



International Newspaper Color Quality Club 2006-2008

# Instructions for participants

Dear Reader,

Thank you for participating in the evaluation for membership in the International Newspaper Color Quality Club (INCQC) 2006-2008!

First please visit the web site **[www.colorqualityclub.org](http://www.colorqualityclub.org)** and download the following files:

Digital\_Print\_Target.tif  
Digital\_Repro\_Target.tif  
Digital\_News\_Photo.jpg  
Digital\_Ad.eps  
Adobe RGB (1998).icc

On the web site “[www.colorqualityclub.org](http://www.colorqualityclub.org)” you will also find the brochure and other related documents in different languages for downloading.

Accompanying these instructions you will receive three color accurate proofs of the Digital Ad as a reference for your work. The Ugra/Fogra media wedge printed on the proof is for information purposes only and should not be used for the INCQC test print.

You will also receive a sample of the Digital Print Target printed on newsprint together with the corresponding measurement data from the instrument we use for this part of the evaluation as a further reference.

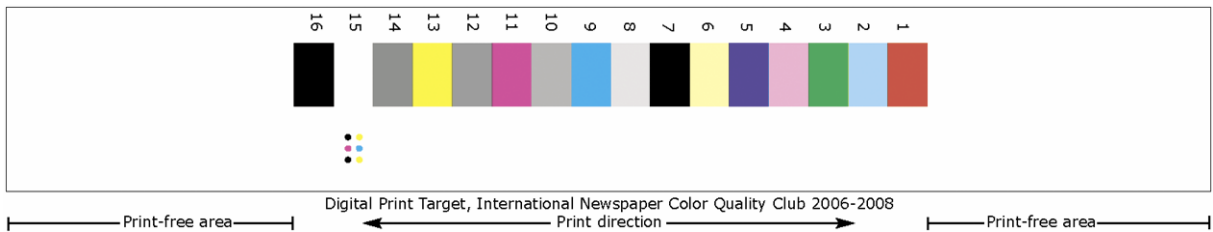
Please check that you have received all materials listed above. If anything is missing, contact Ifra or NAA immediately! Please refer to one of the addresses below.

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Washingtonplatz  
64287 Darmstadt  
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E-Mail [crott@naa.org](mailto:crott@naa.org)

The illustrations below show the digital test pictures you require for your participation.

**The Digital Print Target (TIFF CMYK file):**

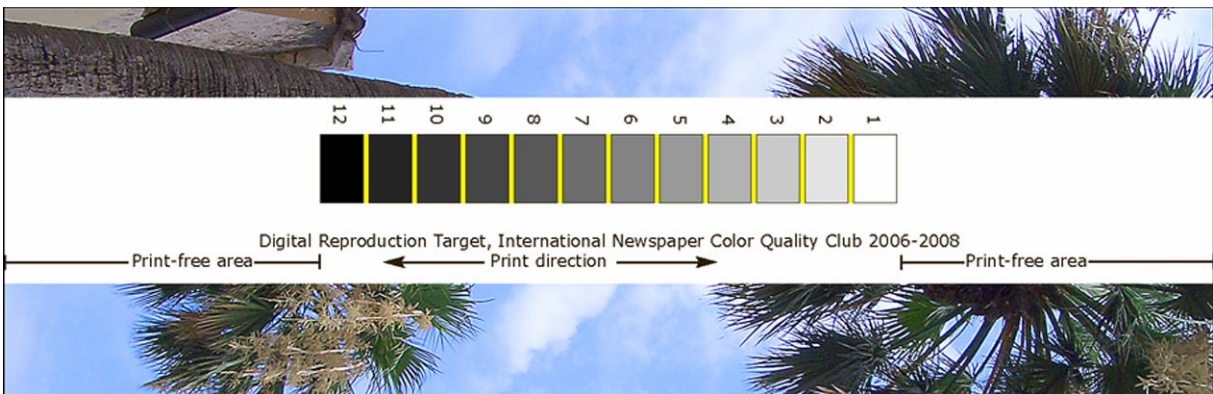


*(Illustration on this page modified in size, colors are not to be taken as references)*

The Digital Print Target is a TIFF file, already color separated (CMYK) for newspaper printing. Please position this picture on your test page for the INCQC 2006-2008. Please note the required Print Direction and the positioning in relation to other print targets (see page 5)!

