

Technical Specifications for Ads

01.03.2010

Requirements

1. Complete advertisement

Possible file formats include

- PDF/X-1a files in CMYK colour model prepared for a specific printing process
- universal PDF/X-3 files with device-independent colours (Lab, ICC profile based RGB and CMYK)

2. Advertising material

(images, logotypes, illustrations, etc.).

3. Recommendations

Basic requirements that should be met in order to ensure the correct publication of ads

ICC profiles used for printing Eesti Ekspress and its monthly publications:

Eesti Ekspress' uncoated newsprint of improved brightness

(rull-*offset*):

PSO_SNP_Paper_eci.icc

Eesti Ekspress' monthly publications (EE Naine, EE Mees, EE Kodu)

(rull-*offset*):

ISOwebcoated.icc

If you have questions about technical details, please contact our layout editor Laura Meerits:

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Files should be sent to the following address:

FTP: [ftp.ekspress.ee/incoming/reklaam/upload](ftp://ftp.ekspress.ee/incoming/reklaam/upload)

An anonymous user has the right to write files; no usernames or passwords are required. PDF files are then automatically forwarded to the PitStop server.

1. Complete advertisement

A complete advertisement is a **one-page PDF/X1-a file in CMYK colour space prepared for the correct printing process or a PDF/X-3** file with colourimetrically (ICC profiles) defined colours.

- which contains all the elements required as parts of the advertisement and only these (i.e. **does not include crop marks or any other objects that are not design elements**);
- which has been prepared for the correct printing process; the correct ICC profile on uncoated newsprint of improved brightness, which is printed in roll-offset (Heatset), is **PSO_SNP_Paper_eci.icc** (total ink coverage is 260%);
- the TrimBox of which corresponds to the ordered space size;
- the outer sides of which **have a bleed of 5 mm per each edge to be cut**, i.e. the BleedBox has to be 5 mm larger than the TrimBox per each edge to be cut;
- **the text, logotypes and other essential information of which end 7 mm before the cutting edge** (since the newspaper is bound by sheets of 8 pages into each other, each sheet approaching the middle section of the paper is cut smaller).

Any ad smaller than one page must be surrounded with a frame of at least 1 pt (~0.4 mm) on all sides. This is necessary in order to clearly distinguish one ad from the next and to prevent misunderstandings resulting from “merging” of the content of different ads.

Please **name the file** so that it would reflect the name of the company or product being promoted and preferably include the number of calendar week for the ad to be published (e.g. Hansaliising25, Veho41Citroen).

The file must have passed a preflight by the manufacturer.

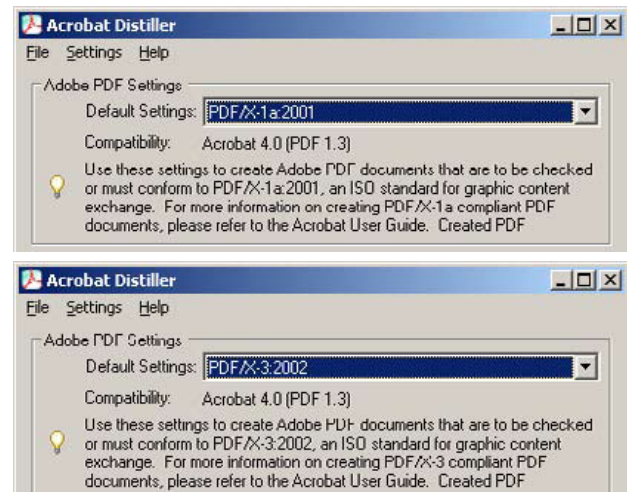
We can use files that correspond to the following standards:

ISO 15930-1 (PDF/X-1a:2001)

ISO 15930-4 (PDF/X-1a:2003)

ISO 15930-3 (PDF/X-3:2002)

A PDF file should be created in Adobe Acrobat Distiller versions 6-9 using PDF/X settings. If necessary, standard settings may be changed, e.g. the compression of pictures to JPEG or ZIP; but apart from the requirement to use the ISO PDF/X standard we do not presume any other specific settings for the file to qualify technically as a complete ad.



