



PDF Guidelines

***for Digital Delivery
of Advertisements
to Newspapers***

Pacific Area Newspaper Publishers' Association Inc

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PANPA is the professional organisation of newspapers in Australia and New Zealand with members in the Pacific and South-East Asia.

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PANPA Newspaper PDF Guidelines

PANPA guidelines for the delivery of files using the Adobe Systems Portable Document Format (PDF) are designed to accommodate the electronic delivery of PDF files into the production workflow of newspapers.

Using these guidelines should ensure the successful output of digitally supplied material in both Computer to Film and Computer to Plate applications.

An Adobe Acrobat 4.0-compatible joboptions file to provide Acrobat Distiller settings consistent with those documented in these guidelines is called PANPA_PDF_Version_1-Joboptions and is located at the PANPA web site: www.panpa.org.au under Reproduction Guidelines

Any feedback on these guidelines can also be sent to **panpa@panpa.org.au**.

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1. Preparation.

Standardising on the following files formats when creating the material is essential to providing accurate output results.

□ Standard file formats for:

Single bit Images.

Single bit images are typically used for scanned line art. Although single bit images can be scanned up to the resolutions of the output devices being used no discernible difference has been found when using the PANPA recommended settings.

Recommended effective resolution for single bit images: 1600 dpi.

Saving

Single bit images should be saved in **TIFF** format, without compression.

Colour and Grayscale bitmap images.

Colour and Grayscale bitmap images are generally 8 bit that are device dependent, these images should be save at twice the line screen ruling of the publication to ensure proper reproduction while allowing for a safety margin.

Recommended effective resolution for Colour and Greyscale images: 200 dpi.

Saving

Colour and Grayscale images should be saved in **TIFF** or **EPS** format, without compression, transfer or screen functions, alpha channels or any other colour profiles associated.

Vector art.

Vector is typically produced using Bezier curves and lines, using products such as Adobe Illustrator. As vector art is device independent, no minimum resolution is applicable.

1. To avoid PostScript errors, most drawing packages can automatically split complex paths into smaller ones (i.e. 'split long paths') PANPA recommends using this option.
2. The resolution standards recommended for Single bit, Colour and Grayscale images as shown above should be adhered to when placing scanned images into vector art.

Saving

Vector art should be saved in **EPS** format.

FONTS

PANPA recommends that no True Type fonts be used in any applications.

True Type fonts can be identified by looking at the fonts properties in Adobe Type Manager, or file information on the Macintosh. They will be identified as True Type font rather than Postscript font.

When working in colour and to ensure accurate colour reproduction the following recommendations should be conformed to.

□ Colour preparation:

Colour models:

1. Every colour specified in every application used must be defined using the **CMYK** colour model.
 2. Spot colours must be modified to separate in **CMYK**.
 - When producing spot colour mechanically with process colour inks, it is important to take dot gain and secondary colour contamination into consideration.
 - The major newspaper groups produce “Colour Swatch” books, referring to these will provide accurate colour rendition of all spot colour conversions for newspaper printing.
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Separation tables:

The recommendations for newspaper separation tables, which allow for accurate adjustment of dot gain, final film weight and GCR settings, are obtainable in the PANPA material specifications.
www.panpa.org.au.

Production Tips.

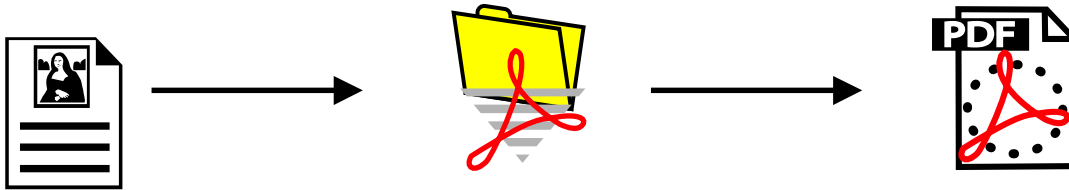
The following will assist in the trouble-free distillation of your file.

- **Remove any unwanted elements on the pasteboard or obscured by other items.**
- **Ensure picture boxes are coloured white except for deep etched images.**
- **When placing images in the document, round off enlargement/reduction percentages. For optimum results, do not enlarge images more than 30%.**
- **Images should not be rotated within the picture box although picture boxes may be rotated. Rotations should also be rounded off.**
- **Check EPS files linked to the document and delete any elements not destined to print.**
- **To avoid black overprints when not required, make a custom black and add 1% in cyan, magenta and yellow channels.**
- **Coloured text with a black drop shadow should be set to “Knockout”. Otherwise, the black drop shadow may overprint the coloured text.**
- **All colour bitmap DCS 1 or 2 files should be converted to composite EPS before importing into the application file.**
- **Postscript files prior to distilling should not contain cutting or registration marks.**

2. The PDF process.

As of the date of this publication, the method recommended by PANPA for creating PDF files for press reproduction is to convert to PDF using **Acrobat Distiller version 4.05**.

Distilling a PDF file.



Application program.

- Illustrator.
- InDesign.
- Quark.
- Freehand.
- Etc.

Set Distiller job options for watched folder.

Create PDF.

Note: Products such as PDF writer and PDF export plug-ins are not recommended as they do not allow for all the options available in Acrobat Distiller. Files converted with these applications will be diverted to an error queue during the pre-flight stage of the digital workflow.

❑ Newsprint profile setting (Job Options).

Acrobat Distiller 4 has the facility to save “Job options” these are files that capture groups of settings. The “PANPA_PDF_Version_1-Job Options” are located at www.panpa.org.au These can be downloaded and placed in Acrobat4.0/Distillr/Settings directory. They can then be selected from the Distiller application.

