

LIABILITY DISCLAIMER

Artwork that has to be recreated because it does not meet our publishing specifications will be recreated at \$3.50 per column centimetre.

RESPONSIBILITY

Copy:

Submission of copy is the responsibility of the advertiser. Copy from last insertion will be run if new copy is not received by closing deadlines. If no previous insertion, client is liable for the cost of contracted space not used and space will be allocated at discretion of the publisher.

Proofs:

When supplying digital Ads they MUST be accompanied by a hard copy colour/mono proof. It is the responsibility of the advertiser/supplier to generate a digital proof for client approval. A similar proof will be generated at *WA BusinessNews* for internal quality checks.

COPYRIGHT WARNING

- Due to the Copyright Act 1968, advertisers are advised that the inclusion in Ads of material (photographs, artist's illustrations, or text) taken from any article published in a newspaper, magazine, periodical or similar publication is strictly prohibited without the written consent of the owner of the copyright.
- Application for the use of published material from *WA BusinessNews* should be made to the publisher.
- It is the advertiser's responsibility to ensure that any material used in an ad
 - (a) is authorised for publication by the owner of the copyright to prevent the possibility of legal action being taken against the advertiser for any breach of Copyright Acts;
 - (b) does not infringe any legal, equitable or statutory interest of:
 - (i) any living person(s) depicted in the material; or
 - (ii) the owner of any legal, equitable or statutory interest in respect of subjects or items depicted, described or referred to in the material.

NOTE: *The advertiser must obtain written authority for the publication of the material from that living person or the person or the owner of the interest.*



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About this guide

This guide is designed to help you understand the process of generating and supplying digital files to *WA BusinessNews*, specifically;

- Preparing files for digital reproduction
- Procedures for creating PDF files
- Digital Delivery Processes

Although examples of procedures and screen shots in this document refer to the Macintosh platform, they are functionally the same on a Windows platform.

Digital delivery overview

Digital Delivery is the process of delivering your ads electronically. By creating press-ready PDF, you can deliver every element of your ad - pictures, text and fonts - in one file. Modern layout software such as QuarkXpress, Adobe Illustrator, Adobe Pagemaker and Adobe InDesign, provide you with the means to create EPS and postscript files that can be used to generate PDF files. Artwork supplied in other digital formats including Microsoft Word, Microsoft Publisher, Microsoft Powerpoint and any other format is not considered as camera ready and production charges will be necessary.

PDF files are platform independent and once created can be sent using ad delivery portal such as Quickcut or via email. See the Quickcut and email sections for more information.

Copy & Complete Artwork Deadlines

Complete artwork (camera ready)

4pm Friday (WST) prior to publication.

Copy:

12pm Thursday (WST) prior to publication date.

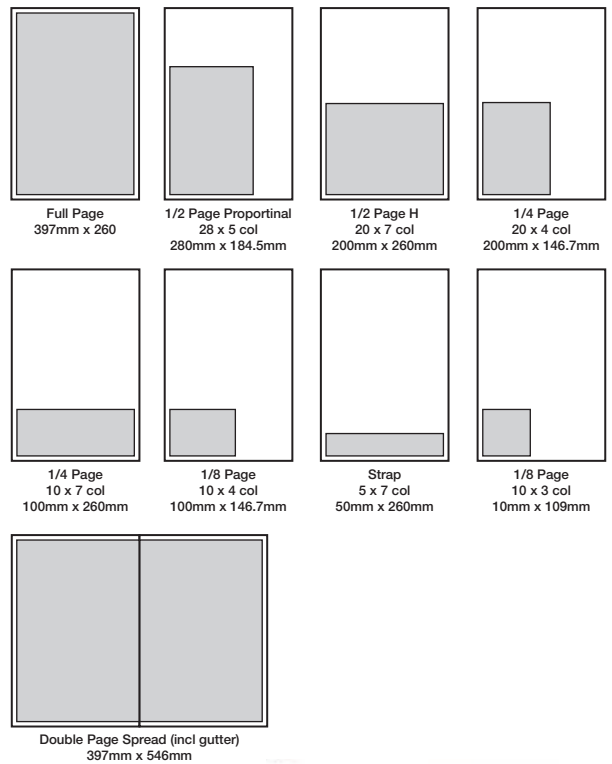
Artwork preparation

We have also included some helpful hints to consider when creating ads.