Do not color correct this file in your color separation system! Do not resize the file! The size of the color patches must be 7 x 11 mm.

**The Digital Repro Target (TIFF RGB file):**



*(Illustration on this page modified in size, colors are not to be taken as references)*

The Digital Repro Target is a TIFF file, delivered in the Adobe RGB (1998) color space. The ICC color profile Adobe RGB (1998) is embedded in the digital picture file and can be used in color separation software like Photoshop. In addition, it can be downloaded from [www.colorqualityclub.org/go](http://www.colorqualityclub.org/go).

Please color separate this digital target for newspaper printing into CMYK and then position it on your test page for the INCQC 2006-2008 in the specified arrangement (see page 5).

Do not resize the file! The size of the color patches must be 7 x 11 mm.

**The Digital News Photo (JPEG RGB file):**



The Digital News Photo is a TIFF file, delivered in the format JPEG (compressed). The RGB color space is not defined, which is typical for digital news photos.

Please color correct and separate this digital file for newspaper printing into CMYK and then position it on your test page for INCQC 2006-2008 in the required arrangement (see page 5).

The printing size of the photo shall be 18 cm x 13 cm (7.09 inch x 5.12 inch).

The news agency dpa kindly permitted the use of the photo for INCQC 2006-2008.

*(Illustration on this page modified in size, colors are not to be taken as references)*

**The Digital Ad (EPS CMYK file):**

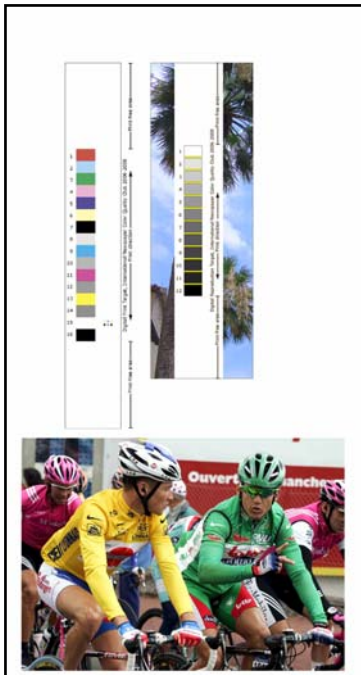
The Digital Ad is an EPS file, already color separated for newspaper printing (CMYK). The color separation has a dot gain compensation of 26% or 30%. All fonts are embedded.

In case your dot gain differs, you may adjust for the difference. Do not resize the file! The printing size of the ad shall be 21 cm x 29,7 cm (8.26 inch x 11.69 inch).

Please position this ad on your test page for the INCQC 2006-2008.

*(Illustration on this page modified in size, colors are not to be taken as references)*

**Arrangement of the test elements on the page (essential for participation!)**



Print direction

The shown arrangement of the test elements on the page is obligatory for participation in the competition for membership of the INCQC.

If space does not allow this (small tabloid newspapers and quarter folded publications), the test elements must be positioned on a two-page spread on the same sheet (i.e. Page 1 and 32 on a 32 page tabloid).

N.B.:

Any deviation from this arrangement will result in 50 points being deducted!

In order to eliminate the possibility of deviating inking levels when printing the Digital Print Target, Digital Repro Target and Digital News Photo, the elements must be arranged as shown (Digital Repro Target and Digital Print Target in print direction above the Digital News Photo).

It must be ensured that neither the measuring patches nor the Digital News Photo are located in the fold.

The Digital Ad should also be positioned on the same page. But if space does not allow this, it is permissible also to print on another page.

*(Illustration on this page modified in size, colors are not to be taken as references)*

