

TECHNICAL CONDITIONS FOR NEWSPAPER PRINT ADVERTISEMENTS



PETIT PRESS

Valid from 1 March 2011

I. PRINTING

Printing equipment:	Full-colour rotation newspaper offset
Paper:	45 g/m ²
Print raster:	52 lines/cm (132 lpi)
Format:	tabloid newspaper page dimensions (width x height): 289 x 390 mm, max. dimension of a type-area newspaper page (width x height): 258 x 355 mm, <ul style="list-style-type: none"> ■ standard advertisement formats: see the advertising price lists for individual titles - standard advertisement formats ■ non-standard formats: width - keep within column width, height - max. 345 mm. ■ bleed printing is not possible.

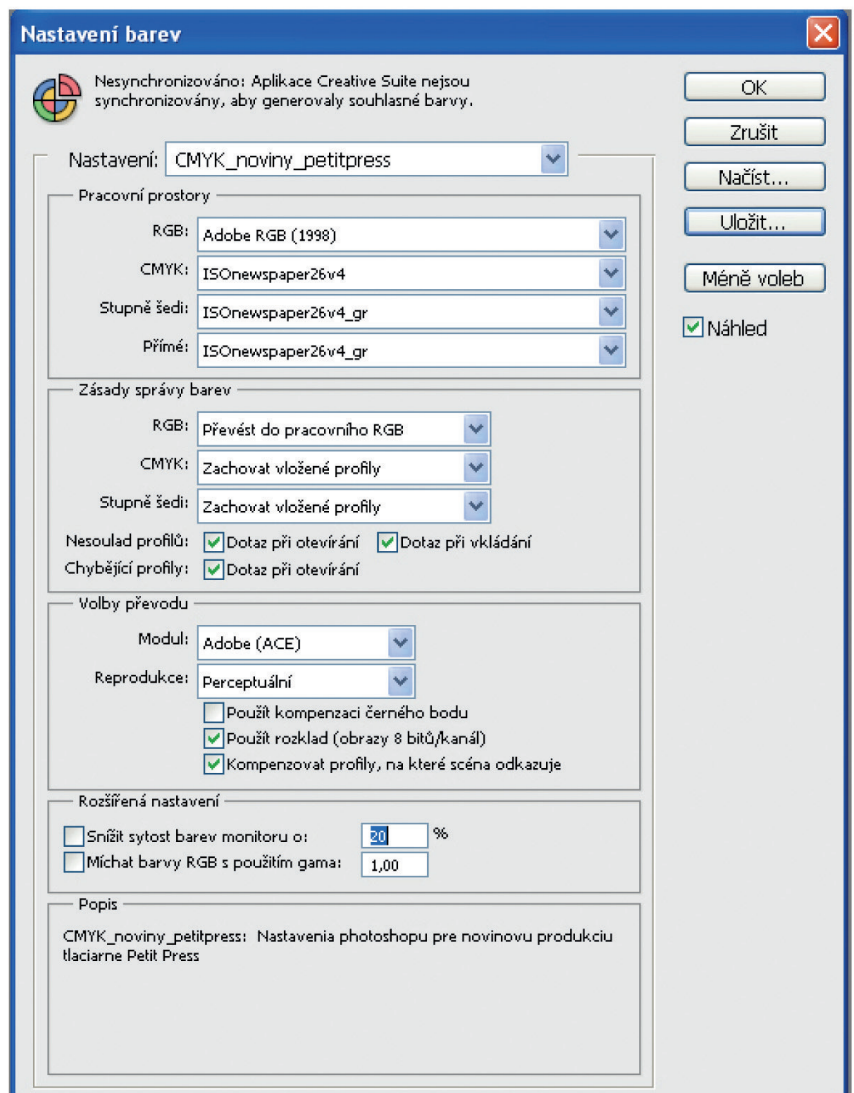
II. COPY FOR FOUR-COLOUR (4F) AND MONOCHROME PRINTING (B&W)

Basic colour space for colour data

- must be set to CMYK.
- do not use spot colours! They must be converted to CMYK colour space.