Ad column widths

No of Cols	Width (mm)
1	33.5
2	71.2
3	109.0
4	146.7
5	184.5
6	222.2
7	260.0

Sample ad dimensions at right are a range of the options available.



File naming conventions

Naming convention for Ad Key Number and File Name:

The format for naming is: Client ID (max 5 characters), Your Unique File No. (max 5 characters)
e.g, Prosp12345(.pdf)

Please note: It is important to include a copy of the file name in 5pt size within the borders of the actual Ad, e.g., File name = Prosp12345.pdf and Key number = Prosp12345

General recommendations

Artwork or photographs must be of quality and sufficiently contrasting in detail to guarantee a satisfactory result.

Colour guidelines

Four colour process is specified by different proportions of cyan, magenta, yellow and black. The printing process is Web Offset. Expect 30% press dot gain in the mid-tone area. Ensure mid-tones are lighter and have more contrast for newsprint reproduction to compensate for the above dot gain.

The mid to three quarter tones have to be adjusted as newsprint tends to flatten these areas.

	C	M	K	Y
Catchlights	0%	0%	0%	0%
Highlights	0%	0%	0%	0%
Non detail whites	0%	0%	0%	0%
Essential whites	3%	2%	2%	0%

Mid-tones - allow for up to 30% dot gain

Shadows - not to exceed 230%. limit black to 80%

Image guidelines

- Photographs and images must be of quality and sufficiently contrasting in detail to guarantee a satisfactory result.
- Dot size in highlight, recommended to be up to 5% and in shadow, recommended to be a maximum of 85%
- Do not use 2, 3 or 4 tone images that have not been converted to CMYK.
- CMYK files to be saved in EPS format (with binary format) NOT TIFF.
- It is recommended that all placed images should be cropped to finished size and rotated within their native application, i.e. in Photoshop, for placement at 100% in the final document.
- All placed Greyscale or CMYK elements must have a DPI of 200 – 300 (this equates to a line screen ruling of 100 –150 if using scanning software with a quality factor of 2). All lineart should be scanned at 800 DPI.
- Film is output at 100 lpi.



Typeface guidelines

- Postscript fonts only. TRUETYPE FONTS ARE NOT ACCEPTABLE.
- It is recommended that you consider the quality of your Ad by choosing the type most suitable. Sans serif fonts reproduce the best with regards to reproduction and readability. Fine type and serifs should be avoided.
- It is not recommend to use typefaces in four colours.
- No black type is to be printed in four colours.
- Type should be reversed out of areas having at least 70% tone value in black, magenta or cyan and it is recommended that you use a sans serif font with a minimum size of 12 point.
- Typefaces with serifs, ones that are screened, and/or contain 2 or more colours should be bold and no smaller than 12 pt. Smaller coloured typefaces will create registration legibility problems when printing.
- Coloured type can print using a single colour at 100%. Should more colours be required they should be limited to 90%, keeping within the total ink limit of 230%. This will allow the ink to trap on the press and result in consistent and balanced printing.
- Type should only be surprinted (printed on top) in areas having tint values of 30% or less, i.e. solid type over same colour tint, allowing for dot gain and sufficient contrast between text and background.

Trapping Guidelines

The RIPS within *WA BusinessNews* output sites are set to FORCE ITEMS THAT ARE 100% BLACK TO OVERPRINT REGARDLESS OF THE TRAPPING SETTINGS IN THE ORIGINAL DOCUMENT. This means that if you have an object/text that is 100% black on top of a coloured object or background it will be forced to overprint.

TO FORCE KNOCKOUT OF A BLACK ITEM ON A COLOURED BACKGROUND, EITHER SET THE BLACK TO A VALUE OTHER THAN 100% (I.E. 99%)

Quark hints

- Make sure that the document size of the advertisement is the same size as the booked ad size.
- Use only Postscript fonts. TRUETYPE FONTS ARE NOT ACCEPTABLE.
- All images should be placed in document at 100% and it is recommended that all placed images should be cropped to finished size and rotated within their native application (i.e. Photoshop).
- All boxes (picture and text) should have a background of NONE and runaround of NONE (to avoid text reflow) unless specifically required.
- When Ad is complete, ensure that all fonts and resources are collected for output prior to sending (every time). Check Collect Report carefully.