## Instructions

1. In principle, no test elements may be scaled or trimmed. Only the Digital News Photo must be given the required size, but it may also not be cropped.
2. Reproduce the Digital Repro Target for newspaper printing. Do not resize the file! The size of the individual color patches need to be at least 7 x 11 mm (0.28 inch x 0.43 inch) for measuring.
3. Reproduce the Digital News Photo in an output size of 18 cm x 13 cm (7.09 inch x 5.12 inch).
4. If you find that the Digital Ad needs any modification to perfectly fit your printing conditions, you may edit the downloaded EPS file. In most cases, the already applied color separation should work well for newspaper printing provided your overall dot gain equals the dot gain compensation of 26% or 30% in the original file.
5. Position the Digital Repro Target and the Digital Print Target (in the original size in each case) in print direction above the Digital News Photo, and the Digital Ad (original size) on a color page in your newspaper. If there is insufficient space on a page for all elements, you can use an additional page for the Digital Ad. You may supplement the test page(s) as you wish with text and image material for a house ad. We recommend leaving the reverse side unprinted.
6. Print the test pages under normal, standardized conditions as part of a normal edition of your newspaper. If you do not want to distribute the test pages with your daily edition, you may just change the plates of the test pages after a normal production run and print a further number of at least 10 good copies, which include the test pages.
7. Please indicate on the front page of the sample newspaper copies on which page(s) the test images and the color patches can be found.
8. In addition to the copies carrying the test page(s), newspaper copies for the general print quality assessment are to be collected.  
 In October 2005, for every day when the newspaper is published, collect ten good copies of your newspaper printed during normal production. N.B. these copies must include the first section of the newspaper and bear the main newspaper title. 16 Broadsheet equivalent pages from the complete main section of your newspaper will be evaluated (and from another section which contains the most color or from another day's edition, if further pages are required to meet the minimum page count of 16 Broadsheet equivalent pages).  
 This means tabloid newspapers should provide 32 pages and flexis (quarter folded publications) 64 pages to be evaluated for each issue day.  
 The pages should contain four-color images, both advertising and editorial. They are not those copies carrying the test page(s).  
 On Tuesday, **1 November 2005**, we will publish on [www.colorqualityclub.org/go](http://www.colorqualityclub.org/go) and ask you through e-mail to send the ten copies for two specific days to Ifra or NAA. The specific days will not be announced in advance.
9. In order to minimize the effect of aging, please pack the newspaper samples (10 copies containing the special test elements as well as 2 copies from October x 10 copies = 30 copies) so that they are protected against light and humidity. Send your package to Ifra or NAA. Your package must reach Ifra or NAA before **15 November 2005** in order to be accepted for the evaluation procedure.

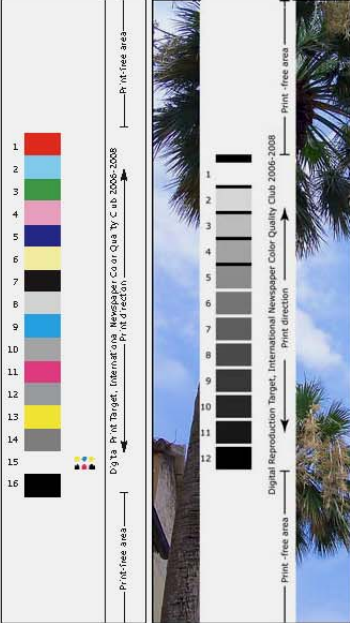
Please send your sample copies to Ifra or NAA:

Frank Dieckhoff  
 Ifra  
 Washingtonplatz  
 64287 Darmstadt  
 Germany

Tom Croteau  
 NAA  
 1921 Gallows Road, Suite 600  
 Vienna, VA 22182-3900  
 USA



Examples of a possible arrangement of the INCQC test elements on a newspaper page




Print-free area

Print-free area

Print-free area

## The only worldwide newspaper print quality competition

# International Newspaper Color Quality Club 2006-2008




- Promoting repro and print quality at newspapers worldwide
- Exceed your customers' expectations
- Benchmark your color quality against well-defined standards
- Get a detailed audit on areas of strength as well as areas of improvement
- Provide motivation for the introduction of required changes
- Gain international recognition by membership of the club

### International Newspaper Color Quality Club 2006-2008

The International Newspaper Color Quality Club (INCQC) is a worldwide association for newspaper publishers and printers. The goal of the club is to improve the quality of newspaper reproduction and printing. The club provides a platform for members to share their experiences and learn from each other. The club also offers a range of services, including technical support, training, and a biennial competition. The competition is open to all newspaper publishers and printers worldwide. The club is a not-for-profit organization and is supported by the International Newspaper Color Quality Club (INCQC) and the International Newspaper Color Quality Club (INCQC).


### Page Fold



INTERNATIONAL NEWSPAPER COLOR QUALITY CLUB

supported by PANPA

The International Newspaper Color Quality Club (INCQC) is a worldwide association for newspaper publishers and printers. The goal of the club is to improve the quality of newspaper reproduction and printing. The club provides a platform for members to share their experiences and learn from each other. The club also offers a range of services, including technical support, training, and a biennial competition. The competition is open to all newspaper publishers and printers worldwide. The club is a not-for-profit organization and is supported by the International Newspaper Color Quality Club (INCQC) and the International Newspaper Color Quality Club (INCQC).



