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## SNAP to improve specs with Adobe profile

BY PETER BREHM AND DENNIS CHEESEMAN SPECIAL TO NEWS & TECH

**Comprised of volunteer** members from newspapers, commercial printers, and vendors working with these industry segments, the Specifications for Newsprint Advertising Production (SNAP) Committee met in April to discuss a range of research and development efforts. In addition to confirming key coldset production targets, the group announced new initiatives to help the coldset community monitor and achieve coldset color reproduction.

quantified by each site adopting a lower TAC.

SNAP is recommending that TAC of less than 200 percent be avoided in order to prevent washed-out shadow areas and flat-printed reproduction. Replacing a color space profile on the Web site created using SNAP Certificate data and a TAC of 240 percent will be profiles for color spaces using TACs of 220 percent and 200 percent.

- Reformatted for use on a 44-inch web.
- Updated with a current IT 8 target.
- Enhanced with G7 strips to support G7 evaluations by newspapers.

### Authorized development

SNAP also authorized development of the SNAP Process Check, or SPC (see Figure 1).

SPC is designed to print as a quarter-page ad in the newspaper. It includes enough targets to allow the newspaper to

evaluate its processes on an interim basis and without requiring use of the special, full web test form called for with the more exhaustive SNAP Certificate effort.

“With SPC, we are providing newspapers with a way to check their SNAP processes on a regular, interim basis to supplement what we hope is an annual, in-depth process evaluation using the SNAP Certificate test form,” said SNAP Co-Chair Dennis Cheeseman, director

of customer service at US Ink.

Unlike the SNAP Certificate effort, which calls for a minimal fee and third-party measurement, SPC is a tool newspapers can use at any time they want to measure results internally.

“It’s a great way of making sure that the good results attained when the SNAP Certificate is achieved remain in place,” Cheeseman said.

SNAP continued on next page

## INDUSTRY BASELINES RECONFIRMED

Hundreds of newspapers and coldset commercial printers have qualified for SNAP Certificates by submitting printed test forms that were measured by a third party. Compiled measurements of density and tone value increase (TVI) targets on SNAP-confirming test forms have confirmed the validity of SNAP aim points, as follows:

### SNAP AIM POINTS

OFFSET NEWSPAPER TARGET	CYAN	MAGENTA	YELLOW	BLACK
Solid Ink Density (Status T, absolute)	0.90	0.90	0.85	1.05
50% TVI	26%	26%	26%	26%
Solid ink L*	57	54	78	36
Solid ink a*	-23	44	-3	1
Solid ink b*	-27	-2	58	4

After reviewing test results of alternate total area coverage (TAC) values, SNAP has authorized for inclusion in SNAP a decrease in TAC from a 240 percent to 220 percent range to a 220 percent to 200 percent range.

Anticipated benefits include decreased setoff and showthrough, which can become an important consideration as newsprint basis weights decrease to average 27.7 pound. Ink savings are also expected, though this needs to be carefully

### SNAP Certificate and SPC

With 108 distinct newspaper and commercial printer sites qualifying for a SNAP Certificate designation in 2008 and eight already achieving this in 2009 (visit [www.snapquality.com](http://www.snapquality.com) to see the listing), SNAP is making changes to the SNAP Certificate test form and amplifying objective evaluation of coldset printing.

In addition to minor rearrangement and upgrades of existing test form targets, the SNAP Certificate Test form has been:

“Certainly, objective SPC results can be compared with SNAP Certificate values and then shared with both production and ad sales team members so that everyone is aware of the newspaper’s ongoing conformance to coldset industry specifications.” The SPC target is downloadable without charge from the SNAP Web site.

### SNAP and Adobe

Meantime, Adobe Systems Inc. has taken the SNAP profile published in the CGATS TR002 data set and used it to create a profile.

Adobe reportedly plans to release this profile in its CS5 software. The SNAP Committee unanimously agreed to allow Adobe use of the name “SNAP” or “SNAP 2007” to identify an ICC Profile and/or Color Settings file names and application user interface.