Colour considerations

- Do not use custom spot colours i.e. Pantone without first converting to process separations.
- All colours used in four-colour artwork must be specified as process separation without exception.
- Mono Ads should not contain any colour elements prior to distilling.
- Spot colours for digital artwork must be created out of process colours.



Photoshop Colour settings, CMYK setup:

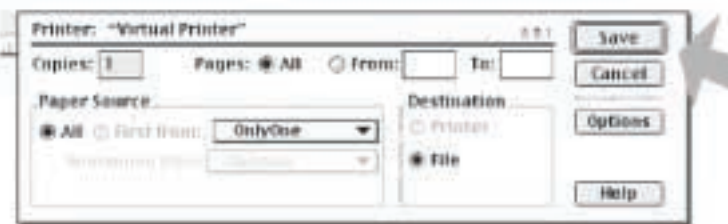
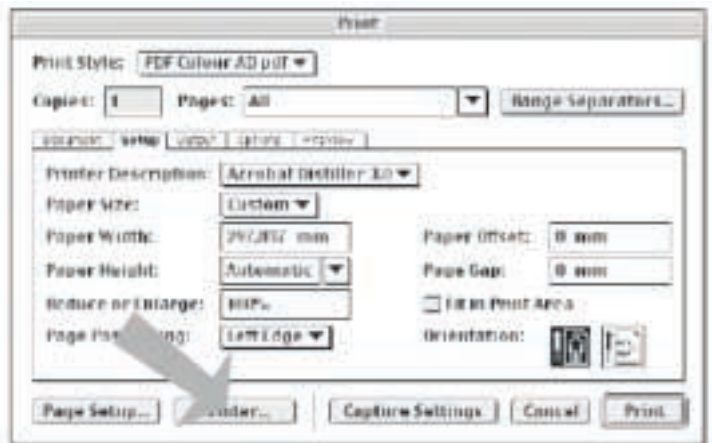
- Ink colours: SWOP (Newsprint)
- Dot gain: 30%
- Separation Type: GCR
- Black Generation: Custom
- Black Limit: 80%
- Total ink limit: 230%
- UCA: 0%



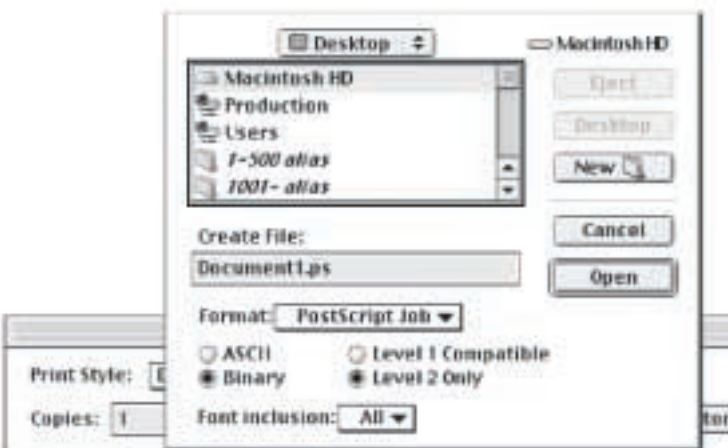
Pdfs / Pdf Generation

Printer driver settings and postscript generation

- For generating postscript files for PDFs the Adobe PSPrinter Virtual Printer Driver is recommended. This is designed with the minimum necessary postscript functionality and produces the cleanest postscript for creating a PDF. The Virtual Printer Driver is available from the Adobe website www.adobe.com.
- If it is not possible to use the Virtual Printer Driver then Laserwriter 8 can be used only IN CONJUNCTION with Acrobat Distiller 3.0 PPD, otherwise unexpected outcomes may result.
- Following is a set of instructions for generating the most suitable postscript file for a PDF.



