

Preparing your Publication for Printing

The following guidelines are intended to assist you through the process of creating a print-ready publication that will meet industry standards for Web Offset printing. Our goal is to provide you with the resources you need to insure that the print files you submit will result in the best reproduction at press without delays or added cost being incurred.

If you have any questions, feel free to contact one of our sales or customer service representatives at 866.262.4449.

STAFFORD
PRINTING | PUBLISHING

1005 E. Fairplains Street • Greenville, MI 48838
Ph: 866.262.4449 • www.go-stafford.com

Glossary of Print Terms

Bleed - A bleed is any image or graphic component that extends beyond the page edge. Bleeds can be used only on publications that trim. Any item that is to bleed must be extended 1/4" beyond the trim edge of the document. Be sure your pdf settings are set correctly to capture the bleed.

CMYK - Cyan, Magenta, Yellow and Key (Black) are the colors used in 4 color process printing. The CMYK color model (process color; four color) is a subtractive color model and is also used to describe the printing process itself. Though it varies by print house, press operator, press manufacturer and press run, ink is typically applied in the order of the abbreviation.

Color Densitometer - A piece of equipment used by press personnel to determine the density of the ink color being laid down on the printed sheet. Color Density - The amount of ink printed on the sheet.

CTP - Computer to Plate. A technology that allows the imaging of metal or polyester plates without the use of film. Eliminating the stripping, composing, and traditional plate making processes, CTP revolutionized the printing industry and led to reduced prepress times, lower costs of labor, and improved print quality. Recently Stafford began using a plate that requires no chemistry to process. It goes directly from imagesetter to press.

Halftone - The screening of a continuous tone image, converting the image into different sized, yet, equally spaced dots - or in stochastic printing, which Stafford uses, a random dot pattern that more closely resembles a continuous tone, providing clearer, sharper images.

Offset - The printing process that uses a blanket to receive the ink from the plate and then impresses it onto the paper as the paper passes between the blanket and a hard steel cylinder called an Impression Cylinder.

Registration - The alignment of the four process colors in relation to each other. When the cyan, magenta, yellow and black plates are aligned and brought into focus, the printed piece is considered to be in register.

RGB - The RGB color model refers to red, green, and blue, which as light is added together in various ways to reproduce a broad array of colors. The RGB color model is for the sensing, representation, and display of images in electronic systems, such as televisions and computers, and digital photography. In offset printing, RGB images imported for your digital camera *must* be converted to the CMYK color mode in a program such as Photoshop prior to printing to achieve accurate color reproduction. Leaving images in RGB mode will result in a much darker, muddy image in print.

RIP - Raster Image Processing, a computer language that arranges the dots, solids, lines and type in a particular pattern concerning densities and angles. The function of the RIP is to send instructions to the plate or proofing imagesetter.

Saddle Stitch - The binding of a book using wire staples on the binding edge to hold the book together.

Separations - In the printing process four different colored inks are used - cyan, magenta, yellow and key (black), - together abbreviated as CMYK. These inks are semi-transparent or translucent. When two or more inks overlap on the paper due to sequential printing impressions, a primary color is perceived. In the "pre-press" stage, original images are translated into the four color plates that can be used on a printing press, through "color separation," and "halftoning." These steps make possible the creation of printing plates that can transfer color impressions to paper on the printing press.

Signature - A parent sheet that consists of 4, 8 or 16 pages depending on the size of the publication and the press that it is to be run on. The signature is then folded, collated (depending on how many pages are needed to complete the project), stitched and (sometimes) trimmed.

Spot Color-PMS-Pantone - Colors that are mixed in batches and are identified by a number. The number can be followed by a C (Coated) or U (Uncoated). The formula is designed for the type of substrate it is to be printed on taking into consideration the porosity of the paper. For cold-web offset printing, Uncoated PMS colors are used.

Stochastic screening - or FM screening is a halftone process based on pseudo-random distribution of halftone dots, using frequency modulation (FM) to change the density of dots according to the tone level desired. Traditional (AM) halftone screening is based on a fixed spacing of dots, which vary in size depending on the tone represented. Stochastic screening, which is used by Stafford, employs a fixed dot size with a distribution density that varies depending on the color's tone. The result is an image that exhibits a greater color gamut than conventional (AM) halftone screening, is clearer, and more closely resembles a continuous tone image.

Trapping - The overlay or over printing of ink in relation to each other to compensate for miss-registration on the printing press creating an illusion of tight register.

Web Press - A high speed printing press that uses rolls of paper rather than individual sheets. Web Offset Presses are beneficial in long run printing jobs. Speed is a huge factor when considering turn around time for press production; some web presses print at speeds of 3,000 feet per minute or faster. Stafford's web press can average 20,000 impressions an hour. In addition to the benefits of speed and faster turn around times, some web presses have the inline ability to cut, perforate, and fold.



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LAYOUT FORMATS



The most common web press layout formats are Broadsheet, the largest page size; Tabloid, half the page size of a broadsheet; and Mini-Tab, which has a page size that is half that of a tabloid page. Within each format, sizes can vary either in width, height or both. Each are achieved on the same press by how the folds are made in the web.

BROADSHEET

- Traditional newspaper format
- Sized from 11.5 to 17" wide by 23" tall
- Page counts are factored in two page increments
- Can fold to either display half of the front page, or quarter of front page

TABLOID

- A tabloid can be ready straight off the press untrimmed, or sent to post press to be stitched and trimmed
 - Untrimmed tabloids have a width of 11.375" wide but can vary in height from 12 to 17" tall
 - Can be left as a flat fold, to display the full front page, or folded in half (quarter folded) with the fold across the middle of the front page (often done for mailing purposes)
 - Trimmed tabloids range from 9.5 to 10.5" wide by 12 to 16" tall.
- Stitching and trimming is done post-press
- Page counts are factored in increments of four

MINITAB

- A mini-tab is a stitched and trimmed product that can be produced in a variety of sizes, usually from 6 to 8" wide by 10 to 10.5" tall
- Page counts are factored in increments of 8.