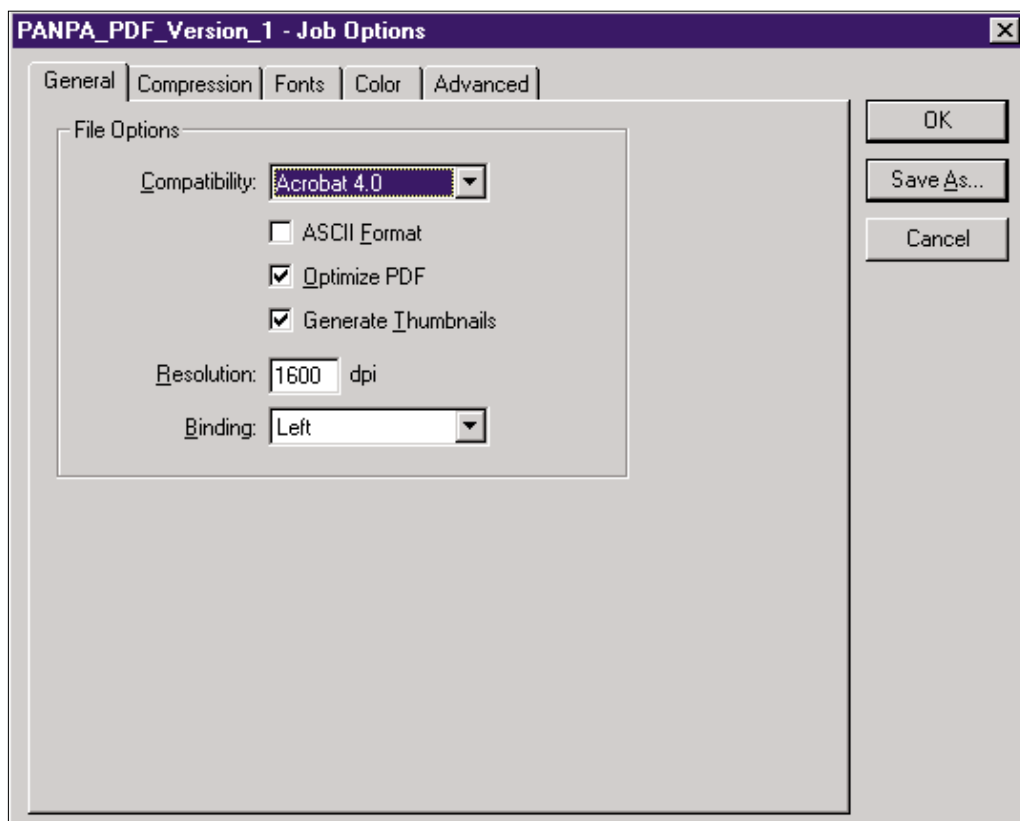
Watched folders can also be set up from Distiller, and a job options file linked with a watched folder. It is recommended that this be done, to ensure the correct settings are applied to all newspaper files, rather than the last settings Distiller has had applied.

Note in May 2000 Adobe released update version 4.05 of acrobat. Among the enhancements that this version offers is the more efficient use of compression. **PANPA recommends updating to Acrobat 4.05.** Go to www.adobe.com/support/downloads/main.html

Individual settings are shown in the following sections.

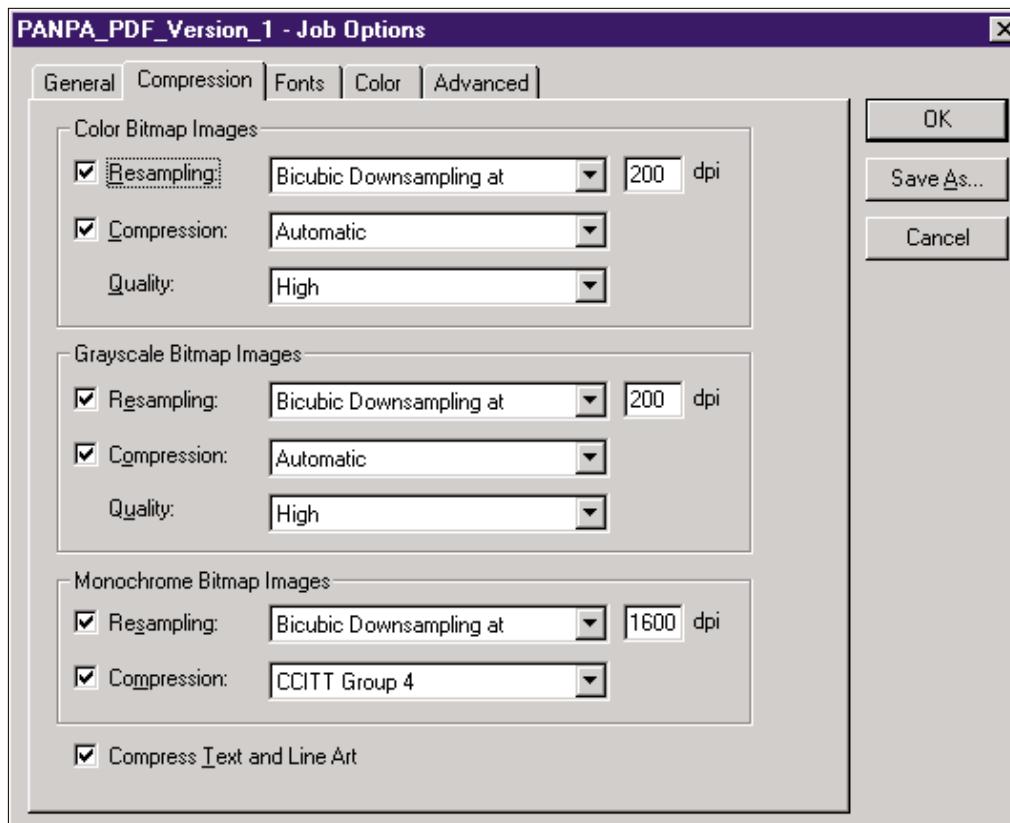
“General” options.

❑ Newsprint profile settings.