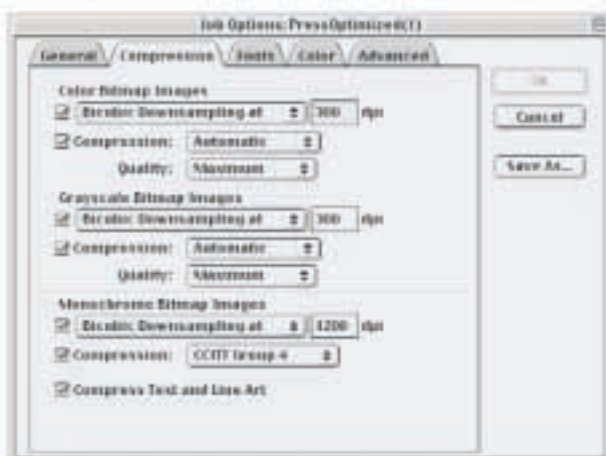
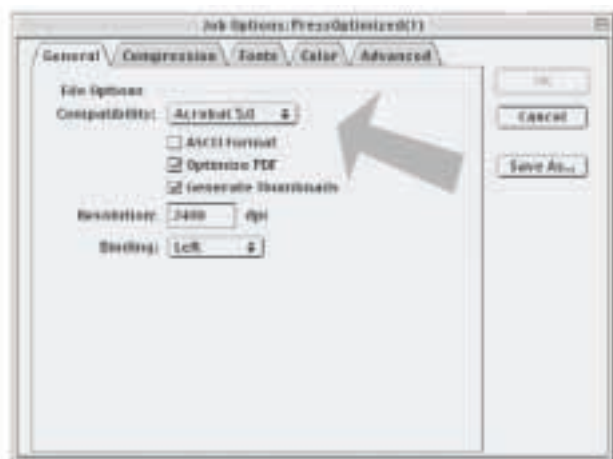
- Step 1. Chooser PSPrinter in the chooser, and the Virtual Printer type.
- Step 2. Select Print from the file menu, choose the Acrobat Distiller 3.0 Printer Description set the page size to custom and the paper width to the width of your document. Under the Output tab change print colours to (composite CMYK or grayscale etc) and then Press Printer Button in print window.
- Step 3. Press Save Button and you will get the following window:
- Step 4. Select "Binary", "Level 2 only" and choose "All" fonts.

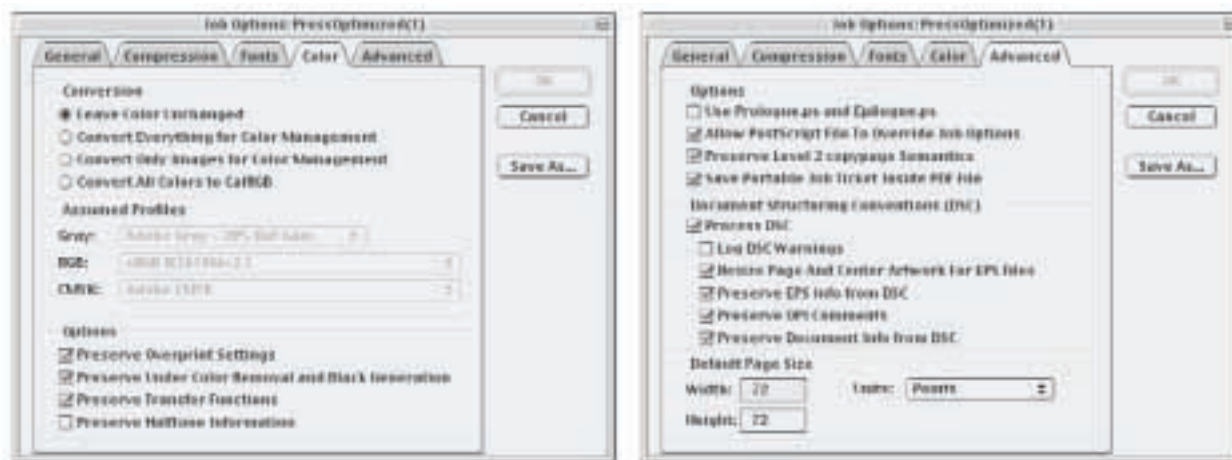


- You are now ready to “Save” & “Print” your first Postscript file for distilling into a PDF file.
- PDF settings See Acrobat Distiller Settings for Adobe Distiller Job Options recommended by *WA BusinessNews*, and Printer Driver Settings and Postscript Generation for recommended printer drivers.

Note: We require Acrobat compatibility to version 5 - producing version 1.4 format pdf's.

