

Please check your ads for newspaper printing:

Postscript settings:    Use composite (CMYK) for process color  
                                  Use grayscale for B&W  
                                  100 lpi

Guidelines:

1. NO RGB
2. CMYK for full color, 300 DPI preferred
3. Grayscale for B&W; no RGB black, 170 DPI preferred
4. Choose “black” for type (font color), not auto black, not registration black

Photos:

1. use .TIFF & .JPG or .EPS, do not use: .bmp, .gif, .png, .wmf, targa etc.
2. NO RGB

Flatten all artwork- NO layers - NO transparencies

Take dot gain into consideration when preparing your ad. Images in the newspaper will **appear 20%-35% darker than a laser proof or the image on your screen.**

For best photo reproduction correct photos for 30% dot gain and 220 total ink. Lighten photos by setting your Highlights(white point), shadows (black point) and mid-tones using “curves” or “levels” in Photoshop.

All photos need to be embedded or “linked” to the document before PDF is made.

Do not use hairline rules — these may look good on your laser printer, but are difficult for an postscript device to process. If you want a thin line, use a .25 point rule instead.

Use PostScript Type 1 fonts only. Do not use bitmap fonts or .dfonts.  
Avoid type sizes below 7 points. If it is difficult for you to read laser-printed 7-point type, imagine what might happen with the variables of newsprint and ink.

All type, especially black type and white type, should have trapping set to “Knockout”. All trapping is the responsibility of the customer, not Florida Sun Printing.

Reverse type smaller than 10 points may not reproduce well. **And serif and non-bold fonts smaller than 10 points may disappear into reverse areas.**

Most typefaces name after cities (Geneva, New York, Chicago, Monaco, etc.) are screen fonts that are not made for postscript device output. Avoid them.

Delete all unused style sheets and colors when you are finished with your document. This can result in “Font Missing” messages when the ad is output. Don’t use too many fonts in a single job. It may make your job difficult or impossible to print properly.

PDF settings = Press Quality. When you make a PDF please use the “Press Quality” settings. Please make sure that you do NOT use or have the “optimize for fast web view” checked in the distiller. We can not use color management (Blu Munkee) on any picture or page that has been “optimized or sliced” .

Also, please make sure your color management in The Acrobat Distiller is marked “no color management or none” and “include all RGB & CMYK Tagged source profiles” .

Please embed all fonts in document before distilling to PDF.

See our “color settings” file for optimizing Photoshop for newspaper printing.