NB! The Acrobat Distiller default setting “Press Quality” is not equal to the ISO PDF/X settings and does not guarantee equal reliability. The PDF files prepared this way are still suitable, if they meet the basic requirements of PDF/X-1a, but we do not recommend this.

Adobe InDesign CS and PDFexport with PDF/X-settings are also reliable. From older InDesign versions, a PostScript file has to be printed and converted into a PDF by Acrobat Distiller.

2. Advertising material

A designed advertisement

from which the client cannot generate a **PDF/X file** because Acrobat Distiller is unavailable may be submitted as an **EPS** (Encapsulated PostScript) file whose Bounding Box should correspond to the ordered ad size, and all the used fonts, pictures and the colour model should be **Device CMYK**. We will convert it into a PDF/X-1a file if possible. We recommend this to designers who use CorelDraw.

See the example.

Logotypes

have to be presented as vector graphics in PDF or EPS format. The conversion of vector graphics into pixel format and presenting it as a TIFF or JPEG file is a technically suitable but a lower quality solution.

Sending logotypes on a Microsoft Word form or using a design program as a container for a pixel format (e.g. a CorelDraw file with a bitmap picture on a page), etc. is technically incorrect.

Pictures

may be presented in any common pixel format, preferably TIFF or JPEG with device-independent colours (ICC-tagged RGB). Pictures taken from a webpage are unsuitable for printing.

Submitting advertising material in graphics programs

We can use the following application file versions:

CorelDraw versions **up to 12**.

In the files that do not require any text changes, the texts should be converted to curves.

Adobe Illustrator versions **up to CS4**.

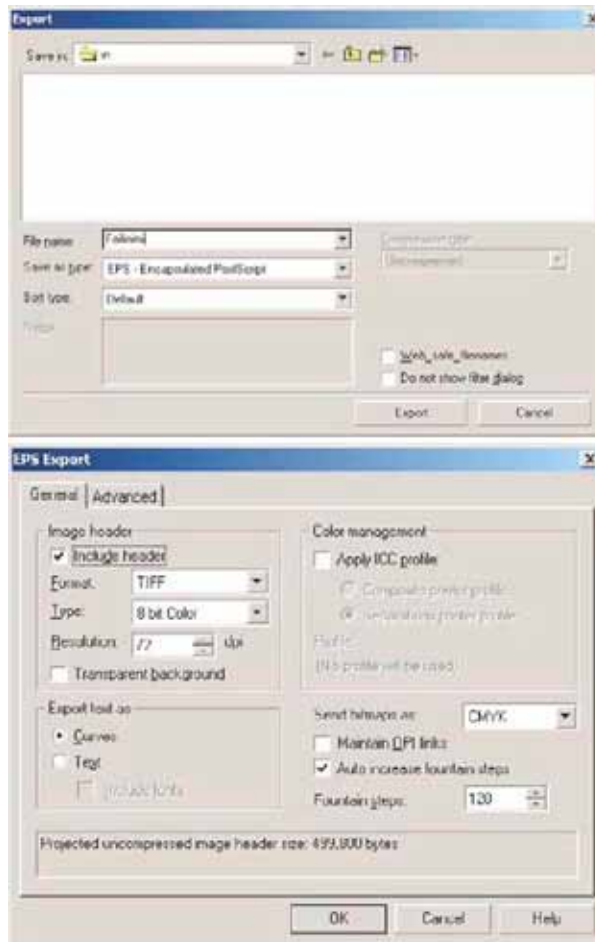
Adobe InDesign version **CS4**.

Please embed all linked pictures and other elements (Links-Embed file).

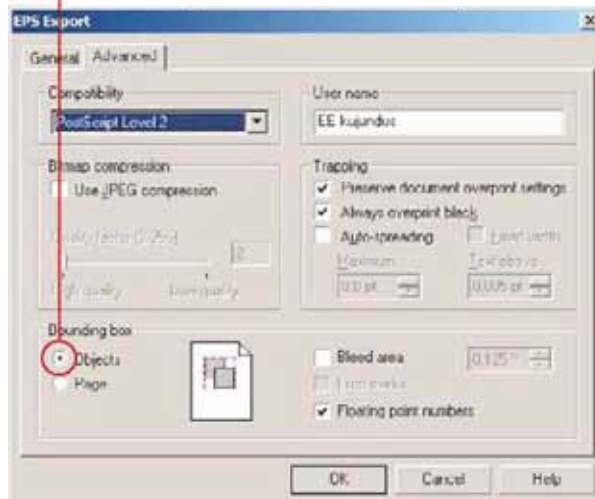
Adobe PhotoShop versions **up to CS4**.

