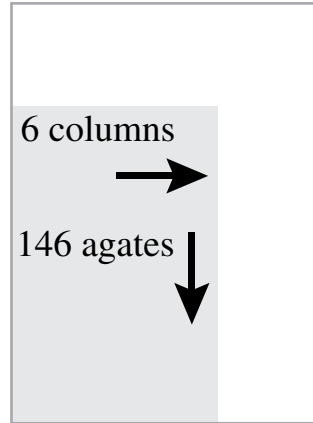
The following are popular ad sizes at Northern Life.

We ask that supplied ads be 100% of the booked size. If ads are not the correct size they may be floated or scaled to fit. Re-sizing may reduce quality.

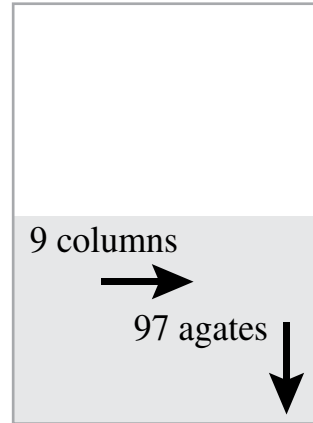
Full Page



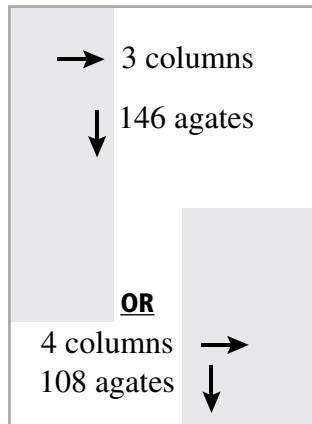
Half Page



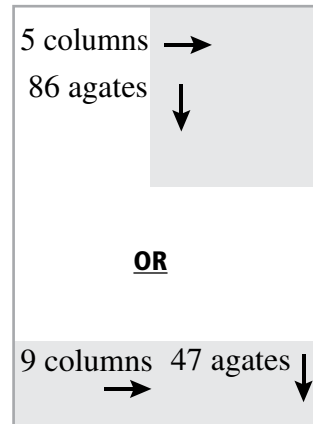
Half Page



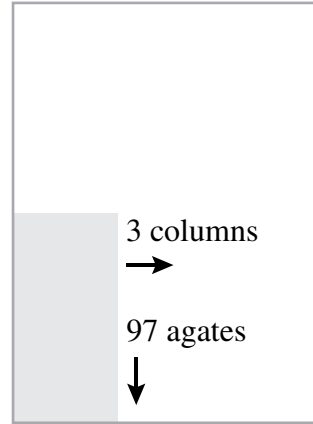
Quarter Page



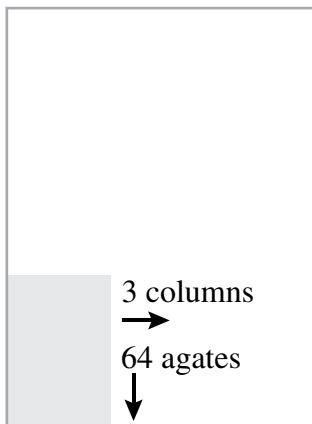
Quarter Page



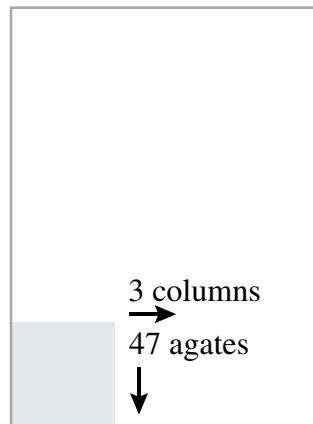
Sixth Page



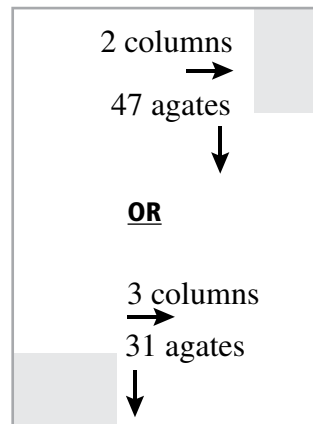
Ninth Page



Twelfth Page



Eighteenth Page



Original Files



We work in Macintosh and use the Adobe Creative Suite CS2 (InDesign, Photoshop and Illustrator). We can accept and use these original files. PC CS2 files can be used if there are no font issues (please see Page 8). Other files cannot be used. Whether you are creating your own ad or sending us files to compose an ad for you, many factors can dramatically improve results:

Digital Photographs

Digital photos should be PSD, EPS or uncompressed TIFF files.