USING DESIGN AND LAYOUT APPLICATIONS

Adobe InDesign and *QuarkXpress* are the two industry standard layout applications that are used to create professional print-ready pdf files to submit for printing your publication. Of the two,

InDesign has become the application used most often by graphic designers.

When setting up your publication, the document size you create must be the same as your intended actual page size. For example, if you are creating a mini-tab that will be a finished (trimmed) size of 8 x 10.5" be sure to set your document template to this size. At this size we recommend a 3/8" inside margin to give you a live working area of 7.25" x 9.75". The live area defines the limit for all printable text.

The screenshot shows the 'New Document' dialog box in Adobe InDesign. The 'Document Preset' is set to '[Custom]' and the 'Intent' is 'Print'. The 'Number of Pages' is 16, 'Start Page #' is 1, and 'Facing Pages' is checked. The 'Page Size' is '[Custom]' with 'Width' set to 8 in and 'Height' set to 10.5 in. The 'Orientation' is set to 'Portrait'. The 'Columns' section shows 'Number' as 1 and 'Gutter' as 0.1667 in. The 'Margins' section shows 'Top', 'Bottom', 'Inside', and 'Outside' all set to 0.375 in. The 'Bleed and Slug' section shows 'Bleed' values of 0.25 in for Top, Bottom, and Outside, and 0 in for Inside. The 'Slug' values are all 0 in. Annotations include a red circle around the Width and Height fields, a red box around the Page Size section with the text 'Page size should be set to actual finished page / publication size.', a red arrow pointing to the link icon in the Margins section with the text 'By clicking to lock the link icon, the margin settings will be applied evenly to all four sides.', and a red arrow pointing to the link icon in the Bleed and Slug section with the text 'Unlock the link icon to apply bleed to Top, Bottom, Outside leaving Inside at 0.'

New Document

Document Preset: [Custom] OK Cancel Save Preset... Fewer Options

Intent: Print

Number of Pages: 16 Facing Pages Master Text Frame

Start Page #: 1

Page Size: [Custom]

Width: 8 in Orientation: Portrait Landscape

Height: 10.5 in

Columns

Number: 1 Gutter: 0.1667 in

Margins

Top: 0.375 in Inside: 0.375 in

Bottom: 0.375 in Outside: 0.375 in

Bleed and Slug

	Top	Bottom	Inside	Outside
Bleed:	0.25 in	0.25 in	0 in	0.25 in
Slug:	0 in	0 in	0 in	0 in

SETTING UP BLEEDS

A bleed is any image or design element that extends off of the printed piece. Bleeds can be used only when the printed piece is going to be trimmed. Your bleed elements must be extended 1/4" beyond the trim edge of the document.

When creating a pdf of your final layout document, it's very important to allow for the extra 1/4" of bleed by checking the appropriate box in the pdf settings.

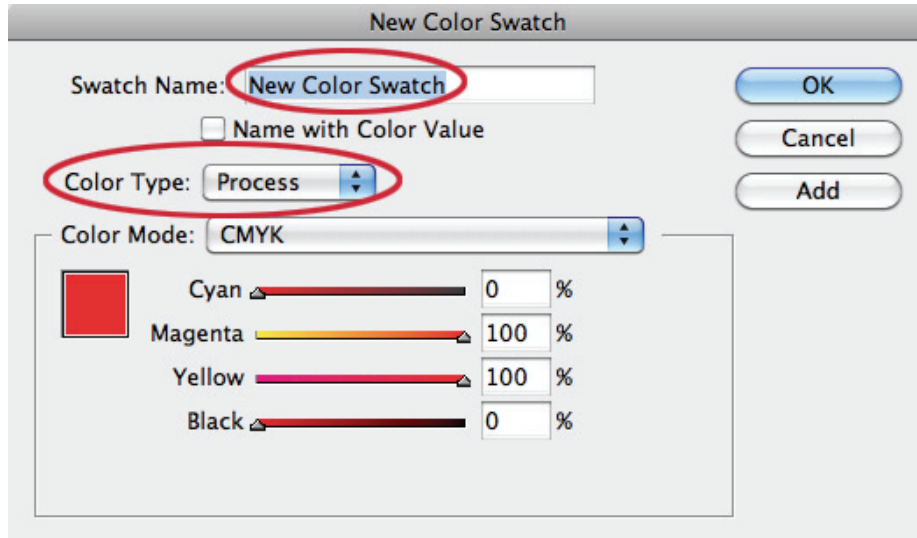
COLOR SETUP

**There are two different types of color inks that are used in web offset printing:
Process Color and Spot color:**

PROCESS COLOR (4 COLOR) This is the process used most often, required when running color photos or artwork. In your design application, all colors created must be set up with the Color Type set to Process and the Color Mode set to CMYK. Colors in InDesign are setup using “Swatches”.