(Illustration on this page modified in size, colors are not to be taken as references)

**Appendix**

*This appendix is not part of the instructions. It is for information purposes only.*

Membership in the International Newspaper Color Quality Club 2006–2008 is limited to the 50 best participants. In addition, the best participants from Asia and the USA will be determined. The assessment procedure is divided into three parts:

- The evaluation of the reproduction and printing quality of the entered color targets based on a comparison of the measured and target values. This consists of the evaluation of the Digital Print Target and of the Digital Repro Target.
- A quality analysis of two copies of your newspaper drawn from normal daily production.
- An expert jury evaluation of two digital test images – a “Digital News Photo” and a “Digital Ad” – reproduced and printed by every participating newspaper.

The highest possible number of points you can achieve is 400 points, i.e. 200 points for the quality analysis of the two newspaper copies and a maximum 100 points for the other two parts of the evaluation.

We will measure three printed copies of the Digital Print Target and of the Digital Repro Target for each participating newspaper and average the data of the three measurements. Measurements will be done with a spectrophotometer. All color measurements will be made according to ISO 12647-1, paragraph 5.6: 2° observer, D50 illuminant, 45°/0° or 0°/45° geometry, black backing. Dot gain will be calculated on the basis of the spectral values.

**The criteria in detail**

**1 Printing and reproduction parameters**

**1.1 Printing and materials**

**1.1.1 Newsshade and black ink**

Why do we test these components? Paper and black ink are basic components of newspaper printing. The color of the sheet (newsprint shade) should be light enough to create a good contrast in printing and should also have a color cast that is as low as possible. The black ink should have a high print density in order to create good black and white as well as color print results. This is of special importance since the black content is often relatively high in newspaper color separation because of the use of Grey Component Replacement (GCR).

The color of the newsprint will be measured on the unprinted area of the newsprint sample (patch 15 of the Digital Print Target). Points will be applied according to the following criteria:

L* = 79 or higher	1 point
L* = less than 79	0 points
a* = between -1 and 1	1 point
a* = less than -1 or more than 1	0 points
b* = between 0 and 4	1 point
b* = less than 0 or more than 4	0 points
maximum number of points	3 points



The solid black ink will be measured on Patch 7 of the Digital Print Target. Points will be applied according to the following method:

L* = 38 or less	1 point
L* = more than 38	0 points
a* = between 0 and 2	1 point
a* = less than 0 or more than 2	0 points
b* = between 0 and 4	1 point
b* = less than 0 or more than 4	0 points
maximum number of points	3 points

### 1.1.2 Mid-tone spread

A consistent dot gain in printing is critical for good color balance. Often the so-called “mid-tone spread”, the difference in dot gain between the process color inks, is not sufficiently controlled, despite its importance. The mid-tone spread between the colorant inks should have a small tolerance and be smaller than the mid-tone spread between all process inks including black. This is why we use two different tolerance bands.

The Patches 2, 4 and 6 of the Digital Print Target will be used for the measurement of the CMY mid-tone spread, which is the maximum dot gain difference between any two of the process colors Cyan, Magenta and Yellow. Points will be applied according to the following method:

Difference of dot gain between any of the CMY colors = 3% or less	8 points
Difference of dot gain between any of the CMY colors = 6% or more	0 points
For any value measured in between, points will be deducted on a proportional scale between the maximum number of points possible and zero.	

Patches 2, 4, 6 and 12 of the Digital Print Target will be used for the measurement of the CMYK mid-tone spread, which is the maximum dot gain spread between any two of the process colors Cyan, Magenta, Yellow and Black. Points will be applied according to the following method:

Difference of dot gain between any of the CMYK colors = 5% or less	3 points
Difference of dot gain between any of the CMYK colors = 9% or more	0 points
For any value measured in between, points will be deducted on a proportional scale between the maximum number of points possible and zero.	

### 1.1.3 Graybalance in printing

The white-to-black grayscale is the centre of the CIELAB color space. The ability to print neutral grays is fundamental to the whole color reproduction process. If the graybalance is correct, the print result will be neutral and free of color casts.

