



Echo advertisement technical specifications

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The Echo cannot accept responsibility for the quality of reproduction or for errors in supplied material.

The Echo recommends that ads are designed by an experienced print design professional, or that you provide *The Echo* with clear instructions for us to create your ad for you. Please be aware that newspaper design and printing are specialised fields which require specialised software and colour settings to accurately match colours. Without appropriate software, design choices and colour settings a design may appear quite differently in print to how it displays on a screen.

The Echo recommends designing ads using professional-standard page layout or vector-based software such as InDesign, Illustrator, QuarkXPress, CorelDraw, Publisher etc. We do *not* recommend using Photoshop, Canva, Word, PowerPoint, Pages, Keynote or free/cheap online-based software.

Newspaper printing is a low-cost, low-quality medium which is by nature inconsistent. A job may appear differently week to week and even in different copies of the same edition. Some colours, design methods and software will tend to produce poor or inconsistent results in print. It is particularly important to avoid small text in a colour that is not safe for print. The only safe colours for printing small text are process black (the best choice), process cyan, process magenta, bright red, bright green or similar colours that have only small amounts of other inks used. Don't try to reverse thin text as the dot gain effect will make it thinner still and small thin reversed text may come close to disappearing. Text in ads designed in Photoshop or in an ad supplied as an image file will not appear as clearly as text supplied as live type or vector in a PDF.

Further advice about designing for a newspaper is available on request, however the best advice we can give is that you have your ads designed by an experienced print design professional, or that you provide *The Echo* with clear instructions for us to create your ad for you.

ALL ADS MUST HAVE A BORDER OR A DEFINED EDGE.

Ads supplied without a border will have one added in the style of the ad or as a 0.5pt black key line. *The Echo* does not run key lines around ads so a border or a defined edge is a requirement.

ADS THAT ARE DESIGNED TO LOOK LIKE A NEWSPAPER ARTICLE MUST BE LABELED WITH THE WORD 'ADVERTISEMENT' in minimum 9pt text at the top of the ad. Typography used in editorial style ads must be noticeably different to that used by *The Echo* for our own news stories. The organisation or person responsible for the ad must be identified within the ad.

ONLINE ECHO NOTES:

If you wish your ad to appear nicely online don't design it in Photoshop or supply it as an image file. Images will be reduced in resolution for the digital online versions of *The Echo*.

In the embedded online version images will be reduced to 150ppi.

In the downloadable PDF of *The Echo* images will be reduced to 72ppi.

TEXT SHOULD NOT BE OUTLINED unless because of font licensing restrictions, in which case type *will* need to be outlined. Outlined text will not be recognised for searchability and hyperlinks in the online digital versions of *The Echo*.

HYPERLINK DETECTION for the online digital versions of *The Echo* will only work if text is live text (not outlined or in an image) and if it is a valid hyperlink beginning with https, http or www.



Is the ad designed by a print design professional?

PREFERRED FORMAT is a high quality CMYK PDF using appropriate colour settings/values, made to the correct trim size, with no crop marks, no bleed, and no other printers' marks.

Our printer's recommended PDF export setting is: High Quality Print, Standard: PDF/X-3:2003.

Images should be at least 300ppi.

Avoid images or designs with high total area coverage (TAC) of greater than 230%.

Spot colours should not be used – particularly in combination with any kind of transparency, effect or gradient. Elements using spot colours may have errors when the file is converted to process colour and may not appear in print.

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COLOUR SETTINGS:

If you don't have an *advanced* understanding of colour settings (the vast majority of graphic designers) it is best to leave images as RGB, however you should create the document in CMYK and set all solid colour elements, text etc to be CMYK. *The Echo* can convert RGB elements of your supplied PDF to our printer's specialised colour profile without affecting the values of CMYK solid colours, text etc.

It is okay but not ideal if images are converted to CMYK using Adobe default colour settings: "North America General Purpose 2, U.S. Web Coated (SWOP) v2". If your design includes high TAC images that were exported using default settings they will usually be converted to our printer's specialised colour profile in order to maintain the desired appearance of the images and avoid the printing problems caused by high TAC.