Since fonts are subject to copyright, we cannot use fonts for which AS Eesti Ajalehed has no rights in the document file. That would be a violation of the Estonian Copyright Act.

An example: CorelDraw save as EPS



If the document base is done in the correct size, you can also choose "Page" as the size of the EPS Bounding Box.



3. Recommendations

- **Always check the PDF file before sending it** in order to avoid unexpected mistakes when the ad is sent to print. With Adobe Acrobat Preflight, you can check the following:

Magazine Ads checks the correspondence to the PDF/X-1a:2001 standard, taking into account printing on coated paper.

Newspaper Ads checks the correspondence to the PDF/X-1a:2001 standard, taking into account printing on uncoated newsprint.

In case of **PDF/X-3 files**, please use PDF/X-3:2002 checking setting.

- **Prepare the advertisements in the correct size.** All the ads will be placed on the pages of EA publications within the space of exactly the ordered size, taking into account the measurements of the PDF TrimBox and BleedBox. In case of a difference between the ordered space and the TrimBox measurements, visible distortions in proportions may occur while fitting the material in. Please make the document page size the same as the ordered advertising space and leave an additional 5 mm bleed for trimming if the ad reaches the edge of the page.
- **When preparing PDF/X-1a (CMYK) files, the correct printing process should be taken into account: uncoated newsprint has maximum total ink coverage of 260%, and coated paper, 300%.** CMYK with incorrect parameters will always give an undesirable result, and printing a coated paper resolution on uncoated newsprint will cause significant technical problems.
- **Please surround the ads smaller than one whole page with an at least a 1 pt frame.** Avoid using extremely thin (hairline) line widths in the layout. In print these lines may appear uneven or disappear completely in print.
- **The trimming accuracy is -5 mm.** In case of the ads reaching the edge of the page, position the text and other important elements that must not be cut off at least 7 mm inward from the trimmed page format. This is an inside "safety zone" inside just as the bleed is left outside the clean format.
- **Do not include crop marks or any other markings** that are not the desired parts of the ad. Crop marks are not helpful; on the contrary, they have to be removed again. All necessary the markings and scaling will be added in the printing house during the electronic sheet montage.
- **In PDF/X-3 files, the ICC profile based RGB pictures should be preferred.** Even though ICC profile based CMYK pictures are convertible, the result is not as good. For example, converting a uncoated newsprint CMYK picture to coated CMYK does not widen the colour space; instead, it means the following: change the percentage values of colours so that when printed on coated paper the result would be as similar as possible to that printed on uncoated newsprint. A wide RGB colour space can be turned into both coated paper and uncoated newsprint, making the most out of the possible CMYK colour range. If you do not know on what kind of paper the ad will be printed or if the same file will be printed on various paper types, use the widest CMYK colour space profile (ISOcoated.icc) for soft-proofing on the screen and make the colour corrections according to that. On uncoated newsprint the colours will always appear duller; this is inevitable and can only be partially helped with specific picture processing. Of course, the picture may be specifically processed for uncoated newsprint, but then it is no longer a universal PDF/X-3 file.
- **For picture resolution, it is reasonable to use an approximately 1.5-2 times higher resolution than the raster density of the printing.** Normally, the effective resolution of 300 ppi is the limit; and making the resolution higher does not improve the quality but quite the contrary: in the process of resizing to a smaller scale, a sharpened picture is shifted out of focus again (you did sharpen your picture, didn't you?) Also, it's not a good idea to use excessive compression: 300 ppi JPEG with heavy compression factor would look bad even on uncoated newsprint.
- **Achieving the perfect colour balance in print throughout the page is complicated.** The difference in the hue of large one-colour surfaces might be clearly noticeable. This should be taken into account with large one-colour surface layouts and, if possible, such layouts should be avoided. In order to get a **deep black** tone, use the following colour code: **100% Black, 50% Cyan, 40% Magenta, and 40% Yellow.**