

Artwork Specifications

RGB & CMYK Colour

Images can be reproduced in a number of colour formats, the most common being RGB (red, green & blue) and CMYK (cyan, magenta, yellow & black). However RGB and CMYK are designed to be used for different applications and are almost completely opposite to each other in the way they use colour in the image. For example, a CMYK image with the values C=0, M=0, Y=0, K=0 will be white, while an RGB image with the values of R=0, G=0, B=0 will be black!

By mixing red, green and blue light in various quantities it is possible to generate a number of other colours from the range of visible light. The effect is behind the design of the television and computer screen and so is suitable for the creation of images to be displayed on screen.

Printed images however are composed of the four inks - cyan, magenta, yellow and black - on a white page. When setting up your page in any desktop publishing or graphics program, the required colour palette must be included (CMYK). If you want all objects to appear as expected, work in CMYK and do not use the 'Convert All Colours To CMYK' option offered in some programs. CMYK does not have as broad or bright a spectrum as RGB so dramatic colour change can occur when images sent as RGB are converted for print.

Fonts

There are a limited number of fonts that the Riverina Media Group own, therefore you need to ensure you use a font we have. A list of fonts can be provided for your reference. If this is not the case, you can 'outline' your text if you are using Adobe Illustrator or provide a copy of your font (which will only be used for your advertisements). If you supply an advertisement that uses a font that we do not have, a default font will replace your font.

File Types

Acrobat PDF (.pdf)

PDF is the preferred format - it is a universal file format that preserves fonts, images, graphics and layout of any source document regardless of the application and platform (PC or Mac) used to create it.

The document must be sent at the correct size and must be print optimised at 200 dpi. It must also be PDF Version 1.3 or lower, use CMYK colours and fonts must be embedded.

QuarkXpress 4 (.qxd)

QuarkXpress colours must be process separation (CMYK) and all linked files (images & fonts) must be included with the document. For spot colour, we request CMYK be used. The document must also be sent at the correct size.

EPS Files (.eps)

These file types try to bridge the gap between different formats so they can be opened by most graphics programs. Both vector files and bitmapped files can be saved as EPS and retain their respective information. All fonts must be converted to outlines and CMYK colour mode must be used.

Adobe Photoshop (.psd, .tif, .jpg)

These files are best for photographic images to maintain quality. These files are not vector based and therefore high resolution means large file size. Files are to be the same size as the actual advertisement is to appear, appropriate resolution (300 dpi for greyscale, 300 dpi for CMYK colour, 400 dpi for line art) and are best provided on CD - files can also be saved as an EPS, TIFF or JPG file which reduces the formatting of a PSD file and cuts down on file size.

Supplying Artwork

All artwork must be the correct size as to how it will appear in print and must be CMYK with process separation (spot or full colour process). It must be the correct resolution - 300 dpi for CMYK and greyscale artwork, 400 dpi for line art. Artwork may be supplied on ZIP disk, floppy disk, CD and electronically, in either PC format, and accepted providing it meets the above specifications. Changes will only be made to advertisements if artwork is not supplied as specified and will be charged to the client.