

# NEWSPRINT COLOR GUIDELINES



The Pine Cone and all other newspapers are printed on paper which is inexpensive but does not result in ideal color reproduction. Color printing on newsprint is completely different from color reproduction on glossy paper or a computer screen. You must follow some basic guidelines to achieve optimal results.

*Just because an idea looks nice on your computer doesn't mean it will print well.*

Following these guidelines will assure your ad reproduces on newsprint at the highest level possible.

**NOT** following these guidelines will result in unsatisfactory results.

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**If you build your own ad, you must follow these guidelines. If you don't, you will not receive credit for newsprint reproduction which does not meet your expectations.**

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Mandatory color guidelines:

1. Color type must not be smaller than 14 pt. White type on a color background must be at least 18 pt.
2. Color backgrounds for areas containing type should be light, not dark.
3. Photos: Start with a good photo that's not too dark. Don't use HDR when taking a photo. Adjust using normal controls until the image looks perfect on your screen. Size it to the approximate size it is to be in the newspaper, and set dpi to 200. Then (very important), convert the color profile to U.S. Newsprint (SNAP 2007.)
4. The less complicated your ad is the better. Take a look at national ads or any big-city newspaper and you'll see the style of ads that reproduce well. They are ads with light or white backgrounds, color used sparingly, mostly black type and absolutely no small color type.

**Good Idea**  
(Black is always better)  
No registration issues.

**Ok Idea**  
(Color type at least  
14 pt. against a light  
background)

**Bad idea**

Even worse idea

Terrible idea

**Dot gain on newsprint — Newsprint has a 30 percent dot gain, which means the ink spreads when it hits the paper. All artwork and color type will get darker when printed. Photos must be desaturated accordingly — the best way to achieve this is to convert all photos to the SNAP 2007 color profile in Photoshop.**

**Registration — Color reproduction in newspapers involves giant rolls of newsprint running at high speed past four drums for each color page. As the pages are printed, alignment (registration) of the colors is not perfect. When the four plates (C, M, Y and K) do not match perfectly, small color elements become blurred. This is inevitable!**

**(This box has black type and a light background, which would print well.)**

Example of well used color

**When is a CAT not just an ordinary cat...**



Our latest technology Dental CT uses fraction of radiation than older machines, a WHOLE MOUTH EX-RAY in less than three seconds, means no more OUCH when you bite down.

We embrace the dentistry evolution, to provide only the best options for you.

**Jochen P. Pechak DDS MSD**  
Diplomate, American Board of Periodontology  
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Black type can be small • Light colors  
White type on color background is large