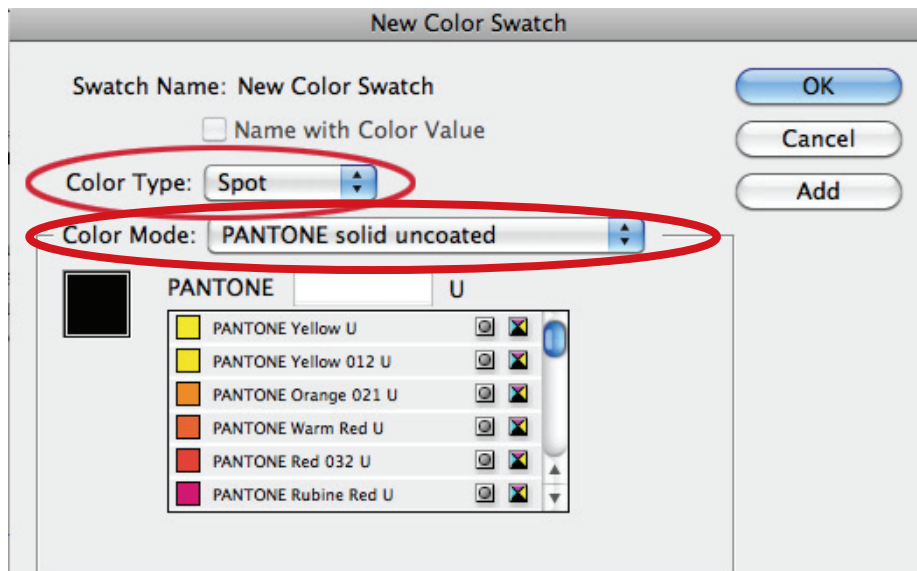
In the menu bar, go to:

Window > Color > Swatches



SPOT COLOR (PMS-PANTONE) Spot colors can be used in your publication when you are not running full color photos or artwork and need only one or two color inks in addition to black. Spot colors are identified by a corresponding Pantone/PMS number. In the color swatches menu, PANTONE solid uncoated inks should be used for cold-web offset printing.

Window > Color > Swatches



SIMPLIFY YOUR CMYK COLOR MIX FOR BETTER REPRODUCTION

The more ink used to create a color mix, the more likely that color will become muddy and darker when printed, compared to it's appearance on your monitor. Use these mixes as a guide.

<div>100C 35M 100C 35M</div>	<div>100C 65M 100C 65M</div>	<div>100C 50M 30K 100C 50M 30K</div>	<div>100M 100M</div>	<div>100M 30Y 100M 30Y</div>	<div>100M 70Y 100M 70Y</div>
<div>100C 100C</div>	<div>100C 20Y 100C 20Y</div>	<div>70C 10Y 70C 10Y</div>	<div>100M 100Y 100M 100Y</div>	<div>100M 100Y 20K 100M 100Y 20K</div>	<div>100M 100Y 20C 100M 100Y 20C</div>
<div>60C 15M 60C 15M</div>	<div>35C 15M 35C 15M</div>	<div>20C 7M 20C 7M</div>	<div>80M 60Y 80M 60Y</div>	<div>50M 30Y 50M 30Y</div>	<div>20M 10Y 20M 10Y</div>
<div>70C 70M 70C 70M</div>	<div>60C 40M 60C 40M</div>	<div>40C 40M 40C 40M</div>	<div>60M 20Y 20K 60M 20Y 20K</div>	<div>100M 20Y 20K 100M 20Y 20K</div>	<div>100M 40Y 40K 100M 40Y 40K</div>
<div>60C 20K 60C 20K</div>	<div>50C 15K 50C 15K</div>	<div>15C 10K 15C 10K</div>	<div>20C 100M 20C 100M</div>	<div>50C 100M 50C 100M</div>	<div>30C 60M 30C 60M</div>
<div>50C 15K 50C 15K</div>	<div>35C 7Y 35C 7Y</div>	<div>15C 5Y 15C 5Y</div>	<div>10C 40M 10C 40M</div>	<div>15C 60M 15C 60M</div>	<div>7C 20M 7C 20M</div>
<div>10M 100Y 10M 100Y</div>	<div>25M 100Y 25M 100Y</div>	<div>45M 100Y 45M 100Y</div>	<div>100C 50M 100Y 100C 50M 100Y</div>	<div>100C 30M 80Y 100C 30M 80Y</div>	<div>75C 15M 75Y 75C 15M 75Y</div>
<div>60M 100Y 60M 100Y</div>	<div>40M 75Y 40M 75Y</div>	<div>20M 60Y 20M 60Y</div>	<div>100C 100Y 100C 100Y</div>	<div>70C 100Y 70C 100Y</div>	<div>40C 100Y 40C 100Y</div>
<div>10M 35Y 10M 35Y</div>	<div>7C 15M 60Y 7C 15M 60Y</div>	<div>12C 22M 100Y 12C 22M 100Y</div>	<div>60C 60Y 60C 60Y</div>	<div>30C 30Y 30C 30Y</div>	<div>20C 35Y 20C 35Y</div>
<div>20C 40M 100Y 20C 40M 100Y</div>	<div>30C 60M 100Y 30C 60M 100Y</div>	<div>60M 100Y 40K 60M 100Y 40K</div>	<div>20C 100Y 20C 100Y</div>	<div>25C 60Y 25C 60Y</div>	<div>10C 30Y 10C 30Y</div>
<div>20M 60Y 40K 20M 60Y 40K</div>	<div>20M 100Y 40K 20M 100Y 40K</div>	<div>50M 100Y 60K 50M 100Y 60K</div>	<div>80C 50Y 80C 50Y</div>	<div>60C 30Y 60C 30Y</div>	<div>30C 15Y 30C 15Y</div>
<div>10M 60Y 20K 10M 60Y 20K</div>	<div>10M 60Y 20K 10M 60Y 20K</div>	<div>5C 15M 30Y 5C 15M 30Y</div>	<div>50C 100Y 50K 50C 100Y 50K</div>	<div>20C 70Y 50K 20C 70Y 50K</div>	<div>70Y 40K 70Y 40K</div>

THINGS TO AVOID

BLACK TYPE IN ALL 4 COLORS

Be sure that any color ads/graphics created in Photoshop are done in the CMYK mode and that you are using Process BLACK, not a combination of CMYK process colors, or Registration Black. For black and white ads, use Grayscale mode. When black type is created using all 4 colors, even slight mis-registration on press can render the type fuzzy and difficult to read. The ink also will saturate and lead to more offsetting onto the opposite page.

