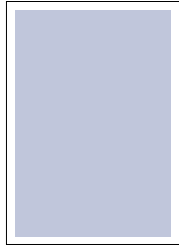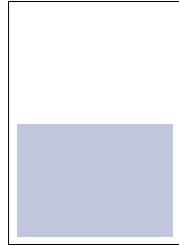# The North Coast Post
ADVERTISING GUIDELINES

AD DIMENSIONS (MM)

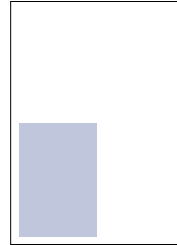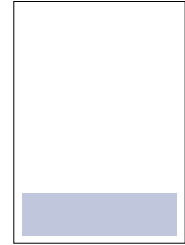**Full page**
260 w x 380 h

Half page
260 w x 188 h

Quarter page
129 w x 188 h

Front page strip
260 w x 72 h

ARTWORK SET UP

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

IMAGES
- 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

- 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**
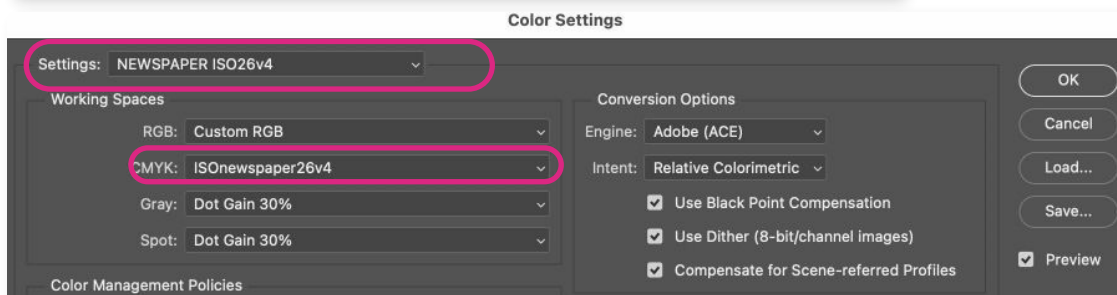
Using colour settings to control
COLOUR MODE & INK WEIGHT

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**
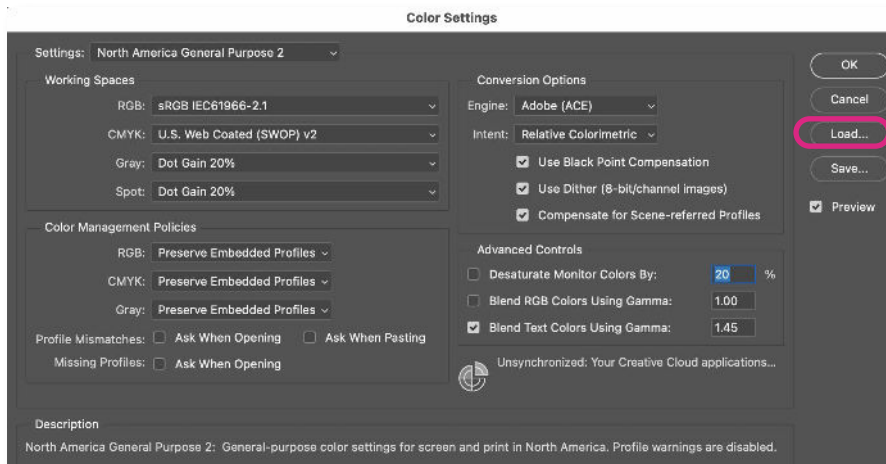
4. Navigate to your downloaded .csf file, click **Open**

5. Confirm your **colour setting is selected** at the top of the pop up, then click **Ok**

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**

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**

3. If the image is **already CMYK**, Mode change to **RGB and then back to CMYK**