If you have an *advanced* understanding of Photoshop colour settings our recommended settings are available on request. Of the default Photoshop colour settings the most appropriate for newsprint are any of the ones described as suitable for newsprint, newspaper or web uncoated that have a low TAC. Our printer's profile is the most accurate for jobs printed on their press and is not suitable for use elsewhere.

Are you designing the ad yourself?

The Echo can accept material created in a wide range of formats and can usually make adjustments as needed to ensure the ad will reproduce properly. However, some formats and designs may reproduce poorly. The person who created the ad bears the responsibility for quality of reproduction.

If you are not an experienced print design professional please be aware that newspaper printing is a low-cost, low-quality medium. There are limitations to the sharpness of printing and accuracy of colour reproduction. *The Echo* strongly recommends having an experienced professional create your ad using appropriate software and appropriate design choices.

Some colours are not safe to use for small text in newsprint. Some file formats will print less clearly than others. Be warned that there is a limit to how much *The Echo* is able to do to correct or pick up problems in supplied material.



Ads made in InDesign or Illustrator

Preferred format is a high quality CMYK PDF using appropriate colour settings/values, made to the correct trim size, with no crop marks, no bleed, and no other printers' marks.

The Echo currently uses Adobe Creative Cloud including InDesign and Illustrator. Files compatible with this software may be supplied but all linked graphics will also need to be supplied. You may also need to supply any fonts used.

Ads made in QuarkXPress, CorelDraw, Publisher

Preferred format is a high quality CMYK PDF using appropriate colour settings/values, made to the correct trim size, with no crop marks, no bleed, and no other printers' marks.

The Echo does not use QuarkXPress, CorelDraw or Publisher and cannot open and edit these documents, please supply your ad as a finished PDF.

In the QuarkXPress PDF export settings it is recommended that you change the Color setting to As Is rather than Composite to avoid unwanted colour changes.

Ads made in Photoshop

– *The Echo does not recommend designing ads in Photoshop*

Preferred format is a high quality JPG made to the correct trim size and at least 300ppi.

If you are not using appropriate colour settings or appropriate CMYK colour values it is recommended that the file is supplied in RGB, not CMYK.

The Echo recommends using Photoshop only for adjusting images. For the designing of ads, better results will be had by using professional page layout or vector-based software such as InDesign, Illustrator, QuarkXPress, CorelDraw, Publisher etc. Using any of the recommended software to resize a design originally made in Photoshop will not prevent any problems inherent to a raster image file.

If changes are needed to the file the original layered PSD should be supplied – please note that you may need to supply used fonts as well if changes to text are required.

Colours will appear different in print than on screen if colour settings that don't match the destination (newsprint) are used.

If you have an *advanced* understanding of Photoshop colour settings our recommended settings are available on request. Of the default Photoshop colour settings the most appropriate for newsprint are any of the ones described as suitable for newsprint, newspaper or web uncoated that have a low TAC. Our printer's profile is the most accurate for jobs printed on their press and is not suitable for use elsewhere.

Ads made in Canva, Word, PowerPoint, Pages, Keynote or other free/cheap online-based software

– *The Echo does not recommend designing ads in any of this software*

Having a professional designer use appropriate software will give a better result than using any of these types of software. Documents made with these types of software are not suitable for newspaper printing and will usually need to be adjusted or re-made by *The Echo*.

Most of these types of software will output text in colours that are not safe for printing small text.

Where possible *The Echo* will make adjustments to give the best possible result however there is a limit to how much we can do and some problems will not be able to be fixed.



Instructions for ads to be made by *The Echo*:

Layout instructions

Instructions for advertisement layout need to be clear and easily understood.

Any requirements to keep a desired style must be made clear before we make up an ad. Proofs are sent for you to check for mistakes, not as an example in order for you to redesign the ad.

For specific colours, please supply an example.

Our font selection is limited so if you want a specific font you may need to supply it.