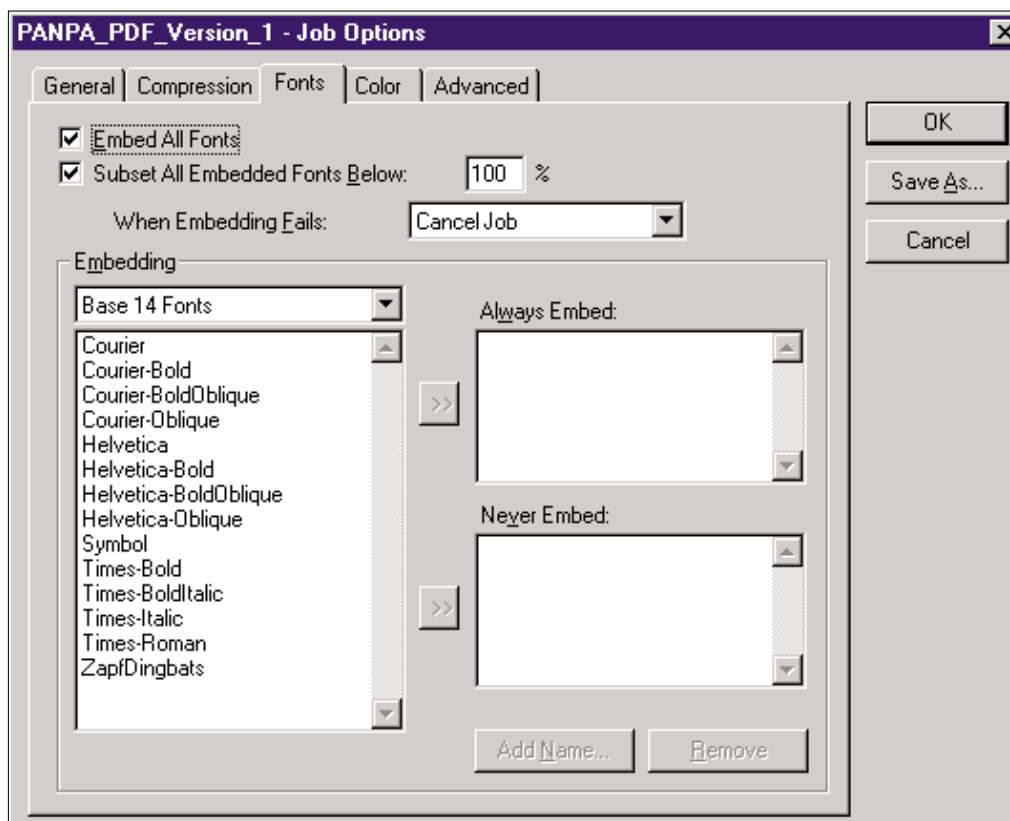
“Compression” options.

☐ Newsprint profile settings.



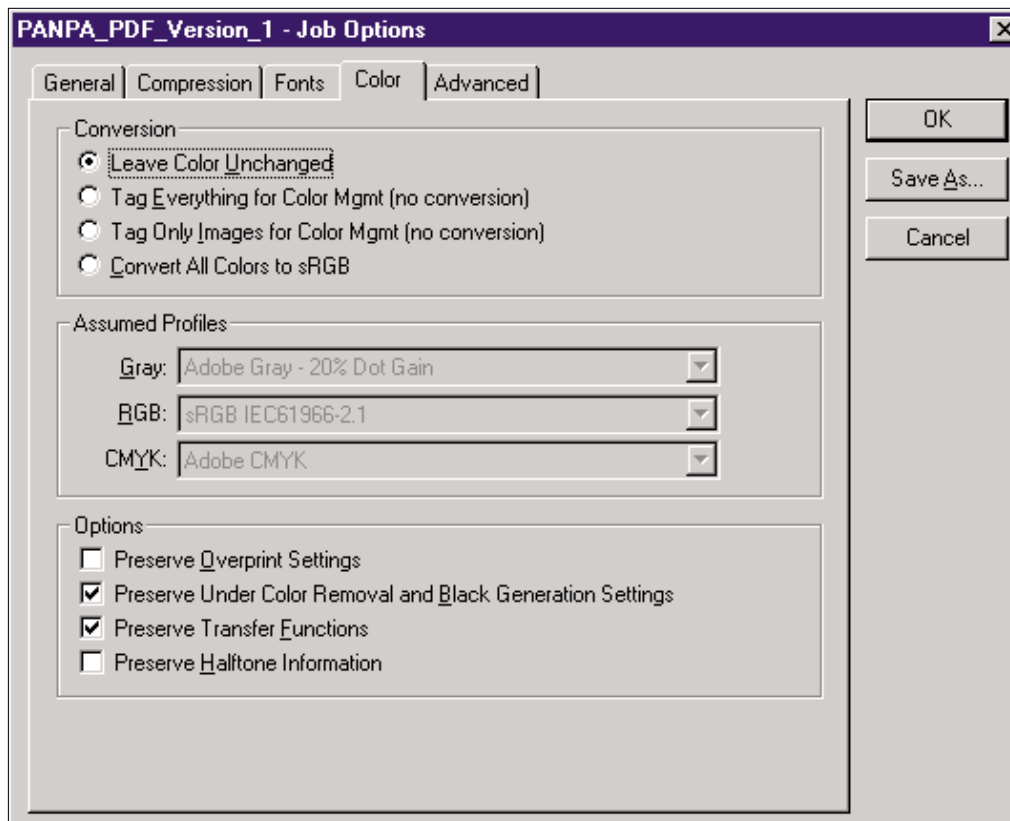
“Fonts” options.

☐ Newsprint profile settings.