Colour separation:

- In the case of converting bitmap images from RGB to CMYK use the ISO newspaper 26v4 profile, available for download at <http://www.petitpress.sk/inzercia>.
- Recommended parameter settings Adobe Photoshop for separation into CMYK: (Menu Edit - Colour settings).



Percentage sum of individual CMYK colour spaces:

- maximum 240 % (i.e. the maximum coverage of the paper by the four CMYK colours must at no point exceed 240%)
- tonal range 3% in lights and 85% in prints,
- when producing the advertisement materials reckon with a print dot gain at printing medium tones of 25 % (+ / - 2%),
- definition of black point in dark areas: C= 59 %, M=45 %, Y=41 %, K=95 % (minimum K=85 %).

Due to the specifics of printing on newspaper it is necessary to observe these rules:

- in the case of 4F advertisements do not use a thin typeface smaller than 9pt (e.g. sans-serif fonts) in negative in multiple colours, likewise also in a typeface in two or more colours:
- in the case of monochrome advertisements (B&W) do not use a thin typeface smaller than 6pt in negative,
- do not choose a black positive typeface from a background; black covers over other colours (due to more accurate colour overlays),
- A black typeface must be created (defined) only from 100% black (K) colour; never separate it into 4 colours - CMYK!
- with newspaper offset printing technology it is not possible to achieve contrast and colour corresponding to a standard proof on high-white base paper.

Basic colour space for black & white data

- Must be set to K (black).
- In the case of converting bitmap images into grey use the ISO newspaper 26v4gr profile, available for download at <http://www.petitpress.sk/inzercia/technickepodmienky>.

III. RECEIPT OF READY ADVERTISEMENT SUBMISSIONS

- All submissions must be delivered in electronic form. Submissions must be delivered together with a proof (in the case of monochrome print the output from a laser printer).

Submissions delivered in electronic form:**Input media:**

- e-mail, CD, DVD, USB-key, FTP by agreement.

Formats:

- composite PDF, composite PS or composite EPS with bitmap images included and text converted to curves,
- PDF (version 1.3) with bitmap resolution of at min. 250 dpi and packed with fonts used. PDF may not contain transparent objects!

- basic colour space for black & white data must be greyscale,
- basic colour space for colour data must be CMYK,
- In the case of advertisements without borders or if the size of the frame is different from the size of the advertisement we recommend inserting crop marks into the PDF for clearly defining the edges of the advertisement.

Proof

- must be delivered in 1:1 scale,
- must correspond to the European CMYK scale, i.e. Euroscale ISO 12647-3 for newspaper printing,
- since the colour of newspaper paper is not the same as the colour of proofing or chromaline paper, we recommend using proofing paper with the background colouring of newspaper (whiteness 58%, 93% opacity),
- Upon request we can prepare our own simulated proof on newspaper paper for colour correction.

IV. MATERIALS FOR PRODUCING ADVERTISEMENT MATERIALS IN-HOUSE (does not apply for advertising agencies)

- text must be delivered in electronic form (Word), photographs, slides, films
 - they must not be rasterised,
- logos - well printed, preferably in large format,
- materials may not be faxed or handwritten.

V. MATERIALS DELIVERED ELECTRONICALLY (LOGOS, PHOTOGRAPHS, ETC):

Input media:

- e-mail, CD, DVD, USB-key, FTP by agreement

Formats:

- PDF (version 1.3) EPS, JPG and TIFF, in using a picture in format 1:1 comply with the minimum resolution of 250 DPI (see point III.)

Delivery deadline:

- Advertisement materials must be delivered within the deadline agreed with the advertising office, according to the difficulty of their processing and the closing date.

VI. NOTE

- If deficiencies appear due to non-compliance with technical conditions in the customer's materials, the printing or advertisement will be processed at a level corresponding to the respective deficiencies in the quality of the materials.
- In such case the publisher assumes no responsibility for the quality of printing of the advertisement published and will not accept any claims.