

## Technical specifications for daily newspapers and advertising papers

### Digital copies

The preferred format is a PDF using the specifications PDF/X-1a or PDF/X-4 (CMYK). Crop marks, bleed marks, registration marks, colour control strips, page information, text, file names or bleed are not permitted. You must make prior arrangements with your media consultant before generic documents from design programmes will be accepted. All components used (fonts, images, logos) must be supplied or embedded in the digital data transmitted. Files from Office programmes (Word, Excel, PowerPoint, OpenOffice) as well as image files (e.g.: png, bitmap, jpeg etc.) cannot be used as full templates. The image resolution and colour space do not meet the technical requirements for newsprint.

### Quality

Image resolutions: The optimal image resolution is 300 dpi for half-tone data (photos) and 1,270 dpi for line images.

Colour composition: 4c advertisements are to be created using the CMYK process. The total ink coverage should not exceed 240%. Please take tone value increased of up to 26% into account (with 50% area coverage, half-tone positive). We recommend using the ICC profile "ISOnewspaper26v4" to prepare 4c and greyscale images for newsprint. The profile is used when converting RGB to CMYK or greyscale images (e.g.: Photoshop) and adapts the data to the tone value increase, the permissible total ink coverage, and the black composition in newsprint. Please follow the link below for details on the ISO specification where you will find a downloadable file for the colour profile:

[http://www.ifra.com/WebSite/ifra.nsf/html/CONT\\_ISO\\_DOWNLOADS](http://www.ifra.com/WebSite/ifra.nsf/html/CONT_ISO_DOWNLOADS).

### Fonts

Positive type 7 pt. and above, reverse type 8 pt. and above, semi-bold (sans serif, if possible), positive type in the grid not any less than 8 pt.. Black separation (CMYK) for black text. All fonts must be embedded.

### Line width

Positive type from 0.5 pt., reverse type from 1 pt.

### Printing

Spot colours are created by CMYK when printed together. It is not possible to avoid deviations from colours according to the HKS colour system or other colour scales.

### File name

Ideally, use the current SAP order number associated with the order as the file name. If you don't have this to hand, mark the file with the customer name, ad size, issue number and publication date, e.g.:

Mueller\_2-100\_4c\_6110\_31.12.2099 (Name\_Size\_Colour\_Issue\_Date)

## **Additional technical information for digital advertising material**

### **Data delivery:**

Please send us your advertising material at least five working days before the start of the campaign.

Detailed information on digital advertising material can be found online [here](#).

### **Typesetting orders:**

- / Ideally, we would receive daily newspaper orders including typesetting instructions and all required templates/attachments by 13:00 two days prior to publication.
- / We need to receive orders for advertisers, including typesetting instructions and all required templates/attachments, by the advertising deadline at the latest.

### **Data transfer**

Please contact your media consultant or send an e-mail to:

#### **North Rhine-Westphalia**

anzeigendispo.nrw(at)funkemedien.de

#### **Hamburg**

anzeigendispo.hh(at)funkemedien.de

#### **Thuringia**

anzeigendispo.th(at)funkemedien.de

#### **Lower Saxony**

anzeigendispo.bs(at)funkemedien.de

#### **Berlin**

anzeigendispo.ber(at)funkemedien.de

---

### **Summary (short form)**

Printing process:

Web offset printing (newsprint)

Colour space:

CMYK with maximum total ink coverage of 240%

Recommended profile:

ISOnewspaper26v4

Recommended file format:

Preferably PDF/X-1a or PDF/X-4 (CMYK)

Half-tone image resolution (optimal):

300 dpi

Line image resolution (optimal):

1270 dpi