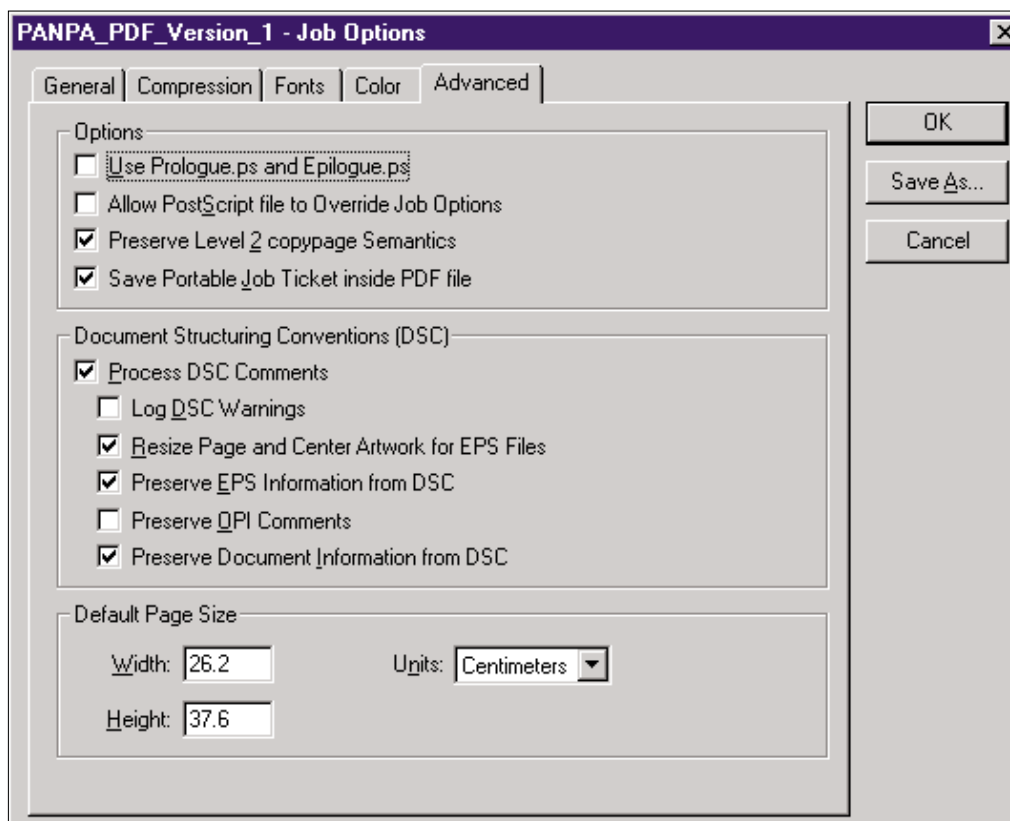
“Colour” options.

☐ Newsprint profile settings.



“Advanced” options.

☐ Newsprint profile settings.



3. Pre-flight of a PDF file.

To be certain that the file will import without corrupting or crashing the system running at their site, the Publisher will want the PDF checked.

□ Distiller Pre-flight

Acrobat Distiller will generate a 'Log' file detailing errors that were encountered during the distilling process of a PostScript or EPS file into PDF format.

As the first step in the pre-flight process the supplier should check this 'Log' file and correct any errors before releasing the material.

An example of this would be the detail errors when embedding fonts into the PDF file.

□ Other pre-flight checks

Tools in use for pre-flight checks include Enfocus Pitstop, Enfocus Doublecheck, Adobe Acrobat InProduction or Preflight Pro. These tools can be used and will validate the file against the PANPA guidelines.

In most instances the Publisher will pre-flight the file when it is received and have the PDF further integrated by using the tools above. The PDF will be checked to see if it conforms to the newspaper's individual guidelines and if this is not met it will go to an error queue and be rejected.

□ Correcting errors

All errors should be corrected in the native language of the original application program (e.g.: Quark etc) **not in Acrobat**. It will then be up to the client to do this and re-supply the material in the correct format.

It is therefore a benefit to the client, to have a pre-flight workflow in operation before transmission. This will elevate "late deadline" situations.

NOTE:

Pre-flight technology cannot however accommodate for images that have been poorly enhanced, incorrectly colour separated or have inadequate tonal range.

It is important to prepare the file to allow for the correct newspaper printing conditions, which allow for accurate adjustment of dot gain, final film weight and GCR settings, these are obtainable in the PANPA website www.panpa.org.au under Reproduction Guidelines.

The Publisher will want the PDF checked for the following:

- Compliant to PDF 1.3 (Acrobat).
 - Binary format.
 - CMYK colour space or grayscale (no specials or RGB colours).
 - Colour and Greyscale images, minimum resolution - 200 dpi
 - Colour and Greyscale compression.
 - Single bit images, minimum resolution - 1600 dpi
 - Fonts are embedded and subset.
 - No TrueType fonts.
 - Generated by Acrobat Distiller 4.05.
 - Security that disables printing or inhibits opening.
 - Text overprints.
-

As an example of pre-flight checking procedures, the following screen grabs are settings of Adobe Pitstop used at one of the major newspaper groups.

Note.

These Profile Editor settings can be downloaded at www.panpa.org.au for use in “Enfocus Pitstop Pre-flight” under Reproduction Guidelines.

1. Format

Enfocus PitStop Preflight Profile Editor - [Example_Newspaper Setting]

Format | Pages | Font Subst. | Fonts | Text | Colors 1 | Colors 2 | Colors 3 | Images | Varia

Ignore Document must be compatible with Acrobat version...
Acrobat 3.0

Ignore Document must use modern compression mechanisms (Acrobat 3.0 or 4.0)

Ignore Document format must be...
Binary (more compact)

Ignore Document must be optimized for page-by-page web viewing

Enforce Document must not need "Repair on open"

Enforce Document must not be produced with Adobe PDFWriter

Enforce Document security for Printing must be set to...
Allow

Ignore Document security for Changing the Document must be set to...
Allow

Ignore Document security for Selecting Text and Graphics must be set to...
Allow

Ignore Document security for Changing Annotations and Form Fields must be set to...
Allow

Cancel Save

2. Pages

Enfocus PitStop Preflight Profile Editor - [Example_Newspaper Setting]

Format | Pages | Font Subst. | Fonts | Text | Colors 1 | Colors 2 | Colors 3 | Images | Varia

Caution Document must not contain blank pages

Enforce Number of pages in document must be...
equal to
1

Ignore All pages in document must have same media size

Ignore Incoming media size must be equal to...
Points Old Size
612.0 Width
792.0 Height

