



COMMERCIAL PRINTING GUIDE

A guide to color reproduction and print quality for the

Jackson Hole News&Guide

GENERAL INFORMATION

The Jackson Hole News&Guide strongly suggests that a high-end page layout program be used for file creation. These include, but are not limited to, Quark XPress and Adobe InDesign. These programs allow vector & raster elements to be used, and each to be recognized, by the systems used, including RIPS and preflight software. Creating files completely in raster applications such as Photoshop, may result in vector elements being downsampled by one of the processes used.

The Jackson Hole News&Guide, as is customarily the case with newspapers, does not have true bleed pages (Double Truck pages do use 'gutter' space, so an exception to this rule). The dimensions given will always be for the 'live' area.

PDFs are the preferred file format. The preferred job option setting Press Quality.

DOT GAIN/LOSS

DOT GAIN

The Jackson Hole News&Guide is in line with the industry standards regarding dot gain for offset printing. This is not a linear increase and may vary from 20% to 30% depending on tonal range.

The important items to remember are:

- 1) Images will generally print darker than what you see on the monitor.
- 2) B/W gain will be limited to Black, while process color images gain on all 4 colors.
- 3) Shadow detail will generally be lost.
- 4) Dot gain from 'unwanted' colors will change the hue of a color. Unwanted colors are those colors not used to create the primary color wanted; for example, cyan is the unwanted color in red, magenta is the unwanted color in yellow, etc.

DOT LOSS

Dot percentages below 10% cannot be guaranteed to print.

4 COLOR PRINTING (CMYK)

REGISTRATION EXPECTATIONS

A critical factor in four-color printing is the proper alignment (registration) of the four printing plates on press resulting in images and colored text that look clean and sharp.

There are built-in variances that cannot be corrected by the pressroom 100% of the time.

PRINTING COLORS

The Jackson Hole News&Guide does not support Pantone or RGB colors. These colors, if used, will be converted to the appropriate CMYK percentage breakdown. Colors will not match Pantone or RGB swatch.

CREATING BLACK USING 4 COLORS

Using 4 colors to produce a 'rich' black is unacceptable. Color shifts can create unwanted hues, and misregistration of type becomes much more visible.

TOTAL AREA COVERAGE (TAC) or TOTAL INK LIMIT (TIL)

Newspaper printing is a 'non-heatset' offset process. It requires a maximum scanning density of 220%. This means, in the darkest area, when the percentages of Cyan, Magenta, Yellow & Black are added together the sum is at 220 or less.

RESOLUTION OF IMAGES

Effective resolution for images is 200 dpi is expected on final files delivered to The Jackson Hole News&Guide a higher resolution only increases file size and will not improve look of the printed material. Conversely, a resolution lower than 150 will affect look of image. The lower the resolution the more 'pixelated' the image will look.

BLACK & WHITE

The majority of color specifications for color reproduction also applies to black & white files.

Special care needs to be taken when converting color images to grayscale.

Because the colorspace is reduced from millions of colors to 256 shades of gray, different colors may 'blend' into the same shades of gray. Add dot-gain, and there may be a situation where these two colors are indistinguishable as shades of gray. If need be, adjust the colors while in RGB or CMYK so that the shades of gray when converted are well separated.

TYPE STYLE & USAGE

For clarity and readability, 10 point or larger type is recommended in newspaper advertising design.

Due to the ink/newsprint relationship, small type & fine serifs may lose their definition when reproduced on press.

2 and 3-color type not only may lose definition, but registration variances will likely make the type blurry.

The Jackson Hole News&Guide recommends against submitting ads with type size 8 points or less as clarity and readability are compromised below press standards. **Four-color text is never recommended.**

If color text is used, font size should be greater than 15 points and NOT have fine serifs/lines.

REVERSE TYPE

When using reverse type be aware that some type styles with delicate serifs and fine lines may not reproduce clearly.

Using reverse type of less than ten (10) points is not recommended for newspaper reproduction.

Type reversed out of color image areas should be a minimum of 10 points. This allows for registration variances within our tolerance and still allows for maximum readability.

To allow for enough contrast and readability, text should not be reversed out of a gray lighter than 40% black nor should it be knocked out of color that is less than 70 total area coverage (i.e. 40% magenta & 30% yellow).

5pt Helvetica

6pt Helvetica

7pt Helvetica

8pt Helvetica

10pt Helvetica

5pt Times New Roman

6pt Times New Roman

7pt Times New Roman

8pt Times New Roman

10pt Times New Roman

QUESTIONS?