Black type created in RGB,
converted to CMYK

Black type in black ink only

REVERSE (KNOCKOUT) TYPE IN ALL 4 COLORS

The minimum recommended point size for type reversing out of color backgrounds is 14pt. Even at this size it could present registration issues that lead to legibility being compromised. It's always better to use a bold San Serif typeface. Serif types should be avoided altogether in reverses. See below...

14 pt type (Arial Bold) reversed
out of CMYK background

14 pt serif type (Times) reversed
out of CMYK background

USING PHOTOSHOP FOR TYPE

When creating ads or artwork for your publication in Photoshop, avoid using text below 12pt. if possible. Photoshop is a raster based program (using pixels) and will make smaller type difficult to read. Be sure to start with a resolution of at least 300 dpi in your ad/graphic image, and little or no compression when saving.

MISSING FONTS

Fonts must be embedded and converted to outlines or paths before your document is sent to print and before you convert / export to pdf. If you are sending a native application file, be sure the fonts are embedded, and converted prior to sending. InDesign has a package option (File > Package) that can gather all your fonts and links into one package that can then be submitted for print if you are sending the native files.

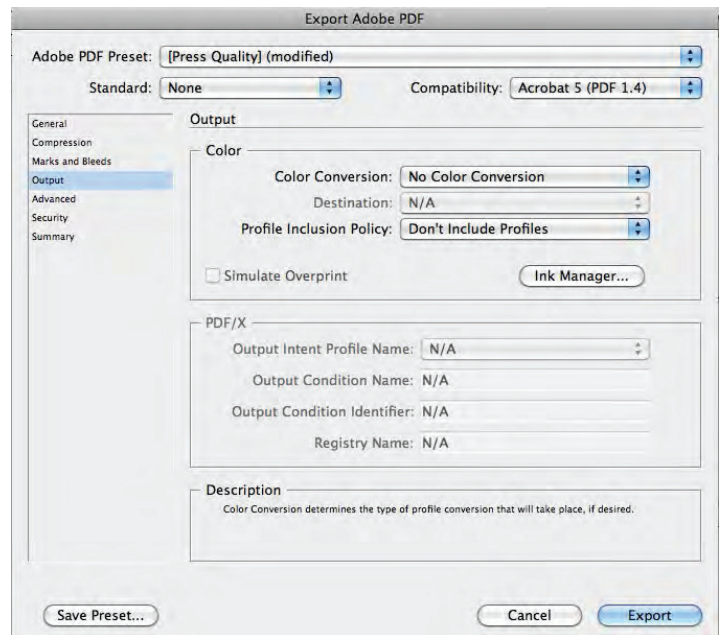
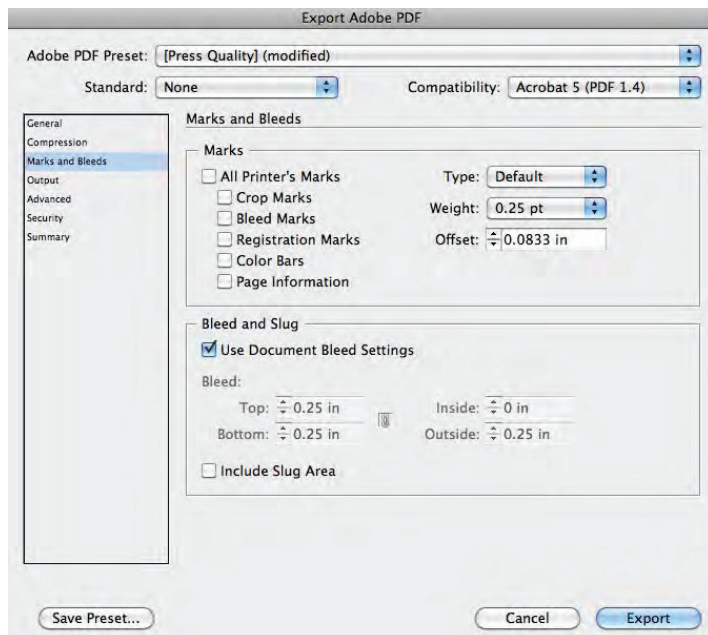
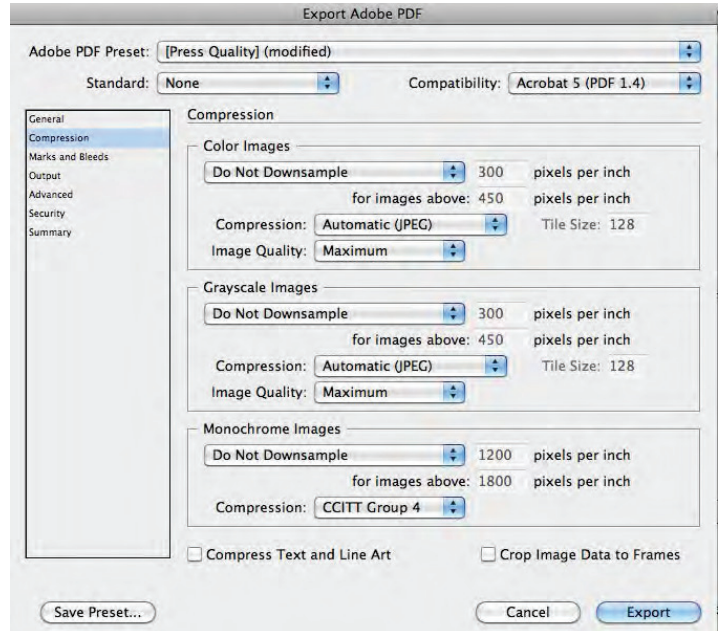
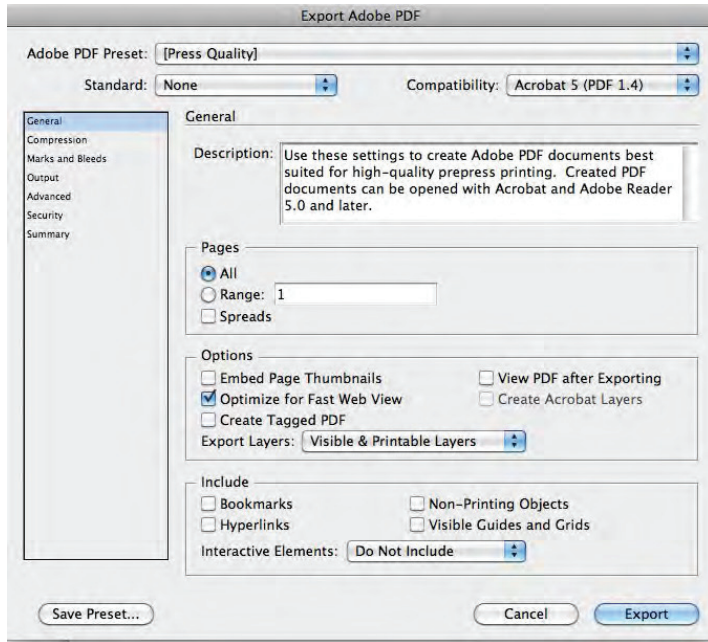
RGB FILES

