

# Perth & District

## CHRISTIAN DIRECTORY



### Guidelines for preparing Artwork for the Perth Christian Directory.

As we cannot be responsible for the quality of printing from any artwork supplied to us, we offer the following specifications to help you achieve the very best possible result.

#### Supplying Finished Artwork:-

We will need to incorporate your entry within the rest of the Directory which we prepare in InDesign (CS3) on a Mac. Our preference would be to receive your layout in InDesign, Adobe Illustrator (.ai) or Adobe PDF v 1.4 when distilled. We would prefer the design without a surrounding border so that we can drop it into our standard outline. (See below)

#### Our pre-fixed 2 pt square cornered border rule sizes are:-

Small Display - 90 mm wide x 25 mm high  
Business Card - 90 mm wide x 55 mm high  
Quarter Page - 90 mm wide x 115 mm high  
Half Page - 185 mm wide x 115 mm high  
Full Page - 185 mm wide by 235 mm high

You may nominate a (dark) colour for the border

#### Copy: -

We reserve the right to advise on suitability & quality of copy supplied: and, for the long-term good of the Directory, the Editor reserves the right to reject an entry: for whatever reason.

Each entry is displayed in the Directory alphabetically by classification, subject to editorial discretion concerning overall page layout constraints. We are therefore not able to book a particular page or position.

**We look for the name of a Christian contact person in your entry.** Where a Christian is working in a non-Christian owned company please use a fish sign in proximity to your name.  (jpg available)

As a directory we do request that no prices are shown and only very discreet claims are made: no direct or indirect comparison with anyone else. Our desire is to promote every entry equally.

#### Please: ....

No large dark areas/no more than 50% reversed type panels: On newsprint we easily get set-off elsewhere: ... can we go for **light & bright** ! (see over for Reversed Type minimum type size)

No TAGS (ICC etc) - NO SPOT COLOURS - EVERYTHING PROCESS CMYK

PHOTOGRAPHS NOT TO EXCEED 230% TOTAL INK DENSITY

Small type to be 95%K and not a 4-colour mix: 3 or 4 colour mix to be minimum of 10pt.

**\* Please may we have sight of your design before you sign off on it \***

See over for Technical Specifications: E&OE July 2012

## Technical specifications check list

Below are some points to remember prior to saving your material as a PDF file.

- All placed elements MUST be CMYK or Grayscale depending on final colour space of page.
- All placed elements must be a minimum of 200 DPI.
- GCR is recommended with a Total Ink Density 230%.
- Black Ink Limit 80% and allow for 30% Dot Gain.
- Four colour white reverse type to be a minimum of 12pt.
- Single colour white reverse type to be a minimum of 7pt.
- Three to Four colour type to be a minimum of 10pt.
- All fonts MUST be embedded (includes base 14).
- Use only Postscript Type 1 fonts.
- True Type fonts ARE NOT RECOMMENDED.
- Screen Ruling is 110 Lines / inch.
- Turn off all colour management in Photoshop.
- Your PDF must be Version 1.4 when distilled.
- If possible flight-check your PDF using Enfocus Pit-Stop.

### Black Overprint

Our Rips are set to automatically overprint 100% black. If you require black to knockout of underlying colours set element to 99.99% Black.

### Colour Management

Our Rips do not support colour management and any ICC profiles that are embedded will be removed. All colour spaces such as RGB, LAB, etc will be automatically converted to CMYK using a Newspaper Profile. It is recommended all elements be converted to CMYK or GREYSCALE before creating PDF files.

### Photoshop settings

To achieve the best reproduction of your images we can email you a Photoshop Color Settings File (.csf). Place this into your: System Folder / Application Support / Color / Settings. Then within Photoshop under the Edit menu go down to colour settings. Select ColourPress settings. To apply settings to an image you must perform a conversion from RGB colour space to CMYK colour space. Photoshop colour settings are applied to image when conversion takes place. When finished using the Colourpress settings change Photoshop back to its default for your normal day to day operation.

### Acrobat Distiller job options

The job options file can be emailed upon request so your files can be distilled with the correct settings to match our configuration. PDF files distilled using incorrect option may fail through our pre-flight.

To make them appear in the pop up window within Distiller, place them in the job options folder inside Distiller folder. Always embed base 14 fonts.

**Please Note:** For MONO pages you must use a GREYSCALE print method.

## Tips for better looking images

It is a good idea to spend a few moments on image quality.

Once you have applied our colour settings to your image. Create a direct copy of your image.

Working on copy of original we are going to perform a two step process of adjustment.

Go to Filter / Sharpen / Unsharp Masking.

Within dialog box enter following values;

**Amount:** 20 - 30%  
**Radius:** 20 - 30 pixels  
**Threshold:** 0 - 7 levels (0 = Maximum, 7 = Minimum)

Repeat process again this time entering following values;

**Amount:** 150%  
**Radius:** 1 pixels  
**Threshold:** 0 - 7 levels (0 = Maximum, 7 = Minimum)

Open original image and compare result. This is a general guide for image enhancement. Minor adjustments of Threshold may be required to achieve optimum results.

### Dot Gain

Typical dot gain on a newspaper press is 30 - 35%

Dot gain, is accepted as a fact of life in printing. Higher levels of dot gain are accepted as a characteristic of coldset newspaper web printing. Printing on highly absorbent newsprint at very high speeds produces higher dot gain (typically 30 - 35%). compared to printing on glossy paper on a sheetfed press (typically 12%). Dot gain can, and should be accommodated for in the photo enhancement stage of production, to avoid pics filling in and becoming muddy and dark in the end printed product.

### Ink Densities

A maximum coverage area of 230% is recommended with only one solid. Two secondary colours should not exceed 75% each. Any single colour not intended to print solid should not exceed 80%.

### Colour Separations

Shown below are typical set up values ("curves") for four colour images. These should be used as a guide but each image will vary slightly. Actual dot percentages will increase for Black and will be less for Cyan, Magenta and Yellow when under colour removal is used. All material should compensate for a dot gain of 30 - 35% in the 50% dot area.

### Typical tone reproduction guide lines for four colour separations

	Cyan	Magenta	Yellow	Black
<b>Highlight:</b>	3%	2%	1%	0%
<b>Midtone:</b>	15%	9%	10%	28%
<b>Shadow:</b>	60%	45%	45%	80%

### Typical tone reproduction guide lines for mono halftone images

**Highlight:** Should drop out to 5% or less  
**Midtone:** Max of 40%  
**Shadow:** Max of 75% - 80%