We prefer EPS files which, by their nature, are ready to be printed to a PostScript printer.

When saving in Photoshop the format is Photoshop EPS, the Preview is Macintosh (8bits/pixel) and the Encoding is Binary.

JPEG files sent to us will be converted to EPS. To conserve space, JPEGs sacrifice quality.

If you use a JPEG the best quality in Photoshop is provided, while saving, in the JPEG Options dialog box by selecting Maximum Quality. As well, choose Baseline (“Standard”).

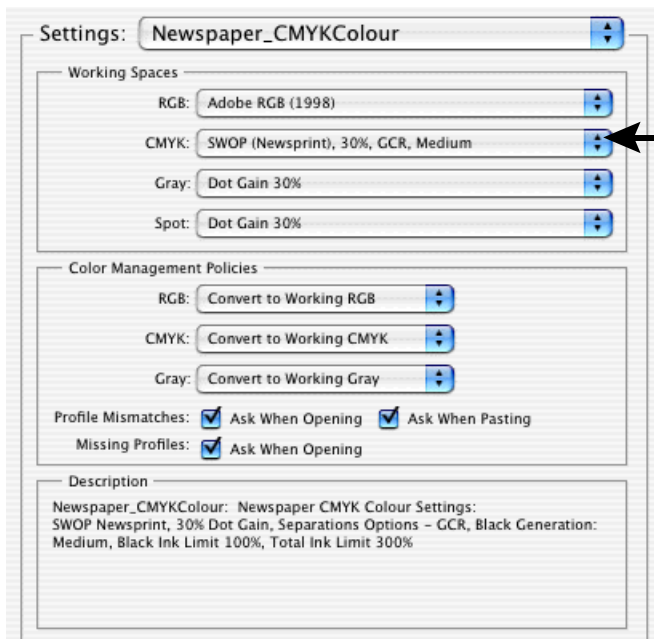
CMYK is our colour format. Grayscale is the standard for black and white photographs.

Original input resolution for photos should be at least 200 pixels or dots per inch at 100% of the final printed size. (Pixels per inch and dots per inch are the same thing.) Most photos taken from the Internet typically have a resolution of 72 which makes them inappropriate for publication.

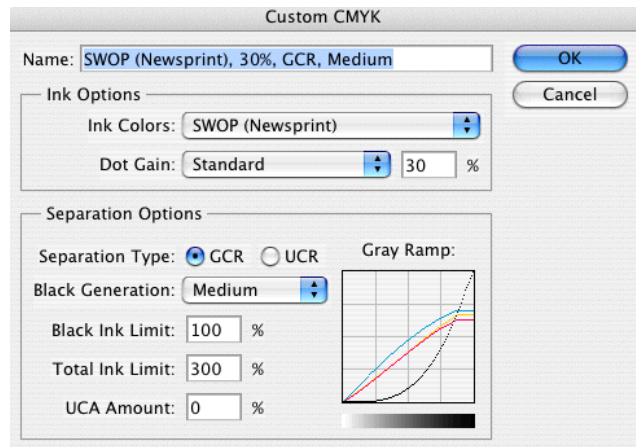
As well, on newsprint photographs print softer and darker than on brighter paper – as a result increase contrast and lighten.

Our Photoshop Color Settings:

In the Menu to Edit then down to Color Settings ...



Click on this arrow and go up to Custom CMYK ... Then duplicate this ...





Monochrome Images

Resolution for black and white Photoshop line art should be 1200 dots per inch.

Digital Graphics and Logos

The best file format for graphics, type and logos is vector (ie. Adobe Illustrator). Unlike a bitmap file (Photoshop), a vector file can be enlarged with smooth edges. This is because it is the product of a drawing program that creates mathematically defined lines and shapes. On the other hand, painting programs like Photoshop create a fixed number of tiny squares or pixels. When expanded these pixels will give the file a ragged and uneven or “pixellated” look.