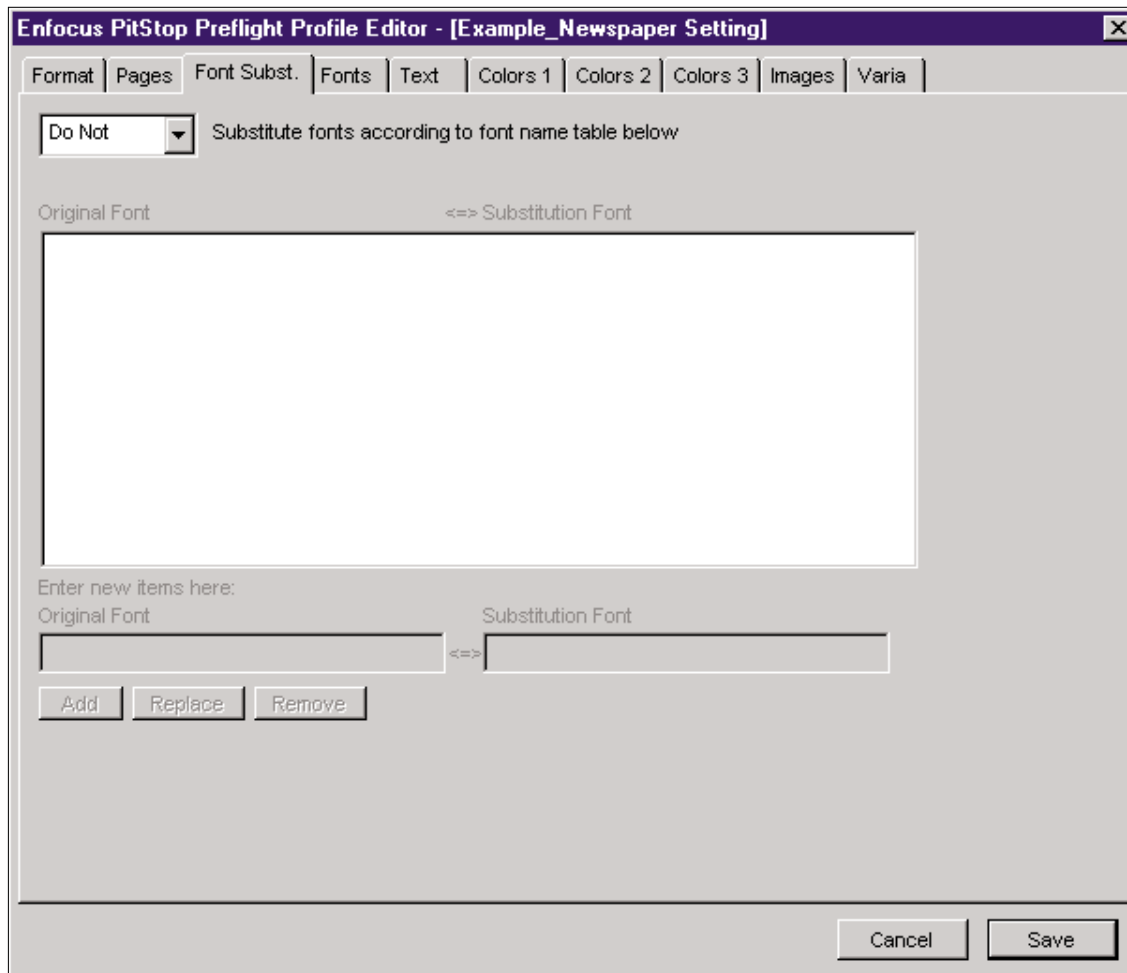
Do Not Change media size to...
Points New Size
612.0 Width
792.0 Height

Center Moving page image to

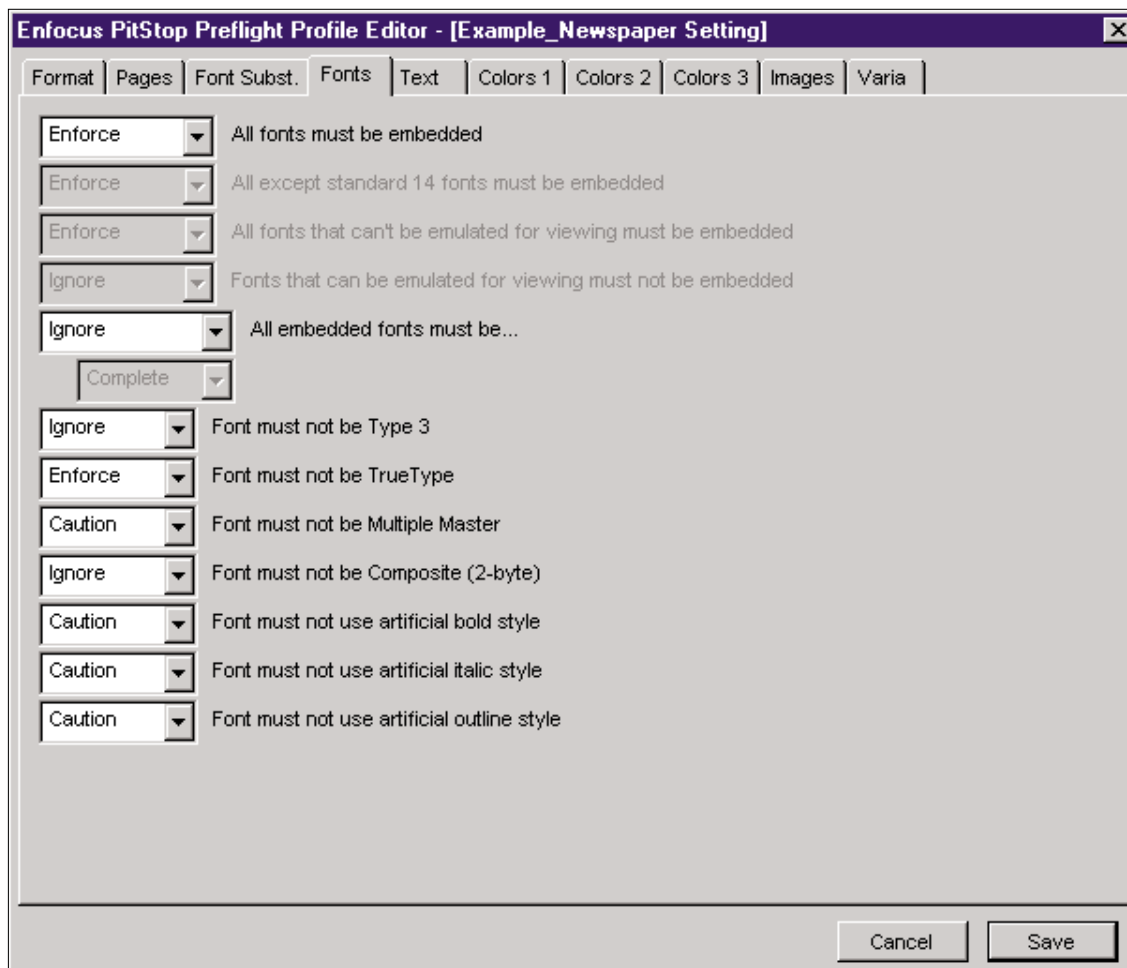
Ignore Page description must not contain inline PostScript

