

# How It's Made From planning to mailing at The Haldimand Press

Have you ever wondered what is involved in putting a weekly newspaper together? Here's a behind the scenes look at how it's done at The Haldimand Press. As a weekly community newspaper, we work in weeks. Below are the steps in producing our paper, from start to finish.

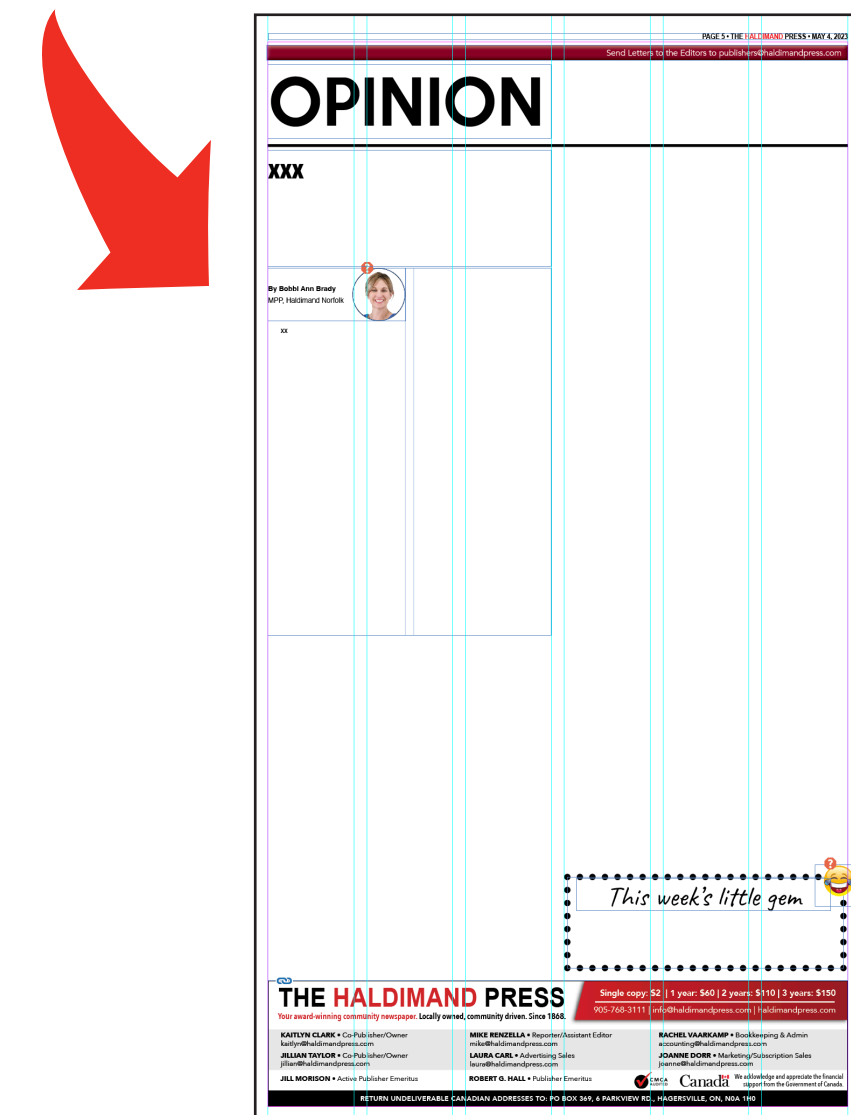
## Laying out the pages

Run Sheet	Date: March 30, 2023	Photos/Standup	Length	Notes
Page	Please Publish	Story Name		
		CAL 9 storey building update		coming
		CAL Ag Ambassador Program	12.4"	farm?
		CAY Cullin Thompson	x 14"	same photo as last story
		CAY Curling Club	xx 10"	
7	x	COL Anne		
		FARM 4-H Cloverbuds	x	
		FARM Dunville Hort	x 9.6"	
		FARM Haldimand Hort	x 35.2"	
		FARM OFA		
		HAGS Catch the Ace	x 12.4"	



Every story begins with an idea, but there isn't a photo for that. Once we have the idea we find a reporter who is available to bring that idea to life through interviews, research, and photography. Once received in the editorial room, that story is given a first read over and is recorded on the editorial run sheet for consideration in that week's paper.

We upload the final pages to our printer's online file manager, where their staff will download it, process the data for their printers, and put the job through overnight.



Pages begin by duplicating the previous week's InDesign files and copying them into a new file for this week.

Old editorial is removed and we leave all pages with the basics, including the folio (that line with the date in the top corner of each page) and content that stays on weekly (like columnist photos, page headers, and our masthead, which hosts the contact information for the paper, among other items).

Next we place ads based on where they fit best.

Then we add in the available editorial. In weeks with fewer articles to choose from we may go bigger on photos, while weeks with too much editorial we may be forced to hold "filler" items that are less time-specific or less important to the community.

The view at left shows the gridlines for our columns to help keep layout even, while the view at right previews what the printed page should look like.



## To The Presses!



Our printer, Huron Web, takes over from here, putting our digital files onto paper thanks to a series of large, industrial "coldset" printers. This economical form of printing allows the ink to dry through evaporation and absorption into the paper. At the end of the line, the papers are folded, have their addresses labelled, and are separated into bundles to be boxed up as required for the post offices. Want to see the presses in action? Visit [huronweb.net/videos](http://huronweb.net/videos).



