Lamorinda Weekly
Graphic Design Guidelines and Recommendations

1. Document size = ad size, no bleed

2. Colors
    Printing a traditional newspaper is different to other types of printing. Newspapers are designed to be printed quickly and cost-effectively, on relatively thin paper. As a result, the printed paper will look different to what you see on a bright, backlit computer screen.
    • Use CMYK colors, not RGB
    • Keep small text (12pt or under) or areas of fine detail to pure black (100%K) or another single color of CMYK ink.
    • Avoid text on color background or photos. If text has to be on background or photo text color should be pure black (100%K)
    • Don't use registration black (all four CMYK inks at 100%) or spot colors.
    • Black and white photos should be set to greyscale.
    • Don't over saturate areas and try to stay within 200% color use
    • If your colors are other than CMYK they will be converted before printing and they might look different.

3. Photos
    Dark photos can lose their depth and look a little 'flat' in print. Also remember that dark areas can show through onto the other side of the page.
    Pale photos tend to reproduce relatively well in a traditional print, but as with dark photos, areas of subtle detail can be lost in print, so make sure there's enough contrast in your image to account for this.

4. File type
    For best results use vector text and graphics and send .pdf or .eps
    Image files like .jpg or .tif are ok to use but will print pixelated.

We're happy to help with color sections and don't hesitate to send your file early for verification even during your design process. Please email file to wendy@lamorindaweekly.com or request a link to upload if file is larger than 15MB. **Deadline: Artwork is due noon on the Friday prior to the issue date.**

Recommendations:
The Lamorinda Weekly is offering free ad design to our customers. We are happy to create different drafts for your ad. If you are capable to create your own artwork or if you are using a service for the design, please make sure that Newsprint standards and our guidelines above will be considered for the design.

We recommend using Publishing Software in order to reach best results for your ad because it provides best results for printing and it is normally possible to turn your design into a screen ad for Internet use. Text in your ad will remain as text by using publishing software and your ad will be searchable on our website and in our archive. Most design features of graphic software like Photoshop can be added to the design in publishing software. If your design will result in graphics only, please notice that text will be no longer readable text and Internet search cannot index your ad.

You may download the latest SNAP (Specifications for Newsprint Advertising Production) from our web site:
http://www.lamorindaweekly.com/pdf/SNAP-2007-draft-July-07.pdf

More information about Newsprint Specification can be found at:
http://www.naa.org/