Still, some logos will be done in a bitmap program, usually Photoshop, in order to include photographs or to take advantage of special effects. As a result, however, enlarging your bitmap logo at our end may result in a loss of quality.

A vector file, on the other hand, can be any size. A five-inch circle enlarged 500% to a 25-inch circle stays perfectly smooth. Its final resolution is based entirely on the printer’s capabilities. (The only exceptions are gradients and blends that are over-enlarged.)

To avoid font issues please convert all text to outlines.

Up-to-date logos and graphics are stored in our system and will be used for various projects.

Continuous Tone Photographs and Artwork

If a digital file is not available we can scan your photo or artwork on an 8½” by 14” flatbed scanner. Files will be colour corrected. All scans will lose quality even if we are supplied with original photos or artwork. Final resolution will be even more degraded if the submission has already been scanned or has been printed on paper with an uneven surface.





Fonts and Text

FOR PC CS2:

If your file is a PC CS2 file convert all text to outlines.

FOR MACINTOSH CS2:

If there is no typesetting to be done at our end convert all text to outlines.

If typesetting may be required send all fonts separately.

Fonts must be PostScript or OpenType. Do not use TrueType. These fonts can be a problem when we convert files to a final PDF for printing.

Do not use System Fonts. These are also known as City fonts, ie. Geneva, Monaco, etc.

FOR PC CS2 AND MACINTOSH CS2:

Use Illustrator or InDesign for text. Photoshop text may print jagged.

All Black text must be made up of Black only (K). Using CMYK is a problem when the printer tries to line up plates for small objects, such as six-point lettering.

Minimum size of black type on a white background is 6 point.

Minimum size of white type on a black background is 12 point. We recommend 100% black. Avoid using white type on a dull black or a dull colour background. Contrast for newsprint is less than it is for white paper and the text may wash out.

In general when using any type over any background always create sufficient contrast.

Lines

Do not use hairlines. The minimum line thickness is .5 pt.

When reversed or knocked out a line's minimum thickness is 2 pt.

Naming Colours

Name colours with the appropriate Pantone or ANPA number. Use the word "Spot" in the name of a spot colour.

Preflight and Package

When an ad is completed in InDesign do a final visual check then a Preflight (under File in the menu to Preflight). If you intend to send the original files to us please Package your work (under File in the menu to Package). However, if the files are not to be changed at any time at our end we do not need original files. Instead, please create and forward a PDF.



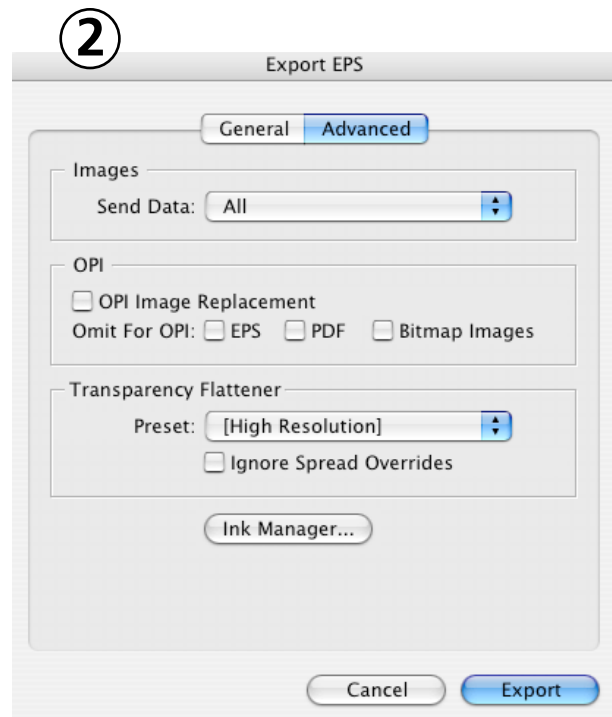
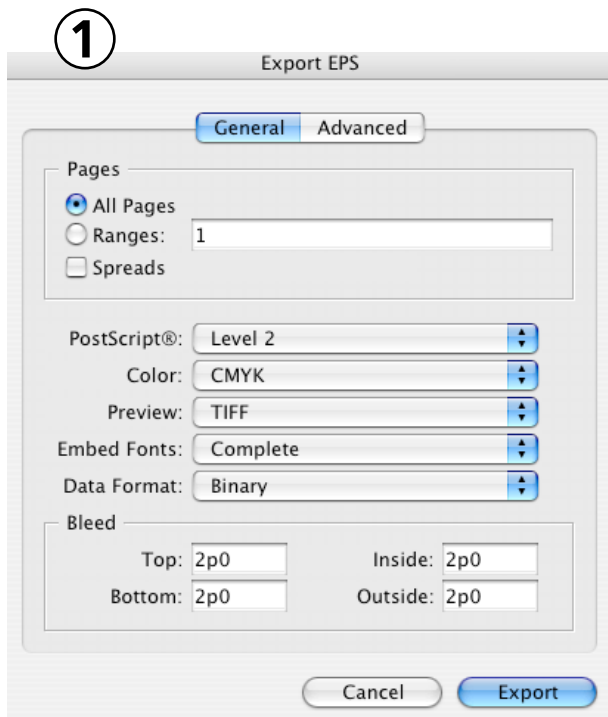
PDF Files