Cancel Save

3. Font Subst.



4. Fonts



5. Text

The screenshot shows the 'Text' tab of the 'Enfocus PitStop Preflight Profile Editor - [Example_Newspaper Setting]' dialog box. The 'Text' tab is selected, and the following settings are visible:

- Caution** (dropdown) Text must have a minimum point size...
6.0 (input) Minimum point size
- Caution** (dropdown) Text colored with N or more color plates must have a minimum point size...
2 (input) Number of color plates
12.0 (input) Minimum point size
- Do Not** (dropdown) Make all black text overprint
- Do Not** (dropdown) Make all white text knock-out

Buttons: Cancel, Save

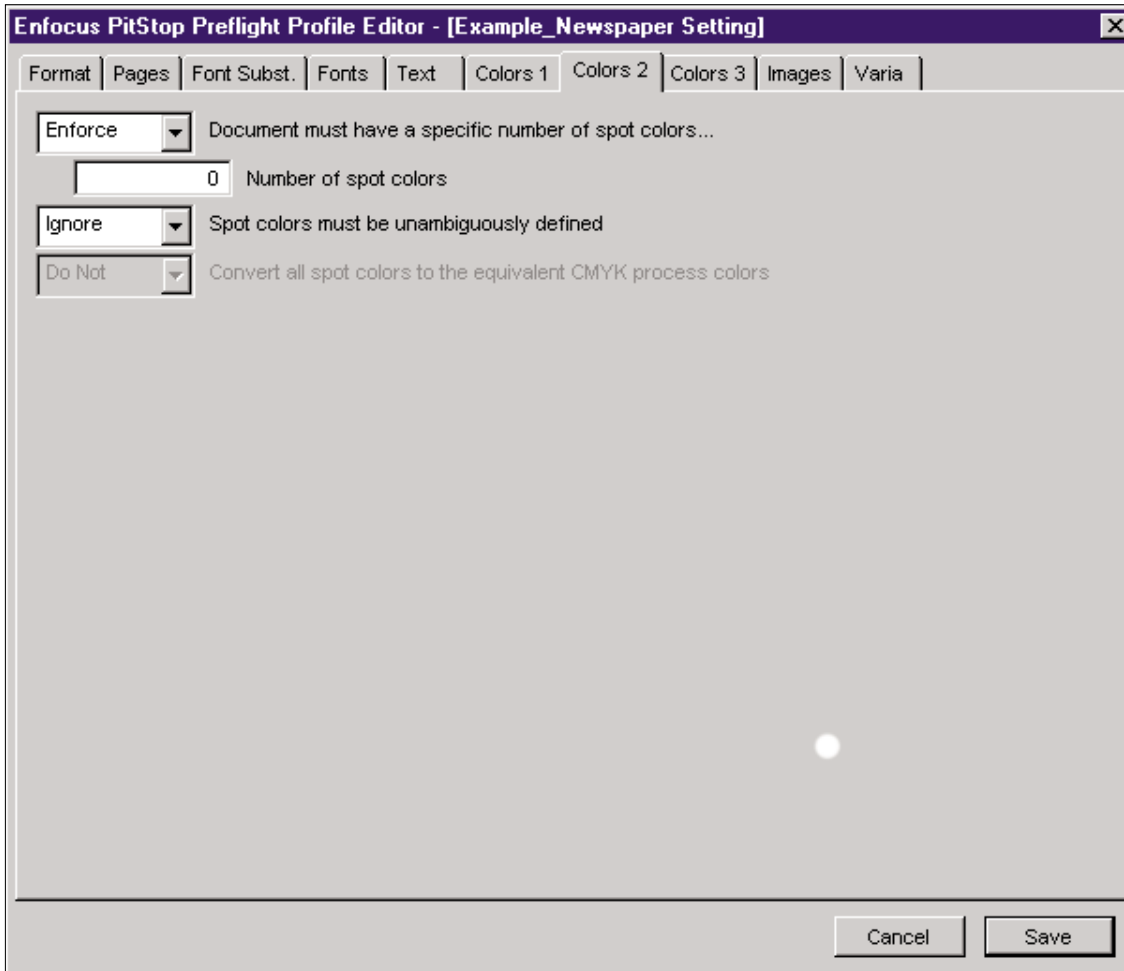
6. Colours 1.