But what is gray? The human eye adapts to the shade of the print substrate and takes this for gray. This is why we are not aiming for an absolute gray, but we will take the a\* and b\* values measured on your paper (newsshade) as the gray reference.

Patches 8, 10 and 14 of the Digital Print Target will be used for the colorimetric measurement of the graybalance in printing. The reference gray (a\* und b\*) will be the measured color of your paper (see paragraph 1.1.1).

Points will be applied according to the following method:

Light graybalance (C 10 / M 8 / Y 8) = Delta C* equal to or less than 1	5
Light graybalance (C 10 / M 8 / Y 8) = Delta C* equal to or more than 4	0
Medium graybalance (C 30 / M 24 / Y 24) = Delta C* equal to or less than 1	5
Medium graybalance (C 30 / M 24 / Y 24) = Delta C* equal to or more than 4	0

Dark graybalance (C 50 / M 42 / Y 42) = Delta C* equal to or less than 1	5
Dark graybalance (C 50 / M 42 / Y 42) = Delta C* equal to or more than 4	0
Maximum number of points	15
For any value measured in between, points will be deducted on a proportional scale between the maximum number of points possible and zero.	

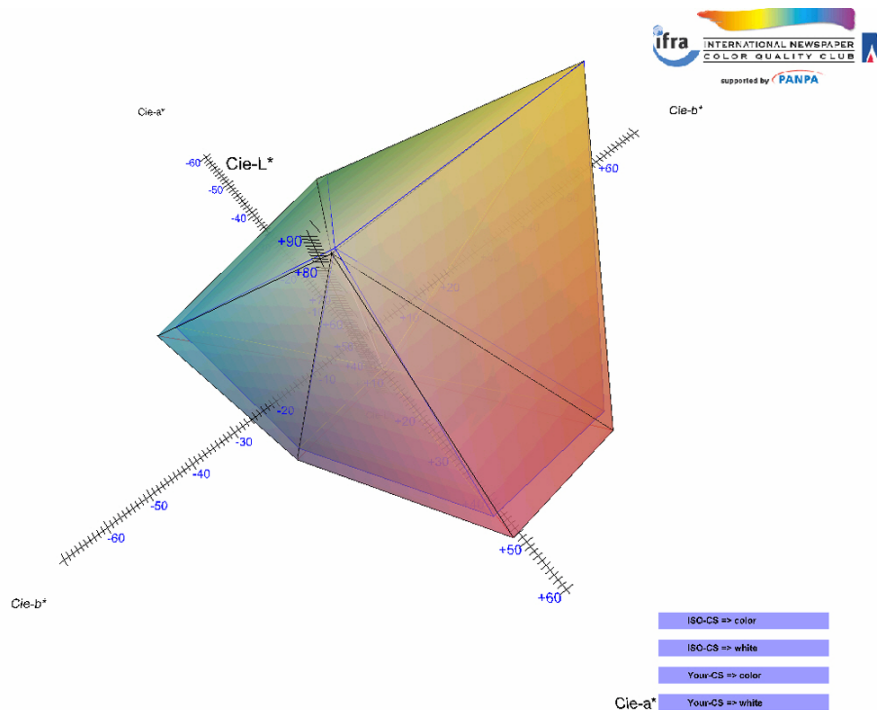
**1.1.4 Color space in printing**

The larger the printable color space, the more colorful you can print. Your printable color space should have a minimum size and a defined shape in order to be compatible with international standards. This is especially important for high-quality advertising printing.

Patches 1, 3, 5, 9, 11, 13, 15 and 16 of the Digital Print Target will be used for the measurement of the printable color space (L\*, a\*, b\*). The printable color space, which is formed by the combination of the CMY and RGB colors as well as the paper white and maximum black (4c Black), can be represented as a three-dimensional body in the L\*a\*b\* color space. The volume of your color space should cover the color space specified by ISO/DIS 12647-3:2004.

If your color space covers at least 90% of the ISO/DIS 12647-3:2004 newspaper color space, you will have reached the total number of points of 22. If your color space covers only 60% or less of the newspaper color space according to ISO/DIS 12647-3:2004, no points will be applied. Every other percentage in between will have a corresponding number of points applied on a proportional scale between 0 and 22.

Colorspace volume:  
 ISO: 67645  
 Newspaper:  
 Intersection: 67324 = 99,53%



*This illustration shows an example of the measured color space of a newspaper compared to the reference color space of ISO/DIS 12647-3:2004.*

For your information, the following table shows the Lab reference values that provide the basis for this part of the evaluation.

