TECHNICAL PARAMETERS

gremi media

Technical parameters

Ready-to-print material in electronic version

1. Forms of file delivery

We prefer FTP account or delivery via e-mail (in case of smaller files up to 6 MB).

- FTP account
  address: ftp.rp.pl,
  folder: Rzeczpospolita, Parkiet
  (user: reklama, password: reklama)
- e-mail: material@rzeczpospolita.pl

2. File formats:

We accept files in TIF or PDF formats.

- in case of bitmap graphics: files in TIFF and EPS (single file.EPS) formats, required resolution – 600 dpi (the option ANTYALIASING should be switched off during halftoning)
- EPS vector files: all fonts should be converted into curves

All advertisements should be prepared in the scale 1:1.

As far as colour advertisements are concerned, all colours must be converted to CMYK to separate colour materials, it is advisable to use ICC profile - ftp.rp.pl user: reklama, login: reklama folder: ICC Profiles

- Rzeczpospolita, Parkiet: Coldset_DG26_TIL225_K90_ModGB.icc (CMYK) Coldset_DG26_Grey.icc (grey)

3. File name

File name should enable its precise identification. In case of any alterations, the file name should contain a clear information about next (corrected) version of advertisement. Please use as short a name as possible (up to 8 marks). Please avoid using such terms as „rzeczpospolita", „rzepa", „reklama", „ogłoszenie". It is advisable to use the name of the target customer.

4. Basic technical parameters for materials delivered in electronic version

	Magazines and weeklys (heat-set)	Newspaper print (cold-set)
UCR/GCR Total Area Coverage in shadow area	C+M+Y+K 300%	C+M+Y+K 220% – 240%
Coverage rate	Minimal coverage rate that can be reproduced must be 5% or bigger in lights	
	Maximum half-tone point must be lower than 90% (shadows)	Coverage rate can be reproduced in shadows of thr picture must be lowet than 90%
Background coverage rate	Half-tone bacground maximum 20% for positive text (one element) Half-tone bacground inimum 20% for egative text (one element)	
Type size - print from one colour (at typographical points)	Minimum single element type size - 6 points Minimum ouble element type size - 7 points	Minimum single element type size - 7 points Minimum ouble element type size - 8 points
Type size/thickness of line for colour print or courent print (at typographical points)	Minimum single element type size - 8 points Minimum ouble element type size - 10 points	Minimum single element type size - 9 points Minimum ouble element type size - 11 points Minimal font sized must be „bold" or „semibold" typeface for printing in the negative plate, not less than 12 points
inimum line thickness		Minimal line thickness in advertising materials delivered for printing should be: cold-set:2 points and heat-set: 1 point

5. Scaling materials

Customers accept possible differences up to 5% in materials due to printing process.

6. Checking the correctness of advertisements

The advertisement or announcement may be rejected if:

• the advertisement is out of size

• the advertisement cannot be printed correctly using QuarkXpress

• file with advertisement is corrupted or non-readable

• the comparative hard copy delivered by the Customer differs from the hard copy made by us

• in the EPS file (vector file) texts have not been converted into curves

• the advertisement saved as EPS half-tone or TIFF half-tone contains many layers or vectoral elements that have not been half-toned

• the advertisement in the half-tone format contains additional layers, channels or active paths, masks or selections

• the half-toned advertisement or its half-tone fragments are characterized by resolution that is too low to secure the expected print quality

• the advertisement contains graphical objects or margins outside print area

• colour advertisement was transmitted in a non-CMYK model

• the total CMYK components in any piece of the advertisement exceed 240% (daily or other issues using newsprint) or 300% (magazine issue)

• the advertisement was delivered in a format other than those specified above, and the correct advertisement print requires the installation of Customer's fonts

• in each case if the errors in advertisement preparation prevent or hinder significantly its print in line with Customer's expectations and in line with the quality meeting the "Rzeczpospolita" daily requirements

All corrections of materials delivered are made at a clear request of the Customer. Materials corrected at the Customer's request are not subject to complaint

7. We are not liable for

• application of overprint option for texts and graphical components

• composing black graphical components or texts from CMYK colours

• incompliance of the tonal range of half-tones contained in the advertisement with the range possible for correct print

• too fine graphical components, too thin lines, too small font size for a certain print technology

• too low resolution of advertisement half-tone components

Gremi Media is not liable for printing an advertisement against Customer's expectations with one or more of the aforementioned features. Gremi Media is not obliged to notify the Customer if the advertisement meets the above criteria, but still there is a suspicion that the characteristics of draft advertisement will prevent its printing with the quality and form expected by the Customer.