All files for commercial printing should be saved in the CMYK color space unless you are sending a file with only 1 or 2 colors. These files should specify which PMS colors are used and have those colors embedded within the file. Sending files in any other color space may result in color shifts. Files sent with RGB color issues are usually placed on hold while the printer notifies you. This could result in delayed production times.

PDF Export Settings

Once you've set up your publication in InDesign, the next step before sending it to the printer is to create a **print quality pdf**.

Below is a set of screen shots that shows the settings to use. Access these settings by going to **File > Export** in your InDesign menu bar.



In the Marks and Bleeds settings, check only if your publication uses bleeds. The remaining settings can be left to their default settings. Click **Export** and your pdf will be created.

The first time you do this, you should save your preset so it can be accessed through your Adobe PDF Presets. This allows you to call it up without having to put in the settings each time you Export to pdf.

TO INSURE THAT YOUR PUBLICATION IS COMPLETED TO YOUR SPECIFICATIONS,
PLEASE FILL OUT THIS FORM AND SUBMIT TO YOUR SALES OR CUSTOMER SERVICE REP

Customer Contact Information

Company Name: _____

Publication Name: _____

Primary Contact Name: _____ Primary Contact Phone #: _____

email address: _____ Home or Mobile Phone #: _____

2nd Contact Name: _____ Phone: _____ email: _____

Publication Information

Issue Date: _____ Order Quantity: _____ Total Number of Pages: _____

Pages to be printed in 4-Color: _____

Insert Information

Will this issue have any inserts? Yes ☐ No ☐ Return extra inserts? Yes ☐ No ☐

Insert Name: _____	Quantity to insert: _____
Insert Name: _____	Quantity to insert: _____
Insert Name: _____	Quantity to insert: _____
Insert Name: _____	Quantity to insert: _____
Insert Name: _____	Quantity to insert: _____
Insert Name: _____	Quantity to insert: _____

Delivery Information

Delivery Location #1	Delivery Location #2
_____	_____
_____	_____
_____	_____
Quantity to above location: _____	Quantity to above location: _____