Photos

Please don't supply photos that are too small. Photos will need to be at least 200ppi when at the final print size to reproduce at a high quality.

Please name photos in a logical way to avoid any confusion.

Please provide any images included in a supplied Word doc as separate files as well.

Images to be scanned

Please don't draw on, cut out, blue tack, staple, sticky tape or otherwise distort any images that need to be scanned.

Text

Please supply large amounts of text in a suitable attached file, not in the body of an email.

If possible email an editable digital text file rather than handwritten copy, a printout or a fax.

Please don't supply text all in CAPITAL LETTERS or With Incorrect Capitalisation.

Please make sure any handwritten copy is legible.

Please make sure all details in copy are correct.

The Echo will make changes as needed to correct spelling, grammar and continuity.



Please don't supply material with these problems!

- Spot colours should be avoided if possible. Spot colours can cause rendering errors in some software and there is a danger that they won't reproduce correctly. It is safer to use CMYK or RGB.
- Ads produced by another publication. It is a breach of copyright for us to publish an ad that was produced by another publication without their permission. We may be able to recreate an existing ad but the graphics and fonts used may need to be supplied separately.
- Ads without a border or a defined edge. *The Echo* doesn't use key lines to separate ads so all ads will need to have a border. If an ad is supplied without a border one will be added in the same style as the ad is designed or as a 0.5pt key line.
- Ads made to the wrong document size. If the supplied ad is not in proportion to the booked space it may need to be squashed or floated within the available space.
- Manually created crop marks, registration marks, bleed, or any other printer's marks. Please don't manually add any printer's marks, we have to then manually remove them. A complete waste of time for all involved.
- White space added around the edge of the file or white borders. This complicates the process of adding an ad to our pages.
- Black text not made of correct black. For black to print sharply it needs to be made up only of black ink, not cyan, magenta and yellow inks. Black in an RGB file will generate ink on all four CMYK colour plates. Registration black is made of 100% of all 4 printing colours. Text in black made of all 4 colours will become blurred and illegible when any mis-registration takes place.
- Small type reversed out of a complicated colour. Small text in complicated colours will have the same problem with mis-registration that 4 colour blacks do. To avoid problems the colour needs to be made with only one dominant dark ink (black, cyan or magenta).
- Thin reversed text – the dot gain effect will make reversed text thinner still and small thin reversed text may come close to disappearing completely.
- Inappropriate CMYK settings for images in files – colours will appear different in print.
- Images/colours with a high total area coverage (TAC). High TAC images will appear darker than expected in print and can cause ink to rub off on the opposite page. Colours printed in newspapers should not exceed 230% TAC.
- Low quality JPG files. It is a common problem that email programs will reduce the size of a JPG when emailed – Mac Mail is one of the worst culprits. Please ensure JPGs are sent at their full size.
- No fonts embedded – a default font may be substituted.
- Black and white images in files should be Grayscale, not RGB. RGB images will generate ink on all colour plates, not just black.
- Type that is too small and unlikely to print clearly.
- Bad grammar and spelling.
- Ads that are in bad taste.

All guidelines for advertisements in this document are subject to The Echo's discretion.

38x6 / Full Page

378mm x 260mm

ADVERTISEMENT SIZE GUIDE

THE BYRON SHIRE
Echo

36x3 / Half Page (vertical)

358mm x 129mm

Column widths

1 column ad:	41mm
2 column ad:	85mm
3 column ad:	129mm
4 column ad:	173mm
5 column ad:	216mm
6 column ad:	260mm

Height

2mm must be taken off the centimetre height of all ads to allow space on the page between ads. For example, a 12cm ad will be 118mm high.

18x3 / Quarter Page

178mm x 129mm

18x6 / Half Page

178mm x 260mm

12x2

118mm x 85mm

12x3

118mm
x 129mm

12x4

118mm
x 173mm

9x2

88mm x 85mm

9x3

88mm
x 129mm

6x2

58mm x 85mm

3x2 (Service Directory)

28mm x 85mm