740
760
800
840

CUSTOM TRIM
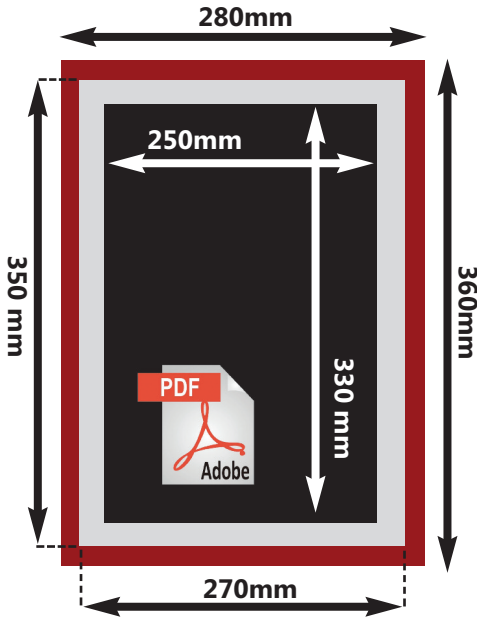## 270mm x 350mm Trim COLDSET
PRINT SPECIFICATION

MORTONS
PRINT LIMITED

Output resolution	**1200 dpi**
Image resolution	**150 ppi**
Total ink coverage	**240%**
Maximum black	**95%**
Dot gain	**26%**

Single page PDF

**280mm x 360mm PDF Size
270mm x 350mm Document size**

280mm
250mm
350 mm
360mm
330 mm
270mm

PDF Adobe

The red area is the bleed area. Bleed extends out 5mm from the edge of your finished document. All images or colour that prints to the edge of your document should be extended into this area to avoid the chance of any white lines appearing.

The grey area is the non-print area. Any Text placed in this area will run very close to the edge of the document and could possibly get trimmed off.

The black area is the critical image area. Text or images including folios should not exist outside this area.
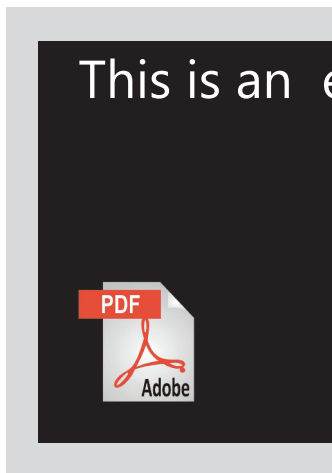
Centre spread PDF

**550mm x 360mm PDF Size
540mm x 350mm Document size**

The centre spread can have text and images that run across the gutter. The red, grey and black areas are exactly as explained above.

550 mm
520 **mm**
350 mm
360 mm
330 **mm**
540**mm**

**PDF** Adobe

Spread PDFs

This is an

example!
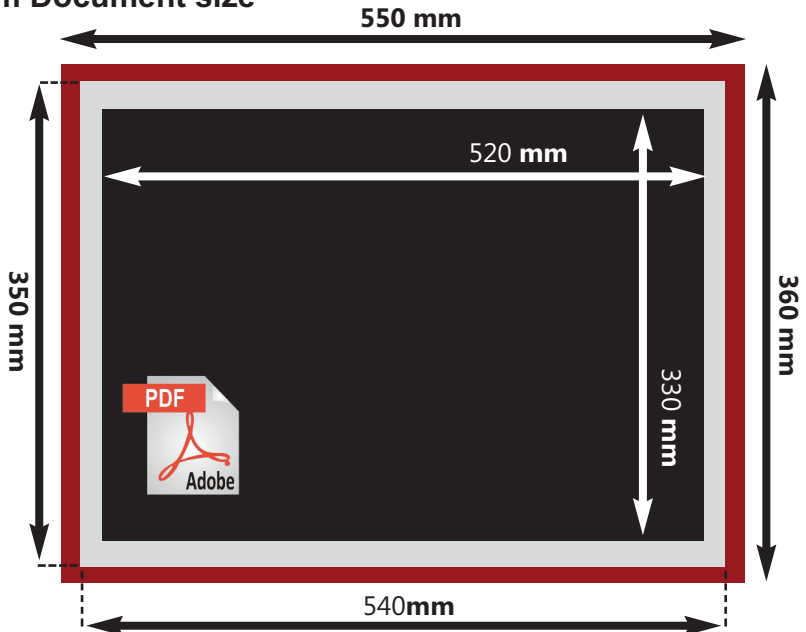
INCORRECT

If you have a spread over two pages other than a centre spread the pages must still be sent as single PDFs. In this instance images can go over the gutter. Please make sure that headline text is spaced either side of the exact centre to avoid any letters being split as this will not join up exactly when printed.

This is an

example!

CORRECT

289 mm

380mm
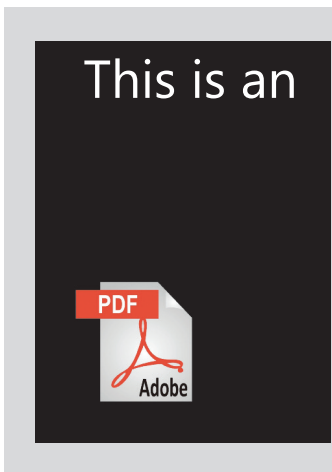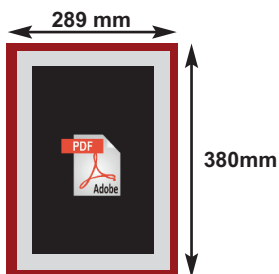
Please Note!

The PDF size should not be confused with the finished newspaper size found on your quote form.

Type & rule guidance

Coloured type

Below are the ideal minimum point sizes for when producing type out of more than one of the four process colours:

	Sans Serif	Serif	Fine Serif
2,3 and 4 coloured type	12pt	12pt	14pt

Reversed & coloured type on coloured backgrounds

Below are the ideal minimum point sizes for when producing type out of more than one of the four process colours:

	Point size
1 coloured background	10pt
2,3 and 4 coloured background	12pt

Examples

Arial 10pt text
1 coloured background
M 100%

Arial 12pt text
2 coloured background
M 100% **Y** 100%

Arial 12pt text
4 coloured background
C 100% **M** 30% **Y** 100% **K** 15%

Design guidance

10pt text — Type should not be reversed on a yellow background

10pt text — Type should not be reversed on light coloured backgrounds
C 10% **Y** 10%

Rules

Below are the ideal minimum point sizes for when producing rules out of more than one colour.

	Rules
1 col	.5pt
2 col	3pt
3 and 4 col	4pt

Registration issues

It's very difficult to get four separately printed colours to line up exactly on a newspaper press. The smaller the text or rule the harder it is to print clearly without any ghosting appearing so please take in to account the information given on this page. See the example below of how things can sometimes appear when the information on this page is not taken in to account.

Example