720
740
760
800
840

720 WEB COLDSET
PRINT SPECIFICATION

MORTONS
PRINT LIMITED

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

285mm

265mm

350 mm

330 mm

PDF

Adobe
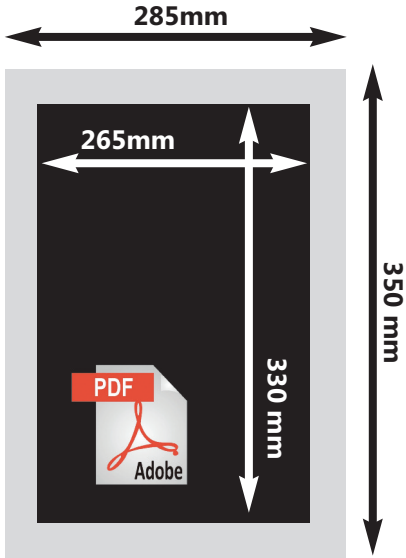
Single page PDF

285mm x 350mm
Document size

The grey area is the non-print area and is a 10mm margin that should consist only of white space.

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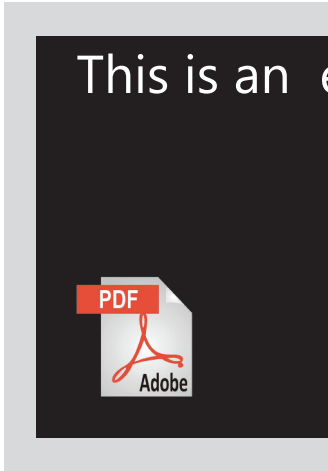
Centre spread PDF

570mm x 350mm
Document size

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

570 mm

550 mm

350 mm

330 mm

PDF

Adobe

Spread PDFs

This is an   e   example!
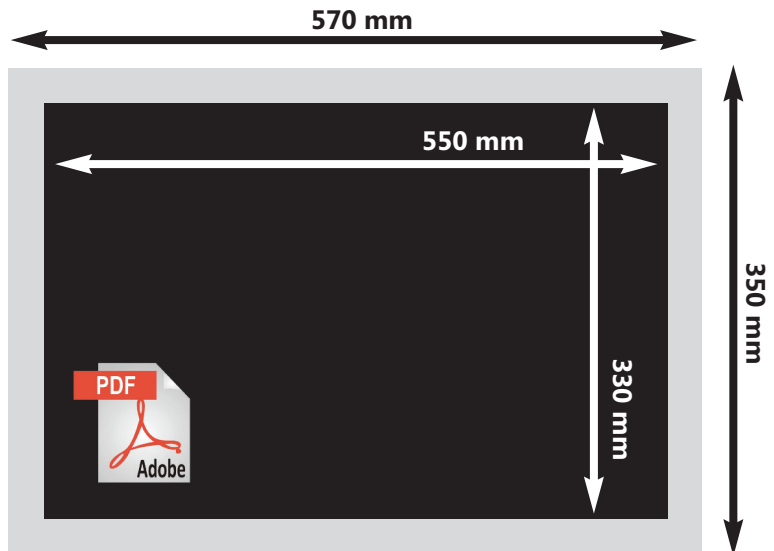
INCORRECT

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

360 mm
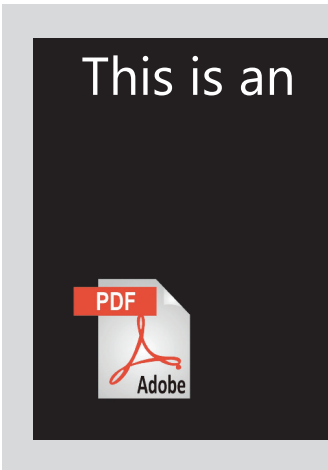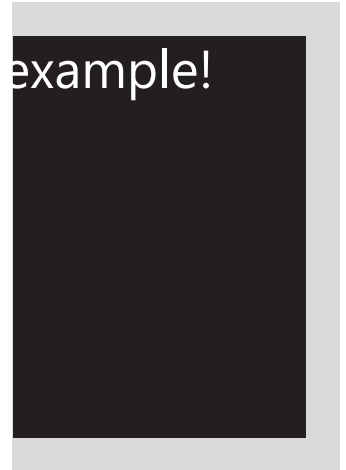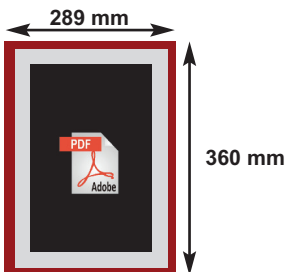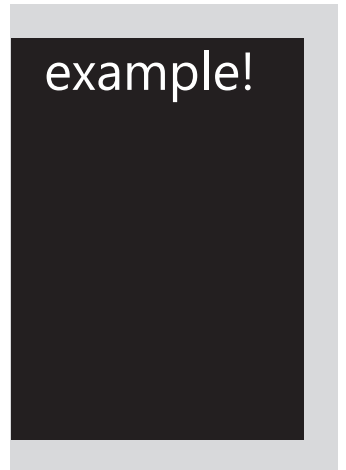
Please Note!

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

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