The screenshot shows the 'Colors 1' tab of the 'Enfocus PitStop Preflight Profile Editor - [Example_Newspaper Setting]' dialog box. The 'Colors 1' tab is selected, and the following settings are visible:

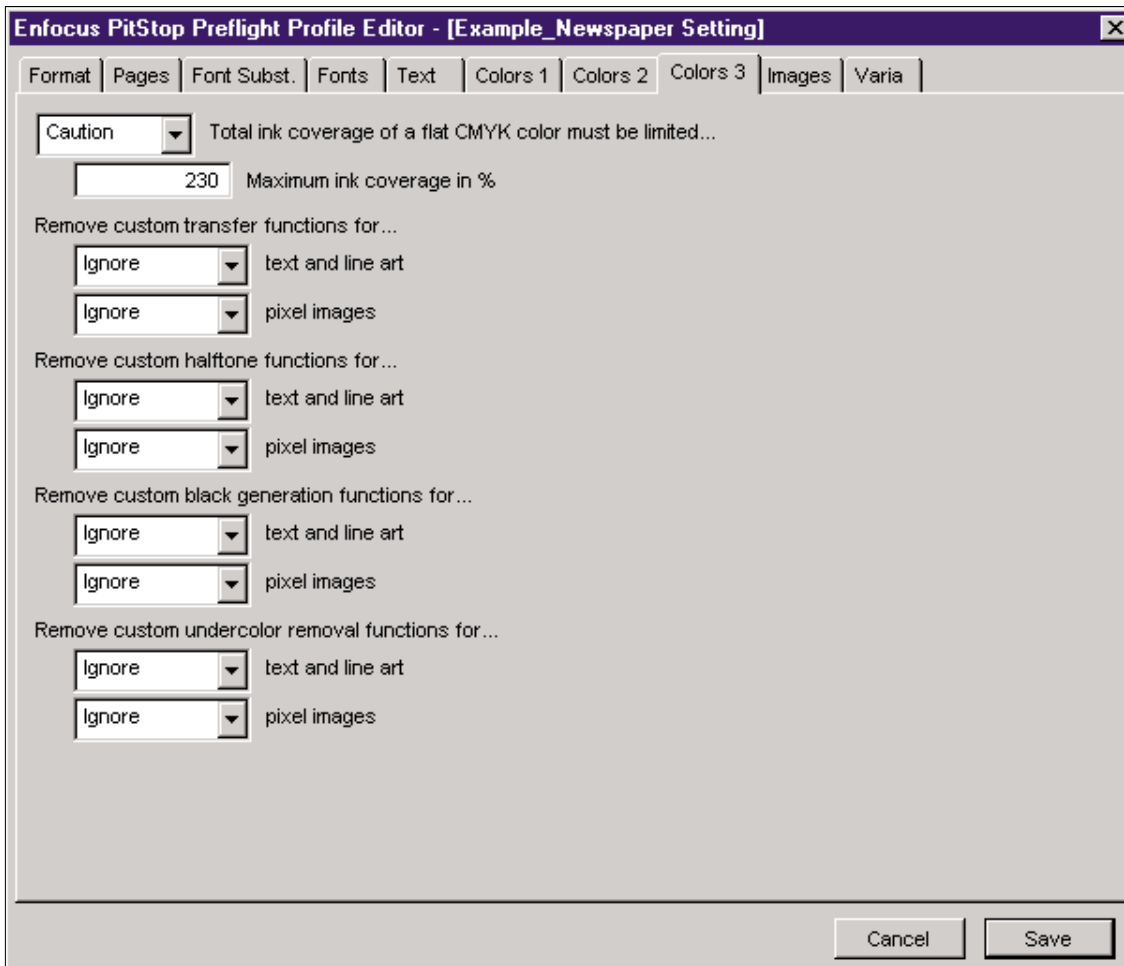
- Document must not use RGB color for...
 - Enforce** (dropdown) text and line art
 - Enforce** (dropdown) pixel images
- Document must not use CMYK color for...
 - Ignore** (dropdown) text and line art
 - Ignore** (dropdown) pixel images
- Document must not use Indexed color for...
 - Enforce** (dropdown) text and line art
 - Enforce** (dropdown) pixel images
- Document must not use Device-specific color for...
 - Ignore** (dropdown) text and line art
 - Ignore** (dropdown) pixel images
- Document must not use Calibrated color for...
 - Ignore** (dropdown) text and line art
 - Ignore** (dropdown) pixel images
- Ignore** (dropdown) Rendering intent must be...
AbsoluteColorimetric (dropdown) Desired rendering intent

Buttons: Cancel, Save

7. Colors 2.



8. Colors 3.



9. Images

Enfocus PitStop Preflight Profile Editor - [Example_Newspaper Setting]

Format Pages Font Subst. Fonts Text Colors 1 Colors 2 Colors 3 Images **Varia**

Effective resolution of color or grayscale image must be ...

Caution at least...
200 Minimum resolution (dpi)

Caution at most...
400 Maximum resolution (dpi)

Effective resolution of single-bit black & white image must be ...

Caution at least...
600 Minimum resolution (dpi)

Caution at most...
1600 Maximum resolution (dpi)

Ignore Image must not be rotated or skewed

Ignore Image must not be flipped horizontally

Ignore X and Y scaling of image must not differ more than...
5 Maximum difference in %

Ignore OPI information must be of the specified type(s)...

1.3 or 2.0 OPI type(s) allowed

Cancel Save

10. Varia

Enfocus PitStop Preflight Profile Editor - [Example_Newspaper Setting]

Format Pages Font Subst. Fonts Text Colors 1 Colors 2 Colors 3 Images **Varia**

Caution The number of nodes in a single path must not be larger than...
10000 Maximum number of nodes in a path

Ignore Trimmed Page size must be equal to ...

Points
612.0 Width
792.0 Height

Ignore Trimmed page should bleed

Points Difference from trimmed page size
0.0 Width
0.0 Height

Cancel Save

4. Digital Proofing.

The Australian Newspaper Industry has moved to widely accepting Digital Data Delivery of Advertising content.

Colour proofs provide an essential guide in establishing correct content and colour expectations of the printed page.

The use of digital proofs is now the recommended method of providing contract and check proofs and highly accepted as the main communication tool between the client and publisher.

To establish an industry standard for newspaper colour proofing PANPA recommends that the procedures listed be followed.

□ Colour Management.

1. Viewing Conditions.

Accurate appraisal of colour should be performed under 'Industry Standard' lighting of 5000K.

