

## Translucent Newsprint



Tabloid example - 4pp outer wrap



Tabloid example - 4pp inner wrap

### Description:

Translucent newsprint provides an option to include a broadsheet wrap, broadsheet double-page spread (within a broadsheet product), or a series of tabloid pages within a title on see-through paper.

The advertising and editorial content can be designed in such a way as to complement, or enhance, content printed on the regular newsprint.

### Lead Time:

Up to 5 to 6 weeks.

### Key Considerations:

For tabloids: minimum 8pp tab as follows:

- 4pp wrap-around, with 4pp subsequently within the section, or
- Two non-consecutive 2pps in the front half and the corresponding back half pages

Two consecutive 4pp translucent pages or a 4pp b/s pano are not available, owing to press limitations.

Minimum order – 2 tonnes. Pagination limitations apply.