

turley tech sheets

publishing 101

◆ FTP

Stands for File Transfer Protocol. A popular way of moving large amounts of data from one site to another over the internet.

◆ PDF

Stands for Portable Document Format. A universal way of saving documents that allows for easy transfer via email/internet and which does not require the receiver of the file to have the original software that created the document.

◆ JPEG

Stands for Joint Photographic Experts Group. "Jay-Pegs" are commonly used for compressed web images. They are sometimes hi-res enough for printing. Note: the more times you open, alter and resave a *.jpg file, the more the picture quality deteriorates.

◆ GIF

Stands for Graphic Interface Format. It is commonly used for compressed web images and is generally not hi-res enough for printing.

◆ SERIF

A kind of typeface, such as Times or Palatino, that has "tails" or decorative finishing strokes.

◆ SANS SERIF

A kind of typeface, such as Helvetica or Arial, without "tails."

◆ PICA

A unit of measure that is equal to one-sixth of an inch. In other words, there are 6 picas to an inch.

◆ POINT

A unit of measure that is often used to describe font size or the weight of a rule line. There are 12 points in one pica and 72 points to an inch.

◆ CMYK

These letters represent cyan, magenta, yellow and black — the four colors used in printing.

◆ RGB

These letters represent red, green and blue — the colors used by computer monitors and televisions.

◆ **ARTFILES** - include all artfiles/graphics used in the job.

◆ **FONTS** - include all parts of all fonts used in the job.

◆ **BLEEDS** - if any bleeds are being used, make sure that the bleed is pulled at least 1/8" beyond page edges.

◆ **TRIM SIZE** - know what finished size your publication should be and know what your allowable image area is (general rule of thumb: image area is 1" smaller than your trim size, example: 8" x 10" trim = 7" x 9" image area; 11" x 17" trim = 10" x 16" image area, etc.).

◆ **PROCESS/4-COLOR** - if using process color, make sure that all color images are saved in CMYK mode. Do not save in RGB or Indexed Color mode. Make sure any spot colors being used are also CMYK. *CAUTION: DO NOT USE "REGISTRATION" OR "AUTO" FOR BLACK IN THE COLOR PALETTE. USE BLACK FOR BLACK AND IF USING A GRAY, USE A % OF BLACK. DO NOT CREATE A COLOR "GRAY".*

◆ **SPOT COLOR** - make sure that you are using only that one spot throughout your document.

◆ **SAVING ARTFILES** - make sure all artfiles are saved in proper format (example: grayscale mode for all b&w images; CMYK for process (4-Color) images; etc.

CAUTION: DO NOT USE LZW COMPRESSION OR SAVE IN A 16-BIT MODE - MAKE SURE IT IS 8-BIT.

◆ **DATELINES** - make sure that your datelines have the correct date.

◆ **PAGE #S** - make sure that all page #s are correct. If using more than one document, make sure that the #s flow correctly.

◆ **PRESS SCHEDULE** - if you are running into problems that will effect your scheduled press time, please notify us at once so we can reschedule.

◆ **PROOFS** - please include final proofs with your job. Proofs should match job. If corrections are made, please print proofs reflecting those changes.

◆ **COLOR USAGE** - Make sure that all process color being used is falling on allowable color pages. Do not use color or color images on b&w pages. *NOTE: ALL PAGES THAT ARE USING COLOR SHOULD BE INDICATED. IF USING A SPOT, PLEASE INDICATE WHAT COLOR YOU WANT THE PRINTED ISSUE TO HAVE.*

Turley 
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commercial printing
newspaper publishing

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◆ Layout & Design

- * All stories should be shaped like rectangles.
- * Don't put graphics in the middle of a column of type.
- * Avoid placing art at the bottom of a column of type.
- * Text that wraps below a photo should be at least one inch deep.
- * In vertical layouts, stack in this order: photo, cutline, headline, text.
- * Every page should have a dominant piece of art.
- * A well-designed page is usually at least one-third art.
- * Avoid placing a photo directly on top of an ad.
- * Avoid boxing stories just to keep headlines from butting; it's best to box stories only if they're special or different.

◆ Text

- * The optimum depth for columns of text is 2-10"
- * Columns of text should be at least 10 picas wide but no wider than 20 picas.
- * Use italics, boldface, reverses or any other special effects in small doses.
- * Type smaller than 8 point is difficult to read. Use it sparingly, and don't place in a screened box.

◆ Headlines

- * Every story needs one!
- * Headlines get smaller as you move down the page. * Smaller stories get smaller headlines.
- * 5-10 words is optimum for most headlines.
- * Art elements should not come between the headline and the start of a news story.
- * Don't butt headlines without using a rule line to separate the two stories.
- * Writing headlines: Avoid stilted wording, jargon, omitted verbs, bad splits; write in the present tense.

◆ Photos

- * Directional photos should face the text they accompany.
- * When in doubt, run one big photo instead of two small ones.
- * When using two or more photos, make one dominant — substantially bigger than any competing photo.
- * Try to vary the shapes and sizes of all photos (as well as stories) on a page.

◆ Cutlines

- * To avoid confusion, run one cutline per photo; each cutline should touch the photo it describes.
- * When cutlines run beside photos, they should be at least 6 picas wide.
- * When cutlines run below photos, square them off as evenly as possible on both sides of the photo. They should not extend beyond either edge of the photo.

◆ Jumps

- * Run at least 4 inches of a story before you jump it.
- * Jump at least 6 inches of a story (to make it worth the reader's effort).
- * Jump stories once and once only. Whenever possible, jump to the same place.

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Adapted from Tim Harrower's "Newspaper Designer's Handbook"

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jpegs, eps, tiff, pdf and gif - should be thought of as a photo
Items generally cannot be moved, or type corrected in these images.
In some occasions when type is in a white area it can be deleted and
reset.

These images cannot be any smaller than 200 dpi at the size they are
running. Due to our printing screens all images need to be 200 dpi.
Therefore if a photo is 72 dpi (low resolution) at 3x5,
when converted to our dpi of 200 it will reduce to .5" x 1" not acceptable
for even an 1/8 page ad. Deterioration of an image starts to increase when
you enlarge a photo so we usually will not enlarge over 120%.

Website images - These images are low resolution (72 dpi - 96 dpi) and are not suit-
able for printing.

Photos and logos in a word document - if a photo is emailed in a word document
or any other form of a text program it cannot be used. (labeled .txt)

Microsoft publisher - WE CANNOT USE! (labeled .pub)



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