



## printable area

### SPOT PRINTING - UP TO 5 COLOURS...

Film if Supplied :: Right Reading, Positive Emulsion UP  
Recommended Minimum Type Size :: Positive 4pt, Negative 6pt  
Registration Marks :: One placed in Centre, 4 outside the Print Area  
Keylines :: Remove all Keylines

### HALF TONE PRINTING...

Screen Ruling :: 85/100 lines per inch  
Dot Shape :: Round or Elliptical  
Dot Density Range :: 12% - 90%  
Screen Density:: 15% minimum, 85% maximum

Solid areas where possible, need to be placed on separate film as the viscosity of the ink for half tone and solid areas is different.

### PROCESS PRINTING...

Screen Ruling :: 100 lines per inch  
Dot Shape :: Round or Elliptical  
Dot Density Range :: 12% - 90%  
Screen Angles :: Cyan 75°, Magenta 45°  
Yellow 0°, Black 15°

Avoid Printing Large Solid Areas when Using 4 Colour Process

### Digital Formats...

Mac or PC eps files, Quark Xpress 4.1, Illustrator eps, Photoshop jpeg or tiff files are the preferred formats

### Saving your artwork...

Artwork should be supplied on CD or Zip disk  
Files can be supplied via e-mail  
Attachments that are compressed using Stuffit or Win zip which will reduce the file size

### Before you send your file...

Check that all typefaces are included with the document on the disc  
Ensure all fonts within eps or pdf are embedded or have been converted to paths  
Include all graphics and images used in the document  
Use CMYK not LAB or RGB colour models