Special Instructions: _____

PHOTO GUIDELINES

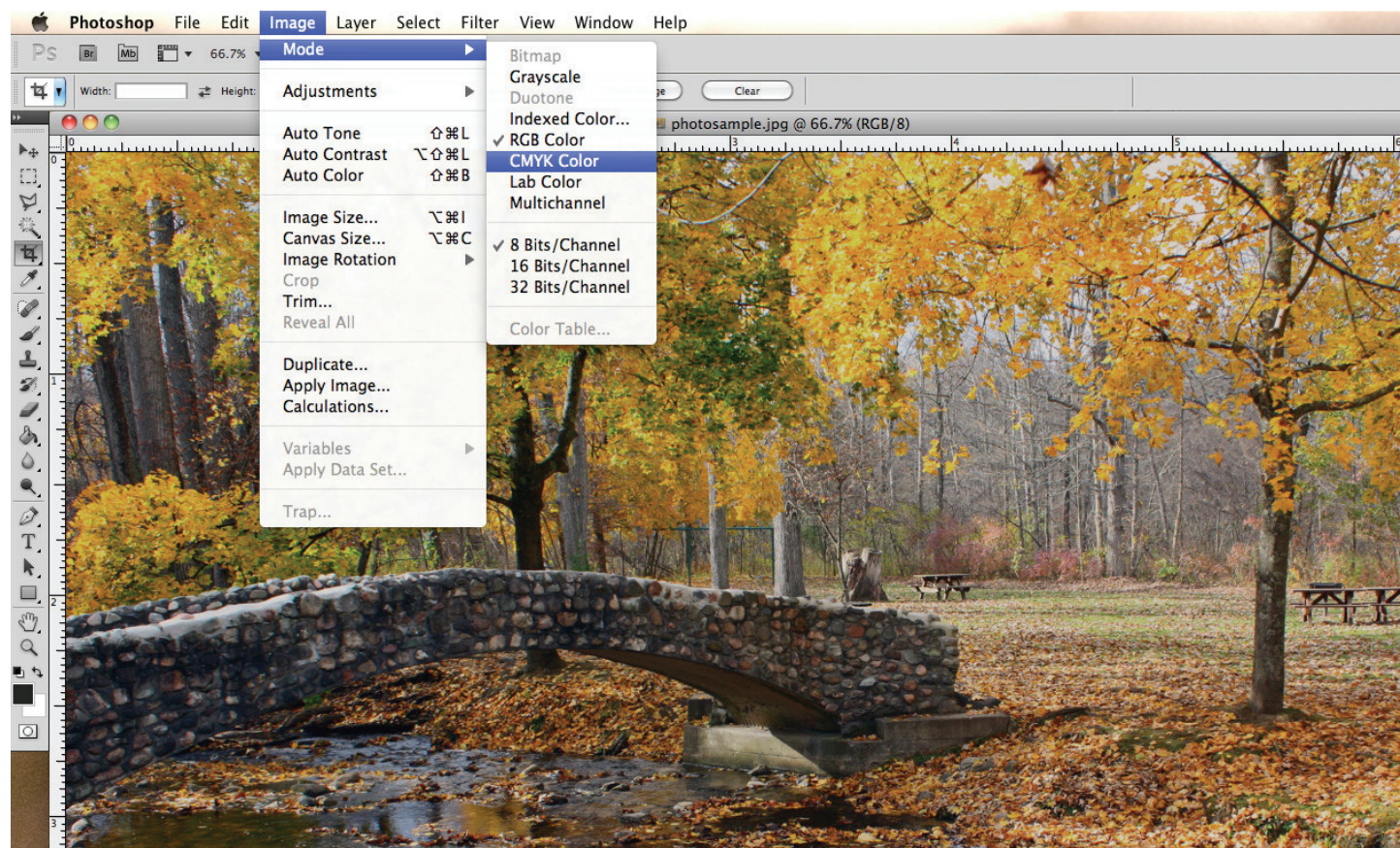
Designing for newsprint is different to other mediums because the final outcome depends on designing for inks on a highly absorbent paper. No matter how bright an image appears on your monitor, it will reproduce darker when printed. At Stafford, we use a stochastic screening process which significantly helps with reproduction quality and reduces the absorption of ink into the paper.

On the pages that follow are some tips for getting better photo reproduction, including info on having your monitor custom calibrated by Stafford for more accurate color display for print.

Note: Always use your camera's highest resolution setting. You can always downsize your images to a more manageable size (200-300 dpi) when preparing them for print.

COLOR MODE

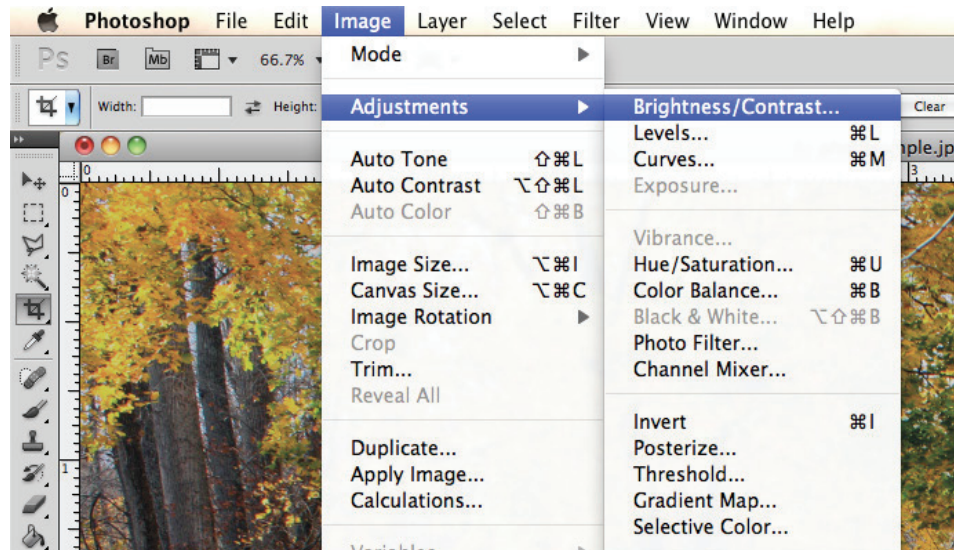
Digital cameras create images in the RGB color mode. Before placing your photos into your print document, you will need to convert them to **CMYK** mode for color printing, or **Grayscale** mode for black and white printing. If photos are left in RGB mode and submitted for printing, color shifts will occur that will result in less than ideal reproduction.