2. Calibration.

Correct and regular calibration of the equipment used to produce the proofs is performed.

3. Newspaper / ICC profiles.

Correct newspaper colour management profiles be adopted and installed into the proofing devices. A down load of some newspaper profiles recommended by PANPA is available by going to: www.panpa.org.au – Reproduction Guidelines.

- They include "Monitor View Tables" for newspapers.
- And newspaper "Printer Profiles" for HP/Colorbus.

4. Control strips.

A PANPA endorsed control strip can be used to check the calibration of output proofing devices.

(See example **○**)

This control strip is available as a down load by going to: www.panpa.org.au – Reproduction Guidelines

5. Original file.

It should be essential that the file used to produce the proof is the same as the file supplied for reproduction. File name and date should be included on the proof.

□ Proofing Options.

1. Hard proofs

Because of the differences between off-press proofing materials, inks and proofing substrates (generally white, glossy stock), careful consideration of proofing systems must take place before they can be accepted as visual guides. The use of newspaper ICC profiles in the proofing device is therefore highly recommended.

- The proof must closely match the production stock.
- The proof should simulate expected dot gain, substrate, density and ink hue values of the process colours used for newspaper reproduction.
- Glossy chemical proofs will not be accepted as colour tonal values dramatically differ from the printing process.

2. Soft proofs

As in the case of hard proofs the soft proof must closely match the production stock, simulate expected dot gain, density and ink values of newspaper process colours. When viewing images on a screen for proofing it is essential that the monitor is:

- Correctly calibrated.
- Monitor is set to 5000k in “Color Settings”/“ Monitor setup”.
- The screen background is a neutral gray colour – Recommended RGB values for this is 128 in all channels.
- Ambient lighting is ‘Industry Standard’ lighting of 5000K.
- Colour management profiles are used; newspaper “Separation View Tables” or ICC profiles are loaded into the “Color settings”.

Example ①



LAB* figures shown in these guidelines are based on the current PANPA ink weight specifications.

The following data is average L* A* B* (high and low target) values of the control strip.

These readings were obtained with a X-Rite 528 Spectrodensitometer, using settings at CIE 94 / D50 –20 and black backing (neutral density of 1.40 >).

74.56	1.01	2.52		Stock →		79.70	0.13	1.19
74.29	0.89	2.33		L*	A*	B*	L*	A*
40.17	8.92	-26.05	K. 14%	100%	100%	41.01	3.77	3.82
39.17	8.42	-23.78		25%	25%	68.70	1.45	3.38
63.66	5.81	-10.92		50%	50%	57.21	3.86	3.93
63.04	4.95	-9.57		75%	75%	46.22	3.59	4.67
52.76	9.04	-19.56		100%	100%	56.52	-17.35	23.94
51.35	8.63	-17.99		25%	25%	68.70	1.45	3.38
44.83	9.54	-24.80		50%	50%	57.21	3.86	3.93
44.14	8.40	-23.40		75%	75%	46.22	3.59	4.67
52.99	-33.35	11.17		100%	100%	56.52	-17.35	23.94
49.14	-32.90	10.00		25%	25%	68.70	1.45	3.38
71.44	-10.54	7.10		50%	50%	57.21	3.86	3.93
71.30	-9.76	6.48		75%	75%	46.22	3.59	4.67
63.68	-21.59	10.98		100%	100%	56.52	-17.35	23.94
62.09	-20.32	9.98		25%	25%	68.70	1.45	3.38
57.33	-29.32	12.52	50%	50%	57.21	3.86	3.93	
56.18	-28.99	11.85	75%	75%	46.22	3.59	4.67	
49.60	43.14	17.57	C. 10% M. 9% Y. 8%	100%	100%	52.19	43.43	-1.73
49.14	42.29	17.28		25%	25%	69.72	13.14	-0.16
68.35	12.20	13.14		50%	50%	61.58	26.83	-2.49
67.80	11.65	12.82		75%	75%	56.25	37.25	-2.26
59.30	25.12	18.64		5%	100%	76.00	-3.85	55.75
58.97	24.83	18.18		5%	25%	77.41	-2.06	17.88
53.99	35.99	20.30		5%	50%	76.18	-3.49	33.23
53.66	35.07	19.71		5%	75%	76.64	4.63	46.23
77.93	0.84	1.81		10%	100%	41.15	3.47	3.90
77.86	0.71	1.29		10%	25%	69.55	2.11	4.12
77.85	-1.66	0.29		10%	50%	57.58	3.58	4.27
77.51	-1.38	0.15		10%	75%	46.18	3.54	4.73
77.00	2.64	1.08		10%	100%	39.39	3.02	3.25
76.66	2.35	0.60		25%	25%	68.33	1.17	3.29
80.28	-0.53	4.48	50%	50%	57.34	2.64	3.42	
79.11	-0.41	3.77	75%	75%	45.66	2.97	4.07	
76.17	0.63	1.95						
75.11	0.36	1.19						
75.29	-2.52	-1.34						
74.86	-2.05	-1.15						
75.09	4.96	1.78						
74.64	4.88	1.19						
79.09	-0.45	8.66						
77.88	-0.15	7.12						
						73.54	0.75	3.09
						73.14	0.66	2.75

□ Pre-flighting PDF before transmission – PitStop

PitStop Professional by Enfocus allows you to unlock and make corrections to any PDF at any stage of the workflow. Individual text and graphic edits may be made, or colour spaces can be corrected. PitStop Professional contains interactive editing, pre-flighting with auto correction and global change capabilities.

In Australia, PitStop Professional is available from Postscript Solutions Australia.

Phone (02) 9975 4053, fax (02) 9975 4609, or e-mail support@postscriptsolutions.com.au.

Also, visit the website at www.postscriptsolutions.com.au.

5. Transmitting the PDF file

Some Publishers have elected to accept disc, e-mail or third party suppliers for the delivery of Advertising material into their products. Others prefer only to use one or some of the delivery methods to import digital files.

As delivery methods vary from site to site clients should check with the Publisher on how they are expected to send their material in for publication.