Please follow this step-by-step guide to create PDFs for Northern Life.

Do not use the “Save to PDF” or “Adobe PDF Presets” option in your application program. First save to a PostScript EPS file. In InDesign this is how to create a correct EPS for a process colour file:

Under File in the menu go down to Export... Format is EPS.
Save to enter the Export EPS dialog box.



① General

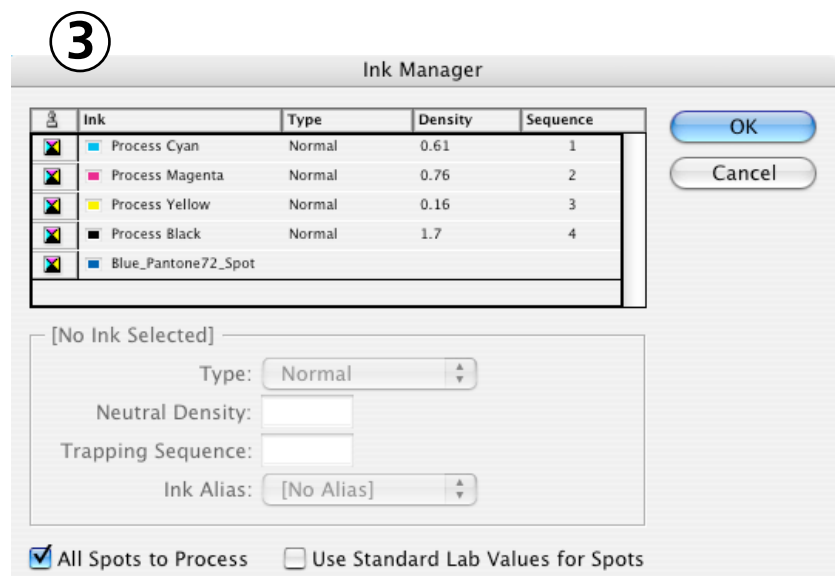
Bleed is optional. Inside refers to left margin, outside to right.

② Advanced

Send All Data with High Resolution Transparency Flattener.

③ Ink Manager...

Convert any spots to process by clicking All Spots to Process.





(PDF Files ... Continued)

Now create the PDF.

Open Adobe Acrobat Distiller.