Please contact the Creative Service Department at
307.733.2047 ext 103 or art@jhnewsandguide.com

TETON
mediaWORKS

SIZES AND MARGINS

DIGEST BOOK

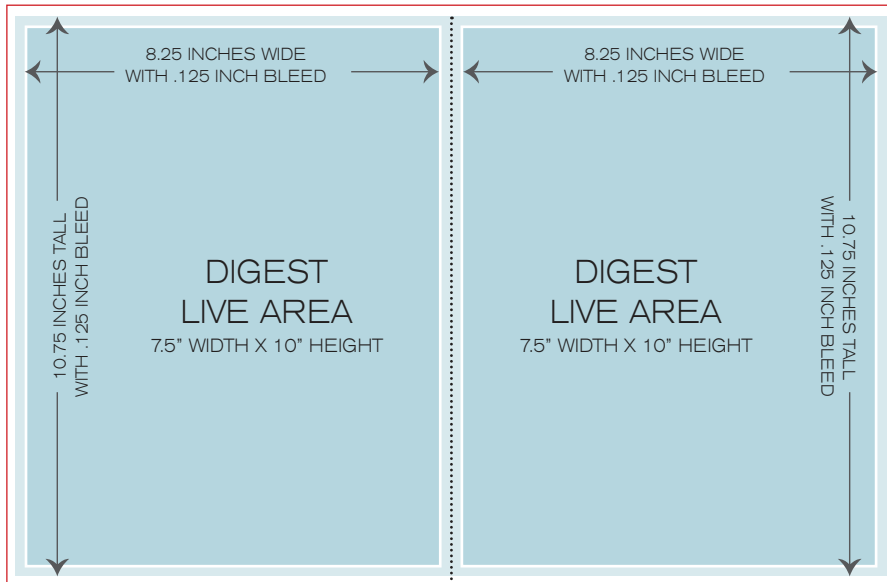
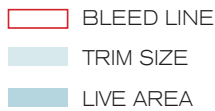
DOCUMENT SIZE AND MARGINS

FINAL TRIM SIZE 8.25" x 10.75"

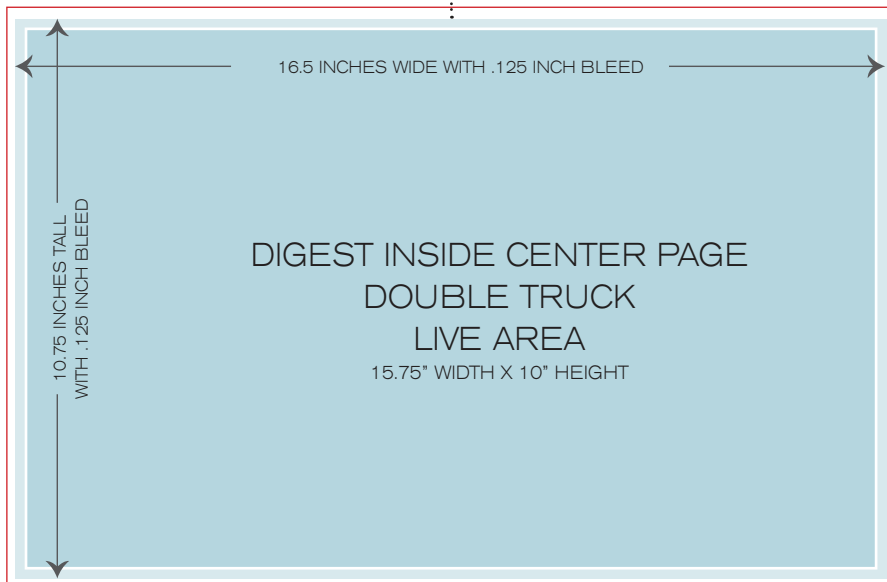
LIVE AREA 7.5" x 10" Set margins to .375"

BLEED .125" on all 4 sides

* Design templates available upon request



← CENTER OF TWO DIGEST PAGES



← CENTER OF DOUBLE TRUCK

SENDING FILES

ELECTRONIC MOVABLE MEDIUM:

DVD/CD/USB FLASH DRIVE

EMAIL - prepress@jhnewsandguide.com

FTP INSTRUCTIONS

The Jackson Hole News&Guide FTP server is a way of sending and receiving files that are too large to email.

SENDING/PLACING A FILE

To send a file via FTP, you must use an FTP program (such as Fetch or Anarchie for Mac, or cuteFTP or wsFTP for Windows.)

USING AN FTP PROGRAM:

Enter in the Host field: **69.146.3.234** and type the appropriate username and password when prompted.

Username: newsandguide

Password: newsandguide

You should now see a list of files. You can create a new folder by clicking on the new folder icon at the top of the screen. Place your file in the folder you created.

* Files must be stuffed or zipped with all support files included (images, fonts, etc.)

* Please contact prepress to confirm receipt of the file.

BLEED SETUP DIGEST DOCUMENT

For best reproduction quality, bleeds should only be used on the outside covers of the digest sized document. Bleeds on the interior are not recommended.

All bleeds should be set at equal amounts of .125 inches on the outside, top and bottom margins.

