The North Coast Post ADVERTISING GUIDELINES

AD DIMENSIONS (MM)



FONTS All fonts must be embedded or outlined TYPEFACES Type should be minimum 7-point (black) Colour type 10-point minimum

- All reverse type should be 10-point or greater
- Reverse type between 10-point and 12-point should be bold and sans serif
- All reverse type should be place in tints of over 60% density
- Type with serifs or screens, reversed out of a 4-colour image or colour, should be 12-point or greater in size
- COLOURS Use only 100% black, not four colour black

Any Pantone & RGB colours must to be converted to CMYK

INK WEIGHT • All images, graphics and other elements within ads must not exceed 230% total ink weight

- Minimum image resolution 200dpi
 - Black Ink Limit 80% (recommended)
 - Dot Gain 30%
 - Highlight set at a minimum of 3%
 - Images can be converted to the correct settings in Photoshop following the steps on p2

FILE PREPARATION

IMAGES

- All advertising material must be supplied as Press Ready PDFs
- Must be CMYK (including all images within)
- Ads must be supplied to the correct dimensions, with no printers marks
- Please keep file size down maximum 8MB

ARTWORK SUBMISSION

- Please ensure your ads meet the specifications outlined prior to sending
- If NCP receives incorrectly supplied arwork, we will request resupply
- If resupplied artwork *still* doesn't meet the above specs, NCP will be obliged to make changes in order to be suitable for print
- Any changes to ads that NCP is obliged to make will be charged to the advertiser
- Changes made by NCP such as CMYK colour conversion, ink weight reduction or file compression may alter the appearance of colours and images in supplied materials

Using colour settings to control COLOUR MODE & INK WEIGHT

STEP 1: ADJUSTING COLOUR SETTINGS IN PHOTOSHOP

- 1. Download the attached colour settings file "NEWSPAPER ISO26v4.csf"
- 2. In Photoshop, go to the Edit menu and select Colour Settings
- 3. On the right hand side of the pop up, click Load

Color S	ettings	
Settings: North America General Purpose 2 Working Spaces ROB: sROB IEC61966-2.1 CMYK: U.S. Web Coated (SWOP) v2 Gray: Dot Gain 20% Spot: Dot Gain 20% Color Management Policies RGB: Preserve Embedded Profiles ~ CMYK: Preserve Embedded Profiles ~ Gray: Preserve Embedded Profiles ~ Oray: Preserve Embedded Profiles ~ Missing Profiles: Ask When Opening Messing Profiles: Ask When Opening	Conversion Options Engine: Adobe (ACE) Intent: Relative Colorimetric Use Black Point Compensation Use Dither (8-bit/channel images) Compensate for Scene-referred Profiles Advanced Controls Desaturate Monitor Colors By: Blend RGB Colors Using Gamma: Blend Text Colors Using Gamma: Unsynchronized: Your Creative Cloud applications	 Navigate to your downloaded .csf file, click Open Confirm your colour setting is selected at the top of the pop up then click Ok
Settings: NEWSPAPER ISO26v4 ~ Working Spaces RGB: Custom RGB CMYK: ISOnewspaper26v4 Gray: Dot Gain 30% Spot: Dot Gain 30% Color Mananement Policies	Color Settings Conversion Options Engine: Adobe (ACE) Intent: Relative Colorimetric Use Black Point Compensation Use Dither (8-bit/channel images) Compensate for Scene-referred P	OK Cancel Load Save

STEP 2: APPLYING NEW COLOUR SETTINGS TO IMAGES IN PHOTOSHOP

For the colour settings to take effect you MUST apply them to images - there are two ways to do this

Method 1: Convert to Profile – The best way to convert both RGB and CMYK images

1. Go to the Edit menu and select Convert to Profile

2. Ensure CMYK is selected as the Destination Space and click Ok

			Convert to Profile Advanced	
S Pro	ource Space ofile: Adobe RC	GB (1998)		ОК
D	estination Spac	ce		Cancel
0	Gray	Profile:	Working Gray - Dot Gain 20%	Preview
0	RGB	Profile:	Working RGB - Adobe RGB (1998)	
O	LAB			Basic
0	СМҮК	Profile:	Working CMYK - ISOnewspaper26v4	

Method 2: Mode Change – Quick for converting from RGB, but slower for images that are already CMYK

- 1. Go to the Image menu and select Mode
- 2. If the image is RGB, Mode change to CMYK
- If the image is already CMYK, Mode change to RGB and then back to CMYK

Image	Layer	Туре	Select	Filter	View	Plugins
Mode			E	Bitmap Grayscale Duotone		
Adjustments						
Auto Tone		Φ#L		Indexed Color		
Auto Contrast Auto Color Image Size		ጚ ତ # E	RGB Color			
			7.381	L	Lab Color Multichannel	