Color	$L^*$	$a^*$	$b^*$
Cyan	57	-23	-27
Magenta	54	44	-2
Yellow (Y)	78	-3	58
Green (Y + C)	53	-34	17
Blue (C + M)	41	7	-22
Red (M + Y)	52	41	25
Black (CMYK)	34	1	2
Paper white	82	0	3

### 1.1.5 Register

Good color register is an important factor in modern color printing. For this reason, the Digital Print Target has been extended by 6 color points for automatic register measurement. Measurement will be done with the Techkon MTC 920 used in combination with Register Pro software.

In the assessment, the greatest deviation between two colors will be evaluated. This applies for circumferential and lateral register.

A maximum 8 points can be applied in each case for both lateral and circumferential register.

A register deviation less or up to 50  $\mu\text{m}$  will be awarded the total number of points, i.e. 8 points.

Between 50  $\mu\text{m}$  and 300  $\mu\text{m}$  (0.05 and 0.3 mm), we will apply linearly between 8 and 0 points on a proportional scale.

Example (measurement of circumferential register in micrometers,  $\mu\text{m}$ ):

Cyan	Magenta	Yellow	Black	Max. deviation	Points
0	-14.7	79.3	63.5	94.0	6.59

## 1.2 Prepress and color separation

### 1.2.1 Tone reproduction at the prepress stage

Tone reproduction is fundamental to good color reproduction. The tone range should be distributed equally within a picture between the white point and the darkest printable black. If this is the case, you will create smooth gradations and optimally reproduce the lightness differences of a picture in printing.

The differences between all steps of the gray wedge of the color-separated and printed Digital Re-pro Target should be well distinguishable. The gray wedge steps (1 to 12) should be reproduced with process colors (CMYK) and with a visually equal gradation. All steps of the gray wedge will be measured for lightness values. These  $L^*$  values will be compared to the aim values and the lightness differences (Delta  $L^*$ ) calculated.

The aim value for this part of the evaluation will be calculated by using the measured lightness of your newsprint as the white reference and the measured four-color black (CMYK) as the black reference. The CMYK black will be measured in Patch 16 of the Digital Print Target. The steps of lightness in between will be equally distributed between the white and the black reference.

Points will be applied according to the following method:

Sum of Delta $L^*$ accumulated in all gray wedge patches = 15 or less	15 points
Sum of Delta $L^*$ accumulated in all gray wedge patches = 25 or more	0 points
For any value measured in between, points will be deducted on a proportional scale between the maximum number of points possible and zero.	

### 1.2.2 Graybalance in reproduction

Just as a good graybalance in printing (see paragraph 1.1.3) is needed for correct color rendition, a correct graybalance is needed in the prepress production stages. The reproduction should aim to maintain the graybalance in a way that meet the requirements of the printing process. Taking the graybalance of the printing process into account, the reproduction department should be able to reproduce the gray wedge patches of the Digital Repro Target with CMYK colors neutrally and without a color cast. We will take your measured newsshade ( $a^*$  and  $b^*$  values) as the reference color values for this part of the evaluation.

If the graybalance in printing is OK but the graybalance in reproduction shows too much of a color cast, you should adapt your reproduction process.

The measured values that we calculate for the grayscale patches (Patches 1 to 12) of the color-separated and printed Digital Repro Target are used to evaluate the graybalance in the color separation. The smaller the accumulated sum of the chroma difference values (Delta  $C^*$ ) of the measured patches from the aim values, the higher the points scored. The color values measured from your paper ( $a^*$  and  $b^*$ , see paragraph 1.1.1) will be used as aim values.

Points will be applied according to the following method:

Sum of Delta $C^*$ accumulated in all gray wedge patches = 15 or less	15 points
Sum of Delta $C^*$ accumulated in all gray wedge patches = 30 or more	0 points
For any value measured in between, points will be deducted on a proportional scale between the maximum number of points possible and zero.	

## 2 General printing quality

### 2.1 Procedure of evaluation

Two randomly selected copies from two different days of publication delivered by you will be taken as the basis for this part of the evaluation. 2x16 Broadsheet equivalent pages of a complete edition of your newspaper will be evaluated. These pages will be taken from the first section of the newspaper and – if further pages will be required to meet the minimum page count – from another section which contained the most color.