- Make sure that the document size of the advertisement being made up in the native program is the same size as the booked ad size.
- Use only Postscript Type 1 or 3 fonts. **TRUETYPE FONTS ARE NOT ACCEPTABLE.**
- All fonts **MUST** be embedded. **DO NOT** outline fonts unless there is no other option.
- Do not use 2, 3 or 4 tone images that have not been converted to CMYK.
- All images should be placed in document at 100%. All placed images should be cropped to finished size and rotated within their native application (i.e Photoshop).
- All boxes (picture and text) should have a background of NONE and runaround of NONE (to avoid text reflow) unless specifically required.





Colour considerations

- All colours used in four-colour artwork must be specified as process separation without exception.
- Mono Ads should not contain any colour elements prior to distilling.
- Do not use custom spot colours i.e. Pantone without first converting to process separation
- Spot colours for digital artwork must be created out of process colours.

Acrobat Distiller settings

The following settings in Job Options are shown to give the best reproduction for newspaper prepress output.

Digital Artwork Transfer

- Completed Advertisement File formats accepted by WA BusinessNews
- Completed Advertisements are to be camera ready (Advertisement size to be same as booked ad size) and will only be accepted in the following formats:

In order of preference

- PDF (pressready) files that meet BN specifications.
- Other formats may be accepted, only after prior arrangement with the Production Manager. Additional production charges will apply. Likewise any material supplied requiring additional work will also need to be charged.
- Complete material will only be accepted in the above described formats. If we have to manipulate the file in any way (re-sizing, replacing fonts or graphics , linking files, colour correcting , re-copying, fixing knock-outs, CMYK conversion, type changes, etc.), an \$85 per hour fee will be charged with a minimum charge of \$25 (excludes gst).
- If any additional image scanning or text setting is required to complete advertisements these instructions will need to be received by 5pm Friday prior to publication and this will need to be charged.



Responsibility

When supplying digital ads they MUST be accompanied by a hard copy colour/mono proof. It is the responsibility of the advertiser/supplier to generate a digital proof for client approval. A similar proof will be generated at *WA BusinessNews* for internal quality checks.

Sending digital artwork via Quickcut

Files to be sent via Quickcut before 2pm WST on the Friday preceding its publication to allow material to reach *WA BusinessNews* by 4pm. Allow sufficient time for job to be checked by *WA BusinessNews*.

Sending digital artwork via email

Only one attachment per email will be accepted.

When sending "collected Indesign/Quark documents" please zip up into one file using a compression program like Stuffit to supply self-extracting file.

- The maximum file size to be no more than 5 MB.
- Email and attachment to be named correctly as per specification bottom page 1.
- Email address: production@wabusinessnews.com.au
- Included in this email will be Customer Name, Ad File Number, Customer Contact Name, Customer Phone
- Number and Customer After Hours Contact/Number to be supplied with all ads.

Sending Digital Artwork via Portable Media

- CD-Rom, DVDs, Thumb/Flash drives etc...
- MUST be accompanied by a hard copy colour/mono proof. A similar proof will be generated at *WA BusinessNews* for internal quality checks.
- Media will only be retained for 3 months. Media can be picked up earlier by prior arrangement at the advertiser's/supplier's expense.



QuarkXpress / Indesign / Pagemaker (older versions)

- Flightcheck your document by using a flightcheck program or by saving as an EPS, placing in another Quark document, closing all font suitcases and printing mono or separations.
- Have you embedded all fonts and included all graphics and images?
- If Ad is in colour, do separations print correctly, i.e. colours separate into process, there are no extra plates, all plates are complete and correct as necessary?
- Are all images current and updated, i.e. not missing or modified?
- Are images CMYK (for colour) or greyscale/bitmap (if black and white) and placed at the correct size and resolution?
- Have you checked your proof to make sure the job prints correctly?

PDF checklist

- Flightcheck your PDF by saving as an EPS. Place in a page layout program and print mono or separations.
- Have you embedded all fonts and included all graphics and images?
- If Ad is in colour, do separations print correctly, i.e. colours separate into process, there are no extra plates, all plates are complete and correct as necessary?
- Are all images current and updated, i.e. not missing or modified?
- Are images CMYK (for colour) or greyscale/bitmap (if black and white) and placed at the correct size and resolution?
- Have you checked your proof to make sure the job prints correctly?

QuarkXpress / Indesign - current versions

Flightcheck within the software package and / or at pdf stage.

For artwork and production enquiries please contact:
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