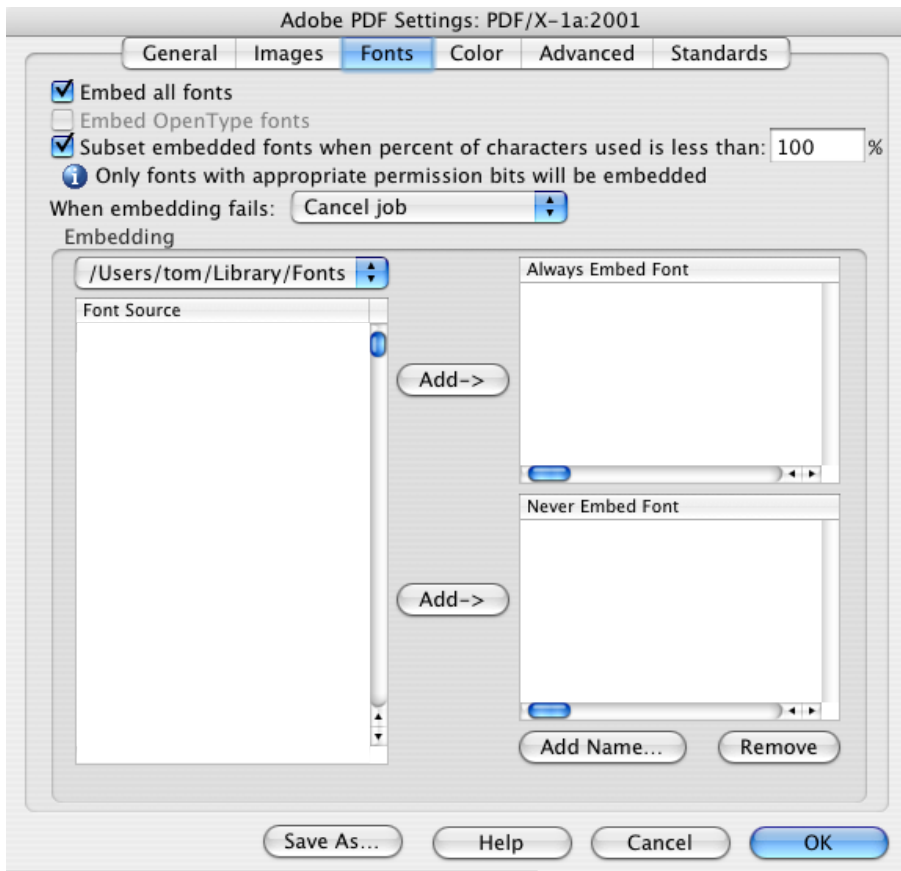
This program is available when you purchase Adobe Acrobat Professional.

Choose the default setting: PDF/X-1a:2001.

Then, in the menu go to Settings and then to:

Edit Adobe PDF Settings

and then to the 3rd tab: Fonts. Make sure all fonts are embedded.



Click OK.

In your menu go to File then down to Open ...

Find your EPS. Click Open.

Choose destination. Click Open.

Do a final visual check of the PDF.





Final Checklist

- ✓ Original files are Adobe Creative Suite CS2 (InDesign, Photoshop & Illustrator).
- ✓ Digital photos are either CMYK or Grayscale and saved as PSDs, EPSs or uncompressed TIFFs.
- ✓ The original input resolution of photographs is at least 200 pixels per inch at 100% of the final printed size.
- ✓ Newsprint darkens and blurs photos. Lighten and increase contrast.
- ✓ Do not create text in Photoshop. It may appear jagged when printed. Use Illustrator or InDesign.
- ✓ Use Photoshop for photos and Illustrator for logos and graphics.
- ✓ Minimum point size for black type is 6 pt., for white type 12 pt.
- ✓ When using text over a background create a strong contrast.
- ✓ Do not use TrueType fonts.
- ✓ Convert fonts in finished files to outlines.
- ✓ Minimum line thickness is .5 pt., when reversed 2 pt.
- ✓ Colour names should use Pantone or ANPA numbers. Use the word “Spot” in spot colour names.
- ✓ In InDesign Preflight your file. If you are sending original files use the Package function.
- ✓ If you are sending a stand-alone PDF first create a PostScript EPS file. Then distill the PDF using the Default Setting PDF/X-1a:2001 in Acrobat Distiller.
- ✓ Do a final visual check of all files.

Transmission

- 1) If you are sending all original files create a master folder. Do not name the folder after Northern Life. Name the folder for the client (not the design agency).
Include the publication date.
Example: **Telus_Sept15_09**
Inside the master folder include all files.
Compress the master folder as a Stuffit™ or WinZip® file.
- 2) If you are sending a stand-alone PDF do not compress the file or use a master folder.
- 3) Go to this web address: uploads.northernlife.ca
- 4) Fill in the required fields. Click the Browse button to find and attach the file.
You should receive an e-mail that your file has been successfully uploaded.





THANK YOU FOR YOUR TIME AND INTEREST

Questions and comments are welcome.

Contacts:

Tom Colton
Graphic Designer
Laurentian Publishing, Sudbury
e-mail: tom@northernlife.ca
Phone: 705-673-5667, ext. 366

Valerie St.Louis
Manager, Creative Resources
Laurentian Publishing, Sudbury
e-mail: valerie@northernlife.ca
Phone: 705-673-5667, ext. 361