All 16 Broadsheet equivalent pages will be evaluated for overall reproduction and print quality. Faults or defects on the selected pages will be generally separated into three categories: Minor, Major, and Critical.

Minor defects	include those listed under the heading of Density, Registration, Mechanical and Photo/Graphics. Minor defects are those which noticeably detract from the aesthetic value of the page. Each of the minor defects results in the recording of a defect code and deduction of one point for the page.
Major defects	include several examples of those listed under the heading of Density, Registration, Mechanical and Photo/Graphics. Major defects are those which significantly detract from the aesthetic value of the page. Each of the major defects results in the recording of a defect code and deduction of all points in the area of Density, Registration, Mechanical and Photo/Graphics for the page.
Critical defects	include intolerable examples of those listed under the heading of Density, Registration, Mechanical and Photo/Graphics. Critical defects are those which make the page illegible or graphics unrecognizable. Any critical defect results in the recording of a defect code and deduction of all points for the page.

## 2.2 Density

As a guide, the density of the black ink on newsprint should be 1.10 DIN E (polarized, above paper density) or 1.05 Status T (non-polarized, including paper density). The tolerance bandwidth should be  $\pm 0.05$ . The density will be measured with black backing. The criteria and their codes for judging the overall quality of density are:

<i>Code</i>	<i>Subject</i>	<i>Code</i>	<i>Subject</i>	<i>Code</i>	<i>Subject</i>
CHI	Cyan high	KLO	Black low	MVR	Magenta varies across the page
CLO	Cyan low	KVR	Black varies across the page	YHI	Yellow high
CVR	Cyan varies across the page	MHI	Magenta high	YLO	Yellow low
KHI	Black high	MLO	Magenta low	YVR	Yellow varies across the page

## 2.3 Color register

The criteria and their codes for judging the overall quality of registration are:

<i>Code</i>	<i>Subject</i>	<i>Code</i>	<i>Subject</i>	<i>Code</i>	<i>Subject</i>
CCR	Cyan registration	KLR	Black lateral registration	YCR	Yellow registration
CFO	Cyan fan-out	KSK	Black skewed	YFO	Yellow fan-out
CLR	Cyan lateral registration	MCR	Magenta registration	YLR	Yellow lateral registration
CSK	Cyan skewed	MFO	Magenta fan-out	YSK	Yellow skewed
KCR	Black registration	MLR	Magenta lateral registration		
KFO	Black fan-out	MSK	Magenta skewed		

## 2.4 Mechanical defects

The following codes will be used to identify and mark-up mechanical defects in the newspaper samples:

<i>Code</i>	<i>Subject</i>	<i>Code</i>	<i>Subject</i>	<i>Code</i>	<i>Subject</i>
BLD	Blinding	MOI	Moiré	SCR	Scratch on plate or negative
BOU	Roller bounce	MOT	Mottling	SHW	Show-through
FGR	Finger prints	NPC	Newsprint changes	SLR	Slurring/doubling
FLD	Folder-related	OFF	Set-off	SMH	Smashed blanket/low spot
GHO	Ghosting/starvation	PIN	Pin holes in image area	STK	Streaking (print)
HIC	Hickies or picking	PIP	Former/pipe roller ink build-up	TNT	Tinting/toning
HOT	Incomplete vacuum	PLN	Plate line	TRN	Trolley/nip marks
INK	Ink system-related	PLR	Plate-related	VOD	Void (part of image missing)
LIP	Linting/piling	PLW	Plate wear	WAM	Water marks
MAR	Uneven margins	RUB	Rub-off	WKL	Wrinkles
MIS	Miscellaneous	SCM	Scumming (due to plate defect)	WRM	Wavy lines in linked areas

Points for show-through will only be deducted if the effect can be measured as a density of at least 0.07 above paper density.

## 2.5 Photos/Graphics quality

The criteria for judging the overall quality of photos and graphics are: pleasing color, contrast, sharpness, highlight and shadow detail and neutrality. The photo/graphic codes are as follows:

<i>Code</i>	<i>Subject</i>	<i>Code</i>	<i>Subject</i>	<i>Code</i>	<i>Subject</i>
CON	Contaminated color	EXP	Exposure-related	LDH	Loss of detail in highlights
CST	Color cast	GRN	Grainy photo	LDS	Loss of detail in shadows
DRT	General dirty appearance	HTF	Halftones flat, fuzzy, blurred	PLT	Plugged type



## 2.6 Point system

The maximum number of points to be applied depends on the page content. The more colorful the pages are, the more points it will be possible to acquire. The table below gives an overview of the system applied.

