

# THE BEACON Guidelines for Submissions

The Beacon is printed at Evergreen Printing Company in Bellmawr, NJ. Evergreen uses the air-dried (coldset) web offset printing method. The Beacon follows Specifications for Newsprint Advertising Production (SNAP) guidelines. For more information about SNAP, go to <http://www.usink.com/snap.html>

## GENERAL LAYOUT GUIDELINES

### FINE RULES AND SMALL TYPE

Rules that are 4 points or less, as well as small type should be reproduced as one color only. Small type is defined as:

- Sans-serif type 8 point or smaller
- Serif type 14 points or smaller
- Sans-serif type is the best choice for coldset reproduction.

### REVERSED RULES AND TYPE

- Type smaller than 12 pt. should not be reversed on a four-color background and type smaller than 10 pt. should not be reversed on a single-color background.
- Serif type should not be reversed at sizes smaller than 12 points, and single- or two-color builds should be used whenever possible.
- For readability, reverse type should not be positioned within screened areas containing less than a 70% screen.
- Type should not be reversed on a yellow or other light colored background.

### SCREENED TEXT

When reproducing text as a screen percentage of a solid color, avoid type styles with serifs or with a fine to medium weight. Generally, text screened at 80% or more will reproduce as a solid, less than 10% may not be visible.

## GENERATING A PDF

The Beacon uses a PDF workflow and requests that advertisers submit their ad mechanicals in PDF format when possible.

- If possible, generate the PDF from a layout program (Quark, InDesign), not an image-editing program (Photoshop). Type and vector graphics will be preserved in a PDF generated from a layout program; they will be rasterized in an image-editing program, resulting in possible loss of quality.
- Be sure fonts are embedded in PDFs.
- **All color is to be in CMYK. Total color limit is not to exceed 240%. All black is to be 100% black, not CMYK (rich) black (see Color Guidelines).**
- When generating a PDF, use PDFX-1 or Press Ready settings.

## SENDING FILES TO US

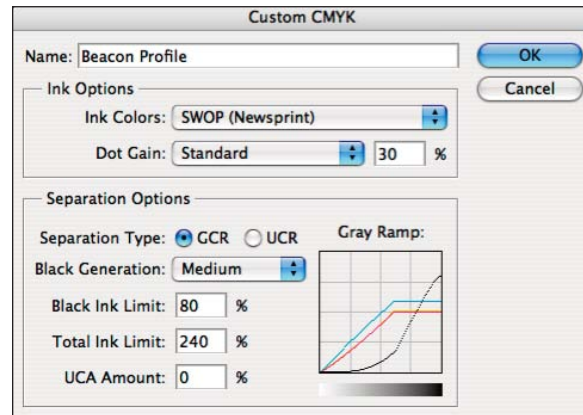
Files sent as email attachments must be less than 10 MB. Email: [msbeacon@optonline.net](mailto:msbeacon@optonline.net) or upload your files via FTP. FTP coordinates are on our Website, [www.beaconnj.org](http://www.beaconnj.org). Once there you can also choose to upload files to us using your Web browser if you wish.

- File types for ads accepted: PDF, TIF (.tif files must be at least 300 dpi)  
File types for pictures accepted: JPG, TIF
- Grayscale/color halftones: 200 dpi min. / 300 dpi optimal
- Line art (no screen): 300 dpi min. / 800 dpi optimal
- No MS Word files accepted except to submit copy for an ad to be generated by The Beacon.
- No GIFs or Web-resolution (72-96 dpi) files accepted
- **No MS Publisher files accepted nor are PDF files generated from MS Publisher accepted.**
- Include detailed contact info with every submission

## COLOR GUIDELINES

### PHOTOSHOP

To set up Photoshop to prepare an image for coldset offset newsprint reproduction, generate a custom CMYK setting. In Photoshop, select Color Settings > Custom. Use the screen below to set up your custom CMYK settings.



Save this setting as Beacon Profile and load it whenever you are generating a color image for The Beacon or any other coldset web offset newsprint publication.

### COLOR TARGET PERCENTAGES

Use the color target percentages at right for black & white or single color images. These numbers factor in a 20-30% dot gain for newsprint.

Tonal area	%
Specular highlight	0%
Highlight	3%
Quarter tone	16%
Midtone	32%
Three-quarter tone	60%
Shadow	85%

Use the color target percentages below for four-color images. These numbers factor in a 20-30% dot gain for newsprint.

Tonal area	Cyan	Magenta	Yellow	Black
Specular highlight	0%	0%	0%	0%
Highlight	5%	2%	2%	0%
Quarter tone	20%	14%	14%	10%
Midtone	36%	28%	28%	36%
Three-quarter tone	48%	40%	40%	60%
Shadow	60%	50%	50%	80%

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