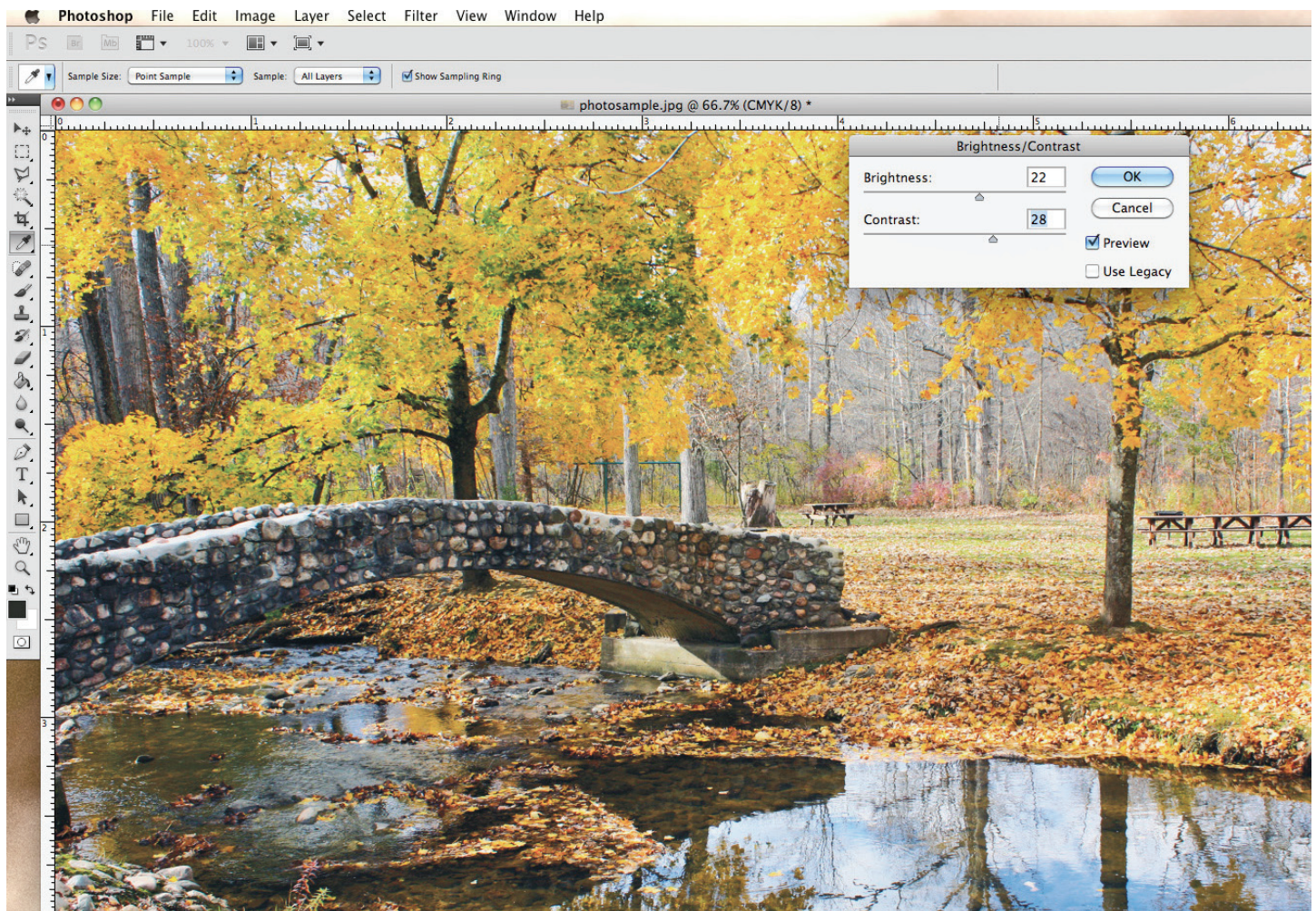
Converting from RGB to CMYK in Photoshop

ADJUSTING PHOTOS

High contrast images lightened for good separation between tones will reproduce best. Photoshop provides several methods for color /contrast adjustment. Below shows the Brightness / Contrast adjustment settings. Try working with some of the other image adjustments options, such as **Levels** or **Curves** and the **Shadow/Highlight** settings, all under **IMAGE > ADJUSTMENTS** in Photoshop.



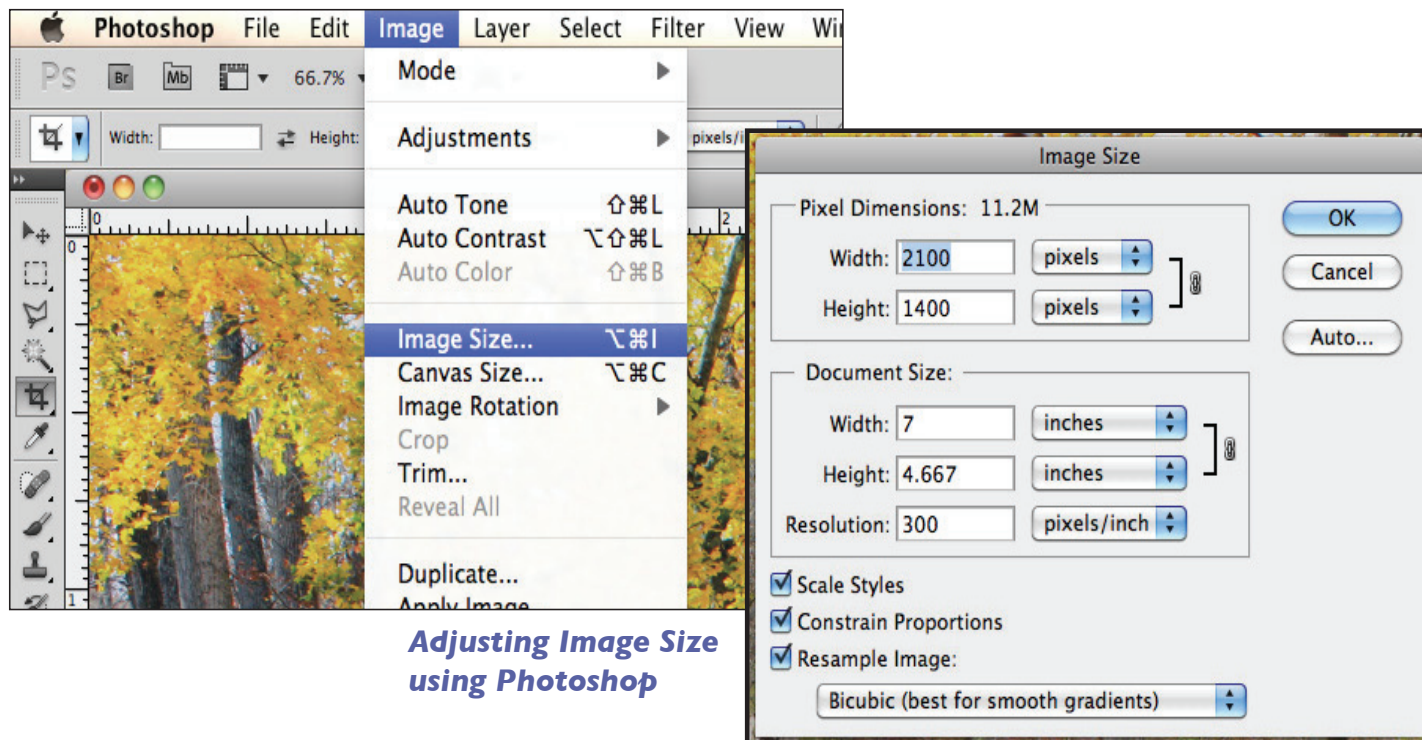
Adjusting Brightness/Contrast using Photoshop



