

## Guidelines for the preparation of artwork for cold-set web printing

Please supply single page, print-ready pdf's with all colour images converted to CMYK, 3mm bleed added to all edges and with all fonts embedded.

Please ensure that all text and/or any BLACK elements are created as 100% Black. When black is generated with a combination of Cyan, Magenta, Yellow and Black this creates extreme registration difficulties on press and potentially undesirable reproduction.

Four colour registration black is not to be used.

All monochrome work should be represented as true mono and not CMYK mono or registration black. The colours 'Registration', 'Auto' and 'All' are not Black, they are usually made up of nearly 100% of every colour, which is detrimental to print quality - please do not use them.

Any colour adverts should be converted to basic CMYK, no spot colours, no LAB, no RGB and particularly no Embedded Profiles. Supplying spot colours, embedded profile colours or RGB may drastically change the colour of the ad when converted to CMYK for printing. Mono adverts should be set as greyscale or black only.

All images need to be 300dpi. Unless they are to be used very small, please do not use images taken from the internet as these are only 72 dpi and will result in the printed image looking fuzzy and pixelated. Unfortunately there is no way that we can improve image resolution - It needs to be considered when the image is taken or purchased.

Maximum ink coverage must be set to no more than 240%. Any thin text and/or line artwork will not appear crisp if ink coverage is supplied too high or if it is produced from multiple colours.

All fonts need to be embedded or converted to outlines within your PDF file. This is to make sure that the fonts used in the creation of your artwork are replicated when printed. If you do not embed the fonts, the fonts may be substituted and may not match those used in your artwork.

Small type, particularly serified type, reversed out of coloured backgrounds will not reproduce satisfactorily and is not recommended.

When printing on a high-speed newspaper press, tension within the reels of paper means that some slight mis-registration is inevitable. Please ensure that text reversed out of coloured backgrounds uses a sufficient point size and font weight characteristic to reproduce satisfactorily. We do not recommend reversing text out of four colour images.

Please set adverts up at the final size that they are to appear. If we have to scale down adverts to fit, then type can become very thin and unreadable as a result. Please do not include crop or trim marks on individual adverts as these may appear in the corners of the printed advert.