THE BEACON

Guidelines for Submissions

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).**
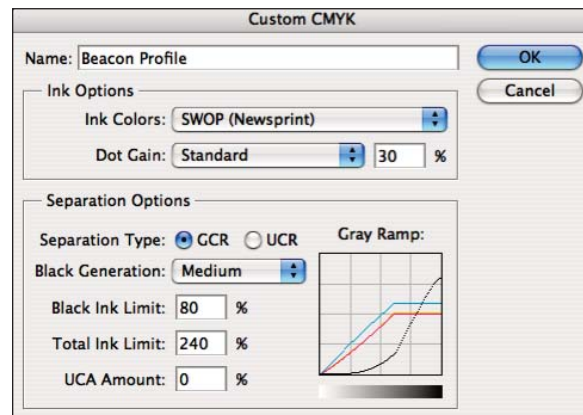- When generating a PDF, use Press Ready settings.

SENDING FILES TO US

Files sent as email attachments must be less than 10 MB. Email: msbeacon@optonline.net or upload your files via FTP. FTP coordinates are on our Website, 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.

Custom CMYK

Name: Beacon Profile

Ink Options
Ink Colors: SWOP (Newsprint)
Dot Gain: Standard   30 %

Separation Options
Separation Type: ● GCR ○ UCR   Gray Ramp:
Black Generation: Medium
Black Ink Limit: 80 %
Total Ink Limit: 240 %
UCA Amount: 0 %

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%