<i>Kind of page</i>	<i>Density</i>	<i>Registration</i>	<i>Mechanical</i>	<i>Pho- tos/graphics</i>	<i>Max. no. of possible points per page</i>
Black and white	1	0	3	2	6
Page with black + 1 color	1	1	3	2	7
Page with black + 2 colors	1	2	3	2	8
Four-color page	1	3	3	3	10

To understand the system of grading the production copies better, consider the following example:

Two newspapers enter the contest and have the same number of total defects, e.g. 50 points deducted.

Newspaper A runs only a few pages of color. Therefore the total number of possible points it can achieve is 250. Newspaper B runs most pages in four colors and its total number of possible points is 500.

Newspaper A's grade for the segment is:  $(250-50) \times 200 / 250 = 160$  points

Newspaper B's grade for the segment is:  $(500-50) \times 200 / 500 = 180$  points

This favors newspapers that run higher amounts of color, as they can achieve a greater number of points. However, there are more potential points to be deducted by running more color. The newspaper that runs more color must print that color well to achieve an advantage.

## 3 International jury evaluation– digital news photo and digital ad

### 3.1 General information

The Digital News Photo must be reproduced, color separated and printed by all participants. This photo is supplied as received from the news agency as a compressed JPEG file of an unknown RGB color space source.

The Digital Ad must be printed as well. It is delivered as an EPS file and is already color separated into CMYK for newspaper printing with a dot gain compensation of 26% or 30% respectively. The participants and jury members will receive a reference color proof print. The Digital Ad can be altered, if necessary.

The jury evaluation will be carried out in a confidential way. The judges will not know which participant printed which pictures. Instead the printed samples of the news photo and the ad will be cut out, positioned on a neutral gray cardboard and numbered for reference.

The jury evaluation criteria for the printed Digital Ad and Digital News Photo are shown in the following tables. The judges will not receive a proof or any other reference photo for the evaluation of the Digital News Photo. For each of these criteria, each judge will rate with the help of the following ranking:

<i>Criteria</i>	<i>Points for photo quality Digital News Photo</i>				
	<i>Much better than normal</i>	<i>Slightly better than normal</i>	<i>Normal</i>	<i>Slightly worse than normal</i>	<i>Much worse than normal</i>
Color quality	8	6	4	2	0
Detail reproduction quality	8	6	4	2	0
Sharpness and screening quality	8	6	4	2	0
Toner gradation quality	8	6	4	2	0
Overall image quality	18	13.5	9	4.5	0

The judges will receive a proof for the evaluation of the Digital Ad. Each judge will carry out an evaluation of each ad for each of these criteria based on the following ranking (matching of the prints with the proof):

Criteria	Points for ad quality Digital Ad, matching with proof				
	Best possible match	Very good match	Good match	Less good match	No match
Color quality	8	6	4	2	0
Detail reproduction quality	8	6	4	2	0
Sharpness and screening quality	8	6	4	2	0
Toner gradation quality	8	6	4	2	0
Overall image quality	18	13.5	9	4.5	0

The rating results of all judges will be accumulated and divided by the number of judges. The maximum possible score for each picture/ad is 50 points. The maximum possible score for the entire jury evaluation is 100 points.

**Last but not least . . .**

All participants in the evaluation for membership in the International Newspaper Color Quality Club 2006–2008 will receive a detailed confidential report about their performance. The report will be sent out after the winners have been announced. The ceremony to welcome the new Club Members will be held at the IfraExpo in Amsterdam, the Netherlands, in October 2006. The ceremonies in honor of the best results from Asia and the USA will take place at “Publish Asia 2006” and “NEXPO 2006” respectively.

This concludes the appendix to the instructions. We take this opportunity to thank you once again for your participation in the competition for membership in the International Newspaper Color Quality Club 2006–2008. We wish you good luck and a successful participation!

Yours sincerely,

Your Color Quality Club Team at Ifra, NAA and PANPA

Attachments: Reply fax to confirm document reception,  
 Color proof of the Digital Ad, three copies,  
 Printed sample of the Digital Print Target with our readings.