8. Requirements and recommendations

All advertisements should be delievered with control prints containing a file name (EPS, TIFF) as well as the name of a programme that was used to export data. Control prints are used only to check the correctness of composition. They are used to check the compliance of digital material with the order, excluding the colour compliance. Advertisements printed without margins should be larger than printed area by 5 mm, while all graphical elements and texts should be placed at a minimum distance of 10 mm from cutting line.

Guidelines on the reduction of Total Area Coverage for half-tone components for advertisements in **Photoshop**.
It is advisable to separate colour materials using ICC profile, which is available at ftp: address: ftp.rp.pl user: reklama, login: reklama folder: ICC Profiles,
• Rzeczpospolita, Parkiet: Coldset_DG26_TIL225_K90_ModGB.icc (CMYK) Coldset_DG26_Grey.icc (grey))
• The last acceptable method (which however gives the worst results) is to reduce Total Area Coverage manually. One has to select a program option: Image ➔ Adjust/Adjustments ➔ Selective color ➔ blacks. Then, one has to reduce the share of CMYK colours and increase the content of K (black).
Black colour should always appear as overprint. This applies also to advertisements in which trapping parameters were defined differently. When designing the advertisement, one has to consider the colour applying constraints (e.g. the applied colours show through the black overprint).

9. Production parameters of print forms

Shape of half-tone point Euclids - gives the smallest increases during the printing process Ruling of half-tone elements 60 li nes/cm (150 li nes/inch)(heat-set) and 40 li nes/cm (100 lpi)(cold-set)

10. Parameters for newsprint

• Colour shift

  With coloured printing with the cold-set technology with the 4+4 web maximally printed, the tolerance for colour matching is 0,5 mm. It is advisable to avoid setting inscriptions, especially using small font size, of a few colours, given considerable problems with fitting. As a result the text obtained is frequently blurred and illegible. The parameters of the newsprint are defined in detail by the ISO 12647-3 Standard.

• Dot gain

  The half-tone point increase in the medium tones is up to 30%. During printing an augmentation of half-tone points take place, which is biggest for the half-tone with a 40%-60% surface covering.

• Optical density

  The admissible difference of optical density between the tints, may be up to 0,3. Standard value of the optical density is fixed on the basis of ISO standard 12647-3 so for colour: - Cyan - 0,85 - Magenta - 0,85 - Yellow - 0,85 - Black - 1,10

• Density measurement

  The optical density D of the ink defines the amount of ink overprinted on the paper. The more ink, the higher the optical density. The printing house specifies optimum density values (in compliance with IFRA recommendations), i.e. for a certain amount of ink the best printing effects are obtainable. The increase of optical density, i.e. the increase of the volume of ink with the parameters set above is not possible since it is conditioned by printing technology. When more ink is used, the base becomes dirty, the drawing is printed on neighboring pages, print is smeared over when touched, etc.

• Total Area Coverage in Shadow areas: C+M+Y: 120-150% K: 90-100% C+M+Y+K: 220-240% (TIL - Total Ink Limit) Value 240% is the maximal total of the CMYK components (TIL)

11. Texts

The size of the text must correspond to the area of some of our advertising modules, and here they are:

2x3, 3x2	– corresponds to 1 page of standard typescript (30 lines per page, 60 characters per line)
2x4, 4x2	– 1.5 pages of typescript
2x6, 3x4, 4x3	– this is 2 pages of typescript
6x3	– three pages of typescript
4x5	– 3.5 pages of typescript
4x6	– it's 4,5 pages of typescript
6x5	– 5 pages of typescript
6x6	– six pages of typescript
6x7	– 7 pages of typescript
6x9	– 9 pages of typescript

On the full page of „Rzeczpospolita" there are nine pages of typescript (1800 characters on the typescript page). The Advertiser, who wants to order the advertising text, pays for the selected size. The same rules apply to the advertising space. The Advertiser also bears all other costs related to writing the ordered article (author's fee, costs of business trips, photos, etc.) that are listed in the agreement concluded with the Advertising and Advertisement Office of „Rzeczpospolita".

This agreement gives the advertiser the right to authorize the article or its parts before printing. The advertiser can also provide his own advertising text that can be printed after being accepted by the editorial staff.

The advertising text posted in „Rzeczpospolita" will be marked as an advertising text. Any additional information should be provided by the Advertising Office and Advertisements.