The image's brightness and contrast should be adjusted to approximately 20% lighter than you would choose for normal gloss photo printing. First adjust to what appears best on screen, then lighten by about 20% for best newsprint reproduction.

IMAGE SIZE, DPI

After importing your photo into Photoshop, reconfigure the image dimensions to more closely approximate the final size you plan to place it within your publication.



**Adjusting Image Size
using Photoshop**

COLOR CALIBRATION

NOTE: As a service to our customers, Stafford will gladly make arrangements to color calibrate your monitor(s) to help insure that the image on your screen more closely matches reproduction at press. Our calibration equipment will measure the ambient lighting in your work location to create a custom setting for your monitor within your work environment.

Stafford also recommends that you use the "US Newsprint (SNAP 2007)" color profile in your photo editing and design programs. Call your sales or customer service representative for more information.

LINKS TO MORE TIPS

http://www.ehow.com/how_5968416_prepare-photos-newsprint.html

http://www.brainbell.com/tutorials/Photoshop/Preparing_A_CMYK_Image_For_Use_In_Newsprint.htm

<http://tn42.com/b/quick-steps-better-output-newsprint-web-press>

<https://youtu.be/9qjD6KbEiVA>

AVOID USING LOW RESOLUTION WEB IMAGES FOR PRINT

All image files should originate from a hi-resolutions source. Images taken from the web are configured at a much lower resolution than for printing purposes and will reproduce looking blurry and with rough, “pixelated” edges. 300 dpi is the recommended resolution for print reproduction. In your photo editing program, size your images to as close to the final size it will run as possible. In Photoshop, image size is controlled through Image > Image Size in the main menu bar.



Loi-res image - 72dpi

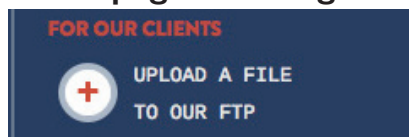


Hi-res image - 300 dpi

Uploading your publication to Stafford's FTP Site

You can upload through our webpage without having to use an ftp client program:
Just go to www.go-stafford.com

At the bottom right hand of our home page is a + sign:



Click on the + sign and then put in:

ftp.go-stafford.com

Login: (your login)

Password: (your password)



If you haven't been assigned a login and password:

Login: test

Password: testtest

There are many free ftp client programs available online that can be configured quickly to give you quick access to our ftp:

For MAC:

<https://cyberduck.io/?l=en>

For PC:

<https://www.smartftp.com/>

IF FTP IS DOWN

While ftp is the preferred method of file transfer, if you are unable to access our ftp site you can go to www.wetransfer.com and use their service to provide us with an email link to your file. It's fast, and they provide an easy to use interface that allows transfers of up to 2gb.

When using this or any similar file transfer service, be sure to direct the files to our prepress department's email: prepress@staffordgroup.com and also cc it to your customer service representative's email address.

Frequent Contacts

John Moy , VP Sales.....	(616) 788-7753	jmoy@staffordgroup.com
John Dixon , Sales.....	(616) 788-7750	jdixon@staffordgroup.com
Pete Meade , Tech support, Customer Service	(616)-745-8104	pmeade@staffordgroup.com
Kara Bates , Customer Service	(866) 262-4449 x3011	kbates@staffordgroup.com
Chas Lester , Customer Service.....	(866) 262-4449 x3016	clester@staffordgroup.com
Prepress	(866) 262-4449 x3080	prepress@staffordgroup.com
Heather Barnard , Accounting Manager.....	(866) 262-4449 x3030	hbarnard@staffordgroup.com

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Resources

https://en.wikipedia.org/wiki/Offset_printing#Modern_offset_printing

InDesign

<http://www.adobe.com/support/indesign/gettingstarted/index.html>

Quark:

http://www.quark.com/Products/QuarkXPress/Quark_Training/

Acrobat:

http://partners.adobe.com/public/asn/en/print_resource_center/Acrobat6PrintPress.pdf

Photoshop:

http://www.ehow.com/how_5968416_prepare-photos-newsprint.html

<http://tn42.com/b/quick-steps-better-output-newsprint-web-press>

<http://www.youtube.com/watch?v=RXtD9Nue2IA>

All Adobe Programs:

<http://tv.adobe.com/channel/how-to/>

ZOOM!

Internet Publishing

STAFFORD
PRINTING | PUBLISHING



Put all of your issues at your reader's fingertips, wherever they are. With features that your readers AND advertisers will love.

- Page Flipping
- Streaming Video and Audio
- Active web links, email links
- Searchable Text
- Front and back page presentation pages
- Content Pull Down Menu
- Advertiser Pull Down Menu
- Archivable with searchable archives!
- Printable
- Opens many new revenue opportunities

CONTACT YOUR SALES OR CUSTOMER SERVICE REP FOR MORE INFO