


# Advertisement for newspaper

<b>General repro guidelines</b>	The general guidelines for newspaper printing of the „Interessensgemeinschaft Austria Druckstandard Zeitungen“ apply the ÖNORM for Austrian daily newspaper printing. <a href="http://www.voez.at">www.voez.at</a>						
<b>File format</b>	<ul style="list-style-type: none"> <li>■ PDF, TIFF or JPG</li> <li>■ Preferred file format PDF: PDF/X-1a or PDF/X-3, in any case compatibility to PDF 1.3</li> <li>Export from Adobe InDesign directly to a PDF or export as PostScript with PDF creation via Adobe Distiller or PDF Creator. „Heute“ distiller settings and ICC color profile on request or via download (see below)</li> <li>■ Save PDF as single pages</li> </ul>						
<b>Data delivery, timings</b>	<ul style="list-style-type: none"> <li>■ Label data clearly: release date-customer name-format.pdf (format specifications: width x height in mm); e.g. 091223-company-100x136.pdf</li> <li>■ ad deadline (=booking deadline): 2 business days before release day, 10.00 am; for special topics 5 business days before release</li> <li>■ material deadline: 2 business days before release 12 pm</li> <li>■ E-Mail: <a href="mailto:produktion@heute.at">produktion@heute.at</a></li> <li>■ FTP: <a href="ftp://ftp.heute.at">ftp.heute.at</a> (username: heute; password: heute)</li> </ul>						
<b>Advertisement size</b>	<ul style="list-style-type: none"> <li>■ In the case of size differences of up to 5%, the publisher is entitled to adjust the subject according to the booking.</li> <li>■ Format specifications are always width x height in mm.</li> <li>■ All daily newspapers are printed in the type area, i.e. no cutting, no bleed or registration marks, no bleed, no white border, no info area, no color bar (see figure at right).</li> </ul> 						
<b>Image resolution</b>	<ul style="list-style-type: none"> <li>■ For maximum print quality 250 dpi or 250 ppi for imprint size</li> <li>■ However, at least 200 dpi or 200 ppi for the print size (= effective resolution)</li> <li>■ Bitmap images at least 600 ppi, we recommend 800 ppi for maximum print quality</li> </ul>						
<b>Colors, color density and color variations</b>	<ul style="list-style-type: none"> <li>■ CMYK color mode only. Spot colors (Pantone, RAL, HKS, ...), RGB or Lab colors are automatically converted to the CMYK color space converted. This leads to a different reproduction in the print result.</li> <li>■ For correct color reproduction, the ICC color profile must be calculated in the PDF, simply attaching the color profile as Output intent is not sufficient. We work with the ICC <b>color profile ISOnewspaper26v4</b>, which is valid for daily newspapers</li> <li>■ Color deviations cannot be determined without color-binding proofs, so there is no possibility of complaints</li> <li>■ Color density: Printing without color fluctuations is not possible! The maximum color density fluctuation in newspaper printing according to IFRA with +/- 0.1 D can be checked visually and is feasible. Cyan 0.90 - Magenta 0.90 - Yellow 0.90 - Black 1.10</li> </ul>						
<b>Color proof</b>	We need binding color proofs no later than 2 working days before ET. Please note that we have our own printing partner for each issue (Vienna, Lower Austria, Upper Austria). Only proofs that are certified and created explicitly for daily newspaper printing are considered color-binding.						
<b>Overprinting</b>	<ul style="list-style-type: none"> <li>■ The overprint/knockout settings must be set correctly. Colored or white text or graphics before colored Backgrounds must never be set to Overprint. The white elements would not be visible in the print.</li> <li>■ <b>Black overprint:</b> By default, black is set to „Overprint“ in the most common graphics programs. As a result, an underlying color prints through and black gets a color cast. Since this can be a desired effect, the publisher only deactivates the „Black overprint“ setting if the customer explicitly requests it – provided the print data can be changed accordingly. How to control and specifically deactivate black overprinting is explained in the <a href="#">SchwarzUeberdrucken.pdf</a> data sheet.</li> </ul>						
<b>Fonts</b>	<ul style="list-style-type: none"> <li>■ All fonts must be embedded or converted to outlines.</li> <li>■ In the case of small fonts, no guarantee is given for legibility.</li> <li>■ Colored or negative fonts should be at least 6 pt in a bold style without serifs.</li> <li>■ Do not use any system fonts or Type 1 fonts that are no longer permitted by Adobe</li> </ul>						
<b>Lines</b>	<ul style="list-style-type: none"> <li>■ Positive at least 0.3 pt ■ Negative/Halftone at least 0.5 pt ■ No hairlines</li> </ul>						
<b>Screen ruling</b>	40 L/cm (100 lpi)						
<b>Printable tonal range</b>	<ul style="list-style-type: none"> <li>■ Lights are reliably reproduced from an area coverage of 5%, but sharp points up to 0% are permissible. Depths to 95%</li> <li>■ From an area coverage of 85%, there is no longer a drawing in the depth, but it is still advisable to use the range between 85 and 100% in order to achieve the highest possible contrast range.</li> </ul>						
<b>Dot gain</b>	23% measured in 50% tonal range (tone value); Process-related fluctuations up to max. +/- 5% in the 50% halftone value						
<b>4-color reproductions</b>	<ul style="list-style-type: none"> <li>■ GCR with undercolor addition (30 %), Medium black buildup ■ max. total ink coverage 240 % ■ max. black 95 %</li> </ul>						
	<table border="0"> <tr> <td><b>Guidelines Austria Druckstandards</b></td> <td><b>ISOnewspaper26v4 color profile</b></td> <td><b>Joboptions for Adobe Distiller</b></td> </tr> <tr> <td><a href="http://php.heute.at/PDF/IG_AUSTRIA_DRUCKSTANDARD.pdf">php.heute.at/PDF/IG_AUSTRIA_DRUCKSTANDARD.pdf</a></td> <td><a href="http://php.heute.at/grafik/ISOnewspaper26v4.icc">php.heute.at/grafik/ISOnewspaper26v4.icc</a></td> <td><a href="http://php.heute.at/grafik/IGADZ.5.x_1.3.zip">php.heute.at/grafik/IGADZ.5.x_1.3.zip</a></td> </tr> </table>	<b>Guidelines Austria Druckstandards</b>	<b>ISOnewspaper26v4 color profile</b>	<b>Joboptions for Adobe Distiller</b>	<a href="http://php.heute.at/PDF/IG_AUSTRIA_DRUCKSTANDARD.pdf">php.heute.at/PDF/IG_AUSTRIA_DRUCKSTANDARD.pdf</a>	<a href="http://php.heute.at/grafik/ISOnewspaper26v4.icc">php.heute.at/grafik/ISOnewspaper26v4.icc</a>	<a href="http://php.heute.at/grafik/IGADZ.5.x_1.3.zip">php.heute.at/grafik/IGADZ.5.x_1.3.zip</a>
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### Overprint black adjustment

[php.heute.at/PDF/SchwarzUeberdrucken.pdf](http://php.heute.at/PDF/SchwarzUeberdrucken.pdf)

## Further questions?

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