



**The Nation Publishing Co. Limited**

## Quick Spec Reference Guide

### Formats

Nation Publishing Co Limited prepress operations are 100% Digital.

Nation Publishing Co Limited operates on a Macintosh **OS X and PC** platform and supports the following formats **PDF, Tiff** (not TIFF/IT), **EPS** and **JPEG**.

Nation Publishing Co Limited fully supports CD, DVD, USB DRIVE and most other media Formats or e-mail to [artwork@nationnews.com](mailto:artwork@nationnews.com)

Artwork can also be sent via our **FTP site**. Please ask for details.

**ALL** electronic files **MUST** be accompanied by a **PROOF** when delivering by hand.

**ALL** colour ads **MUST** also be accompanied by a **COLOUR PROOF** When delivering by hand.

### CMYK Colour Space

**All ads should be delivered in a CMYK colour space only. Do not build ads in RGB, LAB, or Spot Colour.**

### Color Management Profiles

When creating artwork for newsprint reproduction we recommend that you use "ISOnewspaper30v4.icc" profile. The maximum total inking of the profile "ISOnewspaper30v4.icc" is 240 %. The maximum depth in an image is reproduced with Cyan 59 %, Magenta 45 %, Yellow 41 % and Black 95 %. The file name "V4" stands for: Version 4 of the standard newspaper profile.

We can provide this profile for you.

### Supported Applications

The following application are supported and updated to the latest version:

Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat and Macromedia Freehand.

**PLEASE CONVERT ALL TEXT TO PATHS OR TO OUTLINE.**

**EXPORT ALL FILES FROM** Adobe InDesign, Adobe Illustrator and Macromedia Freehand as **PDF 1.3**.

**All ads created with layers must be flattened before saving.**

**All ads built with Transparencies must be flattened before saving.**

### Screen Ruling

Nation Publishing Co Limited prints at 85 lines per inch.

### Image Resolution

Photographic material should be prepared at a resolution of 200 dpi at full size. Higher resolution will not increase image quality.

Line art such as bit-mapped files (logos or Scanned text) should be prepared at 900 dpi at full size. However, we highly recommend that these elements be sent in vector-based format.

### Total Ink Density (DMax)

The total maximum ink density should not exceed 240%. Lower is better in order to maximize shadow detail and reduce the potential for ink setoff.

### Highlight Dot

Use a 3-5% dot for the smallest highlight to hold detail in Halftones.

### Midtone Dot

Prepare materials to compensate 30% dot gain. A 50% dot prior to press will measure approximately 80% as a printed dot.

### Shadow Dot

80-85% in shadow areas intended to hold detail. Areas greater than 85% will likely print solid.

## Typography and Rules

### Type

Sans serif typefaces are the best choices for newsprint reproduction. Type faces with thin or delicate serifs and strokes and non-uniform character thickness should be avoided. For best legibility, we recommend using type sized at least 7 points for black type without a screen

### Screened Type

When screening type, avoid fine to medium weight type and always use sans serif typefaces. Type size should be at least 10 points bold.

### Reversed Type

To assure quality reproduction, use a type size greater than 10 points, on a background of not less than 40% screen.

### Sur-printed Type

When sur-printing type over a tint, use a bold type on a screen (background) not heavier than 30%.

### 14pt. Futura on 30% Magenta

A B C D E F G H I K L M N O P

### 14pt. Futura on 30% Cyan

A B C D E F G H I K L M N O P

### Colour Text

Black text should only be created using 100% black, four (4) colour black should never be used with text or other elements. When setting type in colour 14

point is the minimum recommended size.

No more than two (2) process colours are recommended for colour type, which should be in a sans serif typeface.

### Knockout/Overprint

14 point is the minimum recommended type size when using knockout text for two or more colour.

When using black type on a colour background, overprinting black is recommended for best reproduction. Size and weight of type must be taken into account when deciding to overprint or knockout, remembering also that all inks/colours are translucent in newsprint. Knockout /Overprint should be set per element, not to the entire document.



## DIMENSIONS

The size of **the Nation** newspaper is 14" tall x 10.5" (6 columns) wide. Our column sizes are as follows:

**1 column – 1.667" or 10 picas**

**2 columns – 3.443" or 20p6 picas**

**3 columns – 5.2" or 31 picas**

**4 columns – 6.967" or 42 picas**

**5 columns – 8.733" or 52p4 picas**

**6 columns – 10.5" or 63 picas**

**Double page spread – 21.5" or 129 picas**

### Deadlines

**ALL ads** saved in the relevant formats, are **due to The Nation** by **4:00 p.m., two working days prior to publication.**

Late ads are subject to 50% late fee charge.



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# TINT Chart

PLEASE NOTE THE CODE EXPLANATION: The first digit represents Cyan; the second Magenta; the third Yellow and the fourth Black.  
Each Numerical digit represents a Percentage of the specific colour in sequence of CMYK in increments of ten percentage of the colour. An "A" represents 100%.  
e.g. 1280 - 1=10% Cyan; 2=20% Magenta; 8=80% Yellow and 0=0% Black

ALL COLOUR ADS AVAILABLE - SPACE PERMITTING. FOR BOOKINGS CONTACT RICHARD HADDOCK, TEL: 430-5531. FOR FURTHER EXPLANATIONS PLEASE CONTACT RICARDO BELGRAVE, TEL: 430-5451.

## Process Colour and Colour Overprint

## Selected Pastels

0100	0200	0300	0400	0500	0600	0700	0800	0A00	1200	0111	0130
0110	0220	0330	0440	0550	0660	0770	0880	0AA0	0210	0420	4100
0010	0020	0030	0040	0050	0060	0070	0080	00A0	1030	1070	1011
1010	2020	3030	4040	5050	6060	7070	8080	A0A0	1110	1220	1300
1000	2000	3000	4000	5000	6000	7000	8000	A000	1310	2010	2040
1100	2200	3300	4400	5500	6600	7700	8800	AA00	3100	3110	3130

0A00	1900	2800	3700	4600	5500	6400	7300	8200	9100	A000	9010	8020	7030	6040	5050	4060	3070	2080	1090	00A0	0190	0280	0370	0460	0550	0640	0730	0820	0910	0A00
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1280	0150	0170	01A0	02A0	0260	0360	0380	03A0	0480	04A0	15A0
1880	1440	1660	0AA1	0882	0552	0663	0774	3AA0	0335	0333	0331
1AA0	0771	0AA0	0870	0A50	0A70	0770	0670	0750	0440	0340	06A0
1500	1A00	0A01	0A10	0A30	0710	0610	0820	0620	0410	0320	0640
1410	2300	3400	4600	3600	3800	5A00	AA01	8A00	7700	7500	5400
A100	A200	A300	A400	8400	7300	6100	4110	3220	3330	4330	3310
A001	8010	5010	3020	4030	5040	5030	5020	6020	8020	8030	8040
6061	A0A1	A0A2	A0A5	A0A4	A0A3	5054	8280	6260	4140	8060	8050
3040	5070	6080	8080	70A0	7080	60A0	2060	2080	30A0	10A0	00A1