SIZES AND MARGINS

TABLOID DOCUMENT

SIZE AND MARGINS

DOCUMENT SIZE 11" x 17"

LIVE AREA 10.333" x 16"

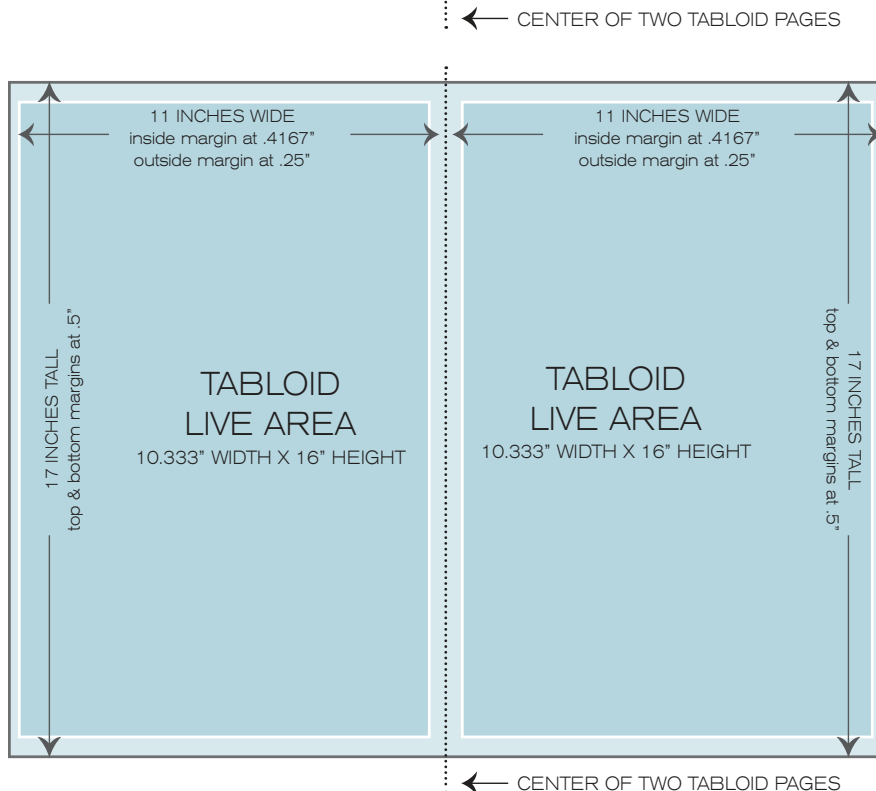
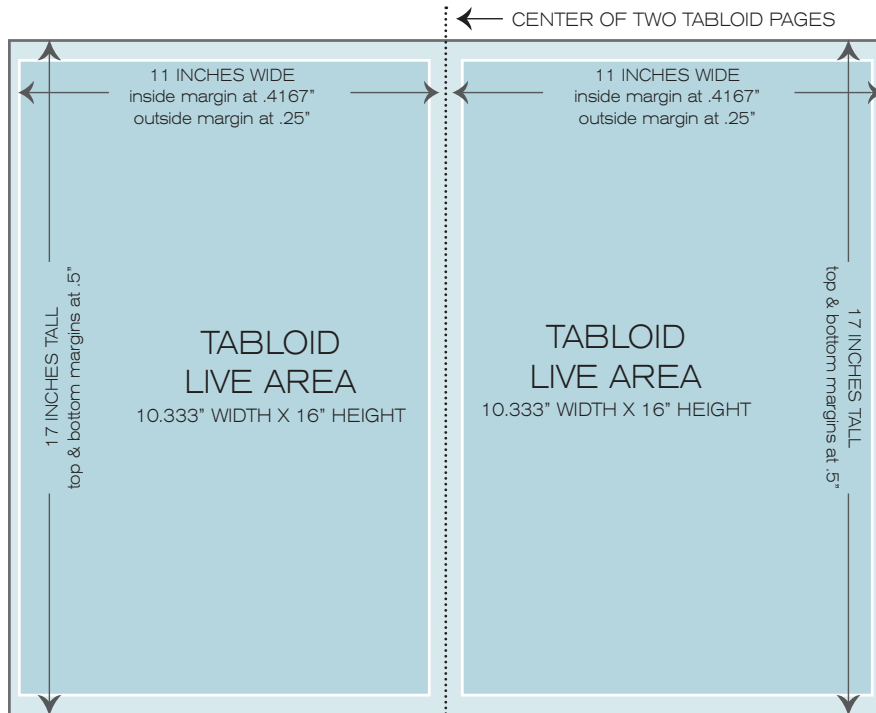
MARGINS

Top .50" Inside 0.4167"

Bottom .50" Outside .25"

FINAL SIZE

LIVE AREA



NOTE: Files received digitally that do not comply with these specs may have to be adjusted for the best reproduction. You will be notified and can choose to provide a corrected file or have the changes made at the prevailing file prep hourly rate.

QUESTIONS?

Any other technical questions should be directed to our press or prepress departments:

Jeff Young, Prepress
(307) 733-2047 ext. 140
prepress@jhnewsandguide.com

Chuck Pate, Press Foreman
(307) 732-7069
chuck@jhnewsandguide.com

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