## The Paper Days (Monday & Tuesday)

- Full swing:** Monday is a big day for us at the office. Advertising and announcement bookings are due at 10 a.m. to be guaranteed a spot in the paper, and editorial submissions received by this time are given preference to those received later.
- Editorial:** We finish the editorial run sheet, listing out the editorial we have for the week alphabetically by town or type of content. For instance, OPIN is added to submissions for the Opinion page, while CAY means the article is based in Cayuga. This allows us to organize and spread out coverage by town and, in times when we have too much editorial to fit in that week, we can see what story is "holdable" (less timely) in a town with plenty of other timely content. It also makes it easy to find content suitable for themed pages like Farm. The editorial run sheet also includes the approximate length/size of an article and how many photos it has, if any, so we can estimate what pages it would fit on.
- Front:** From this editorial list, we decide which stories and/or photos is most front worthy and how we will lay that out. We consider what has the biggest impact on the community as a whole, what has the best photo for a visually appealing and striking look, and how we can share news from around the county.
- Layout:** With the front stories chosen, we work through laying out the remaining editorial on the inside pages. Slowly, over the course of the day, we fill the pages with stories and photos. Each photo is first run through Photoshop to correct colouring and ensure it prints as well as possible.
- Editing:** Once the pages are filled, we begin to proofread them. One by one, we go over each word to look for formatting, spelling, grammar, and any other mistakes we can find and correct.
- Circulation:** Meanwhile, the circulation list (a document that tracks all subscribers and their addresses) is updated with any new subscribers, changes of address, etc., and sent to the printer so that they can use this list to label each paper for mailing.
- Press order:** We submit our official order to the printer for that week's paper, detailing how many papers will be printed, how many pages we are, if there are any inserts, and how everything should be labelled and bundled.
- Overflow:** Any pages that weren't completed Monday – whether for layout, last-minute updates to stories, or proofreading – overflows into Tuesday as needed ahead of our press deadline that afternoon.
- Send off:** We will PDF the pages and do a final review before sending them off to the printer. To send the pages, we compress the individual PDFs into a single file and upload that to our printer's website. A far cry from the days when you'd have to drive the negatives off to the printer!
- Through the night:** The paper has been put to bed and now we wait for the newspaper to be printed overnight at Huron Web Printing & Graphics in Wyoming, Ontario. Here, the pages are printed, labelled, sorted, and bundled before being put in bins, loaded onto skids, and put into a truck by early Wednesday morning, bound for our office in Hagersville.

## Final Delivery



Above left, the papers arrive and are unloaded from the printer's truck on skids.

Above right, the boxes destined for the post office are sorted by town outside The Haldimand Press office.

At right, a postal worker sorts papers into PO boxes, having already sorted the papers going directly to a home. These are set aside for their particular route and driver, as shown below.



## The Start & End (Wednesday-Friday)

- Papers arrive:** Many businesses follow a Monday-Friday schedule, but while we work a similar timeline our week really begins with the end of the previous edition. The delivery truck arrives at our office around 8:30 a.m. Wednesday with the finished papers. We unload the boxes and sort them by town. Boxes of subscriber papers are transported to Haldimand County post offices and bundles of unlabelled papers are delivered to our local dealer locations. Papers that are destined outside Haldimand are delivered to the Hagersville Post Office, which will send them for sorting in Stoney Creek before heading to their final destination. When at the correct post office, the bins are opened up and the papers are delivered with the regular mail.
- Begin anew:** We have just finished our current edition the day before, have sent them on their way to our readers, and are about to start our weekly process for the next paper, beginning the preparations on Wednesday morning and continuing through the remainder of that business week.
- Editorial:** Starting on Wednesday, we begin to gather editorial for the following week's paper. Some of this content will be submitted by community groups and members. Otherwise, we look at the week ahead to see what is going on around Haldimand County that we should cover, and we send out those assignments to our reporters. The editorial "run sheet" is started to document what articles are ready to run.
- Advertising:** Ads are sent in or sought out by our sales rep. When the ad copy is available, the ad is built and sent off for approval (unless the company has their own graphic designer and submits the ad "print ready"). The ads are put on an advertising run sheet to track who is running on a given date and at what size.
- Announcements:** Similar to ads, announcements are built and sent off for approval as they come in and are added to an announcement run sheet to track which announcements will run on a given week.
- Pages:** Using the advertising run sheet to see what ads are running this week, we begin to put the pages together in InDesign (a digital design program) and place the ads on the pages. One page is left open for announcements. If more ads come in before the Monday 10 a.m. deadline, we may add pages to ensure we maintain a good ad-to-editorial ratio and that every ad will touch editorial. The number of pages in the paper depends on the amount of advertising that week, ensuring that our costs are covered, that advertisers aren't lost in a pile, and that readers have plenty of content to enjoy.
- The extras:** In the midst of all this, admin work is also being done – subscriptions are renewed, bills paid, invoices sent out, and so on.

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Thursdays by appointment

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Connie White, C. Ped (C)

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