“This is the culmination of years of work, first in collecting, measuring, and compiling objective data and then in striving to work with Adobe to create a profile that reflects coldset printing rather than printing heatset on coated paper with different density values,” said Vertis Communications Inc. Vice President and SNAP Chair Peter Brehm of the new profile.

Brehm said Cheeseman and US Ink were particularly instrumental in the development of the SNAP profile.

Once Adobe releases CS5, SNAP plans to urge coldset printers to encourage designers to use the SNAP profile as they prepare files in order to optimize image tone reproduction on coldset newsprint.

The use of prior profiles, which reflects printing heatset on coated paper, often led to flat and muddy ink-on-paper reproduction rather than good print contrast created when coldset printers print to SNAP solid ink densities and meet SNAP TVI aim points. Printing to SNAP specifications yields open three-quarter tones, midtones, and quarter tones and thus creates a pleasing reproduction.

### SNAP survey

Finally, and in order to make sure SNAP is addressing key industry needs, the committee has posted an online survey at [www.snapquality.com](http://www.snapquality.com) to collect information about the coldset printing community. We invite *News & Tech* readers to participate. Results will be shared with readers in future columns.

### Horizon issue: SNAP and heatset

What’s next? At its next meeting SNAP will begin discussing the need for and contents of specifications for printing heatset on newsprint. Industry members

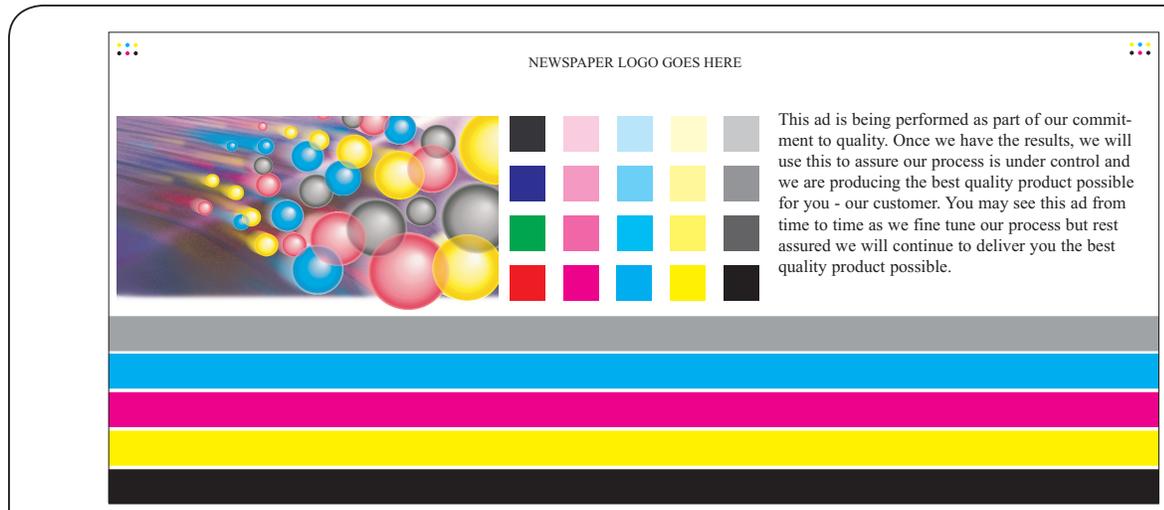


Fig. 1: SNAP's new SPC.

interested in participating in this discussion or joining SNAP (no registration fees or membership dues required) should contact either Peter Brehm at [pbrehm@vertisinc.com](mailto:pbrehm@vertisinc.com), or Dennis Cheeseman at [dennis.cheeseman@usink.com](mailto:dennis.cheeseman@usink.com). ▲

*(Interested in a speaker on SNAP at your upcoming conference, internal sales or production meeting, or association gathering? Please let us know. SNAP Committee members are willing and able to help introduce SNAP and its contents and benefits to industry groups.)*