

McLAREN PRESS GRAPHICS



TODAY'S TECHNOLOGY • TRADITIONAL SKILLS

Design & Printing Specifications

This information is intended to help you avoid some possible pitfalls of newsprint production. They have been compiled from various sources including the Specifications for Newsprint Advertising Production (SNAP), the Newspaper Association of America (NAA) and from many years of research and development within McLaren Press Graphics Limited.

Prior to starting the design of the product, please check with McLaren Press to get detailed layout specifications (page size, live image area, trim, bleed etc.) These specs should also appear on your quote. If you have any questions please do not hesitate to contact our customer service. This eliminates production issues when the files are submitted.

Press-ready PDF files are the required file format. If you have any questions regarding the preparation of these files, please call McLaren Press.

File transmissions should be done via FTP.
Please call McLaren Press to get FTP site info.

General Design Guidelines

- Rules that are 4 points or below should be made up of 1 colour only.
- Small type - Sans-serif fonts 7 points or smaller, Serif fonts 12 points or smaller and fine serif fonts 14 points or smaller should be made up of 1 colour only.
- Type smaller than 12 points should not be reversed out of a 4 colour background.
- Type smaller than 10 points should not be reversed
- Reversed type should not be positioned in any background consisting of a Total Ink Coverage less than 45%.
- Type should not be reversed out of yellow or any light coloured background
- Screen values above 85% will generally produce a solid.
- Screen values of 5% or less generally will not print.
- Do not use tiffs or jpegs with black type in the layout. This causes 4 colour black, which causes problems with registration. Black type should be black only.
- Black solids should be 100% black only. Support colours are not recommended.

General Printing Specifications

- Ink laydown – cyan, magenta, yellow and black.
- Dot Gain – allow for 25% on all images.
- Line screen – McLaren produces plates at 100 lpi.
(A minimum of 200 dpi resolution for graphic elements is required for good reproduction when outputting to plate).
- Total Ink Coverage – McLaren recommends that a Total Ink Coverage should not exceed 240%. (Total Ink Coverage is the sum of all the ink values in the darkest area of a separation. Please call McLaren Press for assistance in achieving these levels).

Additional Production Charges

McLaren Press does not accept responsibility for production problems when the supplied material does not meet these specifications.

McLaren Press reserves the right to charge back to the client for costs of additional material used and file manipulation time, due to variances from the above specifications.

If in doubt about any of the above information or for technical assistance,
please contact Customer Service at McLaren Press

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