

THE BASICS FOR OPTIMUM NEWSPAPER REPRODUCTION**Files should be compatible with one of these programs-**

Acrobat 7.0 (PDF with fonts embedded)

Adobe InDesign CS2 (export out as PDF or EPS)

Adobe Illustrator CS2 (save as EPS or PDF with fonts embedded or as outlines)

Adobe Photoshop CS2 (save as a flatten image PDF, EPS or TIFF; watch for rasterized type)

Quark Express 6.52 (export out as PDF)

*****We prefer PDF's to preserve the integrity of your ad.*****

(Downsave any higher versions to CS2)

Please set up all colors as process (CMYK) colors. Process separate all colors. If you are sending in a PDF, please send a composite file, not separate plates.

Keep the resolution small. The image resolution for a halftone image printing in the newspaper is 270 dpi. Higher resolution will not improve your output quality for newsprint reproduction. Our line screen (lpi) is 110.

Press Requirements

- * 110 line screen

Halftone Dot Requirements

- * 25% dot gain
- * 50% Midtone Gray
- * 90% maximum shadow dot

How to Achieve a Good Halftone Reproduction

Halftone scans should accommodate a 25% midtone press gain, allowing for the spread of ink (dots) in the press reproduction process. Unless proper adjustments are made in the prepress stage, images will reproduce darker and flatter than the original.

This can best be accomplished by using the "curves" menu and "unsharp mask" filters in Photoshop, or other image editing software. In the curves menu, a good rule of thumb would be to set the highlight dot at 2 or 3, the shadow dot between 85 and 90, and pull the weight in the midtones from a 50% dot to approximately 35%. This will give the image a "washed out" appearance. It's okay if highlight dots are dropped from non-detail whites.

To sharpen your image in Photoshop using the unsharp mask filter, good results can be achieved by setting the radius for 1.5, the threshold for 7, and sharpening in amounts of 50 (50, 100, 150, etc).

Uploading Your Ad

Once you have completed your ad you can upload it to our FTP site by going to www.utahmediagroup.com/upload.php.

Max file size is 2 GB