

The following are general guidelines for submitting PDF files. Depending on the complexity of your layout, it may become necessary to modify one of the settings listed in this manual, if so, a PreMedia specialist will contact you. If you have any questions, please feel free to *contact us*.

#### **Summary**

The PDF file format is the most recognized and preferred format for several reasons: PDF files compress file size as well as include all the fonts and images of a project. If a PDF is created properly, file transfer and text re-flow can be avoided. We suggest using Adobe InDesign or Quark Xpress for layout purposes and the following instructions are for these programs.

The primary advantage to the PDF format is also its primary disadvantage. The PDF format is designed to be essentially un-editable. Edits to text and layout must be completed before sending PDF files as we will not be able to complete but very minor changes. This guide is to help you properly generate a PDF file to ensure that your job prints at our best quality and with a minimum of problems. If you have any questions about generating a PDF that this guide doesn't answer, please feel free to *contact one of our PreMedia specialists*.

#### **General Guidelines**

There are a few key things to remember when creating PDF files for print.

- All images must be converted to CMYK. An RGB image file will not separate correctly.
- If your images are color critial, the CMYK images should have the G7 ICC profile embedded. You may download and install our ICC profile and instructions from our *Resources page*.
- If your images are black and white, convert them to grayscale with no embedded profile.
- Image resolution should be 1.5 to 2 times the line screen at which it will be printed. In general 300dpi as a final size will work fine.
- The images also need to be sized correctly. If you want your image to print at 3"x6", the image needs to be 3"X6" at 300dpi. If you place this same image at a size of 6" x 9", the relative dpi is only 150, resulting in a low-quality image.
- Placed PDF files will often not re-PDF properly. If you can avoid placing PDFs as art in your layout, please do so.
- If your job needs to bleed off a page, your PDF file needs to as well. We cannot add bleeds to a PDF file.

Always double-check your files before sending them us. Please open them in Adobe Acrobat and check to make sure our text did not reflow, and please check to see if your fonts embedded correctly into the document. This can be checked under File> Document Properties in both the full version of Adobe Acrobat as well as the free *Acrobat Reader*.

If you are using a full version of Adobe Acrobat you can also check your color separations. This is located under the Advanced Menu- Separation Preview. This is a useful tool if you are using SPOT colors in your files. The SPOT colors will show in the separation preview, and it is extremely important that they are in the PDF file, because we cannot add them. This is also a good way to make sure there are no SPOT colors included if your project is inteded to be full color (CMYK only).



# InDesign (Mac/PC)

Note: While the menus will look different between the Mac and PC platforms, they contain the same options, so the same instructions apply.

PDF's can be generated in Adobe InDesign in a number of ways, the easiest being Export under the File menu. To make your life easier, we recommend building a PDF Style in InDesign so you can select that every time and always have the same settings. The InDesign settings that we use are available on our *Resources page* along with PDF instructions on how to install our settings on your system. or you may follow the instructions below.

First, the **Transparency Flattener** needs to be adjusted. This will minimize problems with dropshadows and any Transparency effects that were used. This can be accessed under Edit>Transparency Flattener Presets. Click "New" to enter the options. The Raster/Vector balance needs to be set all the way to Vector, the Flattener resolution set to 2400dpi, and Gradient Resolution set to 300dpi. Please leave the remaining boxes unchecked.You can save these Flattener settings as a style, and then use them in your PDF style as well.

Transparency Flattener Presets	Transparency Flattener Preset Options
Presets: [Low Resolution] [Medium Resolution] [High Resolution] [High Resolution] Preset Settings: Rester/Vector Balance: 100 Gradient and Mesh Resolution: 300 ppl Gradient and Mesh Resolution: 300 ppl Gr	Name: CUSTOM Raster/Vector Balance: Rasters Line Art and Text Resolution: 2400 ppi Cradient and Mesh Resolution: 300 ppi Convert All Text to Outlines Convert All Strokes to Outlines Clip Complex Regions

Go to File>Adobe PDF Presets choose PDF/X-1a:2001. Name and choose where to save the file.

Under the **General tab**, make sure that the **Pages** are set to **All**, and **Spreads** is NOT checked. Also make sure that none of the option boxes at the bottom of the menu are checked.

Adobe PDF Preset:	[PDF/X-1a:2001]				
Standard: (	PDF/X-1a:2001	¢	Compatibili	ty: Acrobat 4 (PDF 1.3)	
General	General				
Compression Marks and Bleeds Output Advanced Security	Description:	to be checked standard for g	or must conforr raphic content e	dobe PDF documents that n to PDF/X-1a:2001, an I exchange. For more (-1a compliant PDF	
Summary	Pages	h-			
	<ul> <li>All</li> <li>Range:</li> <li>Spreads</li> </ul>	1			
	Optimize	age Thumbnails e for Fast Web V agged PDF rrs: Visible & P	liew	View PDF after Exportin Create Acrobat Layers	g
	Include Bookman Hyperlin Interactive	ks	_	nting Objects Guides and Grids	



Leave the **Compression** tab with the default settings.

	Export Adobe PDF	
Adobe PDF Preset:	[PDF/X-1a:2001]	¢
Standard: (	PDF/X-1a:2001 Compatibility: Acrobat 4 (PDF 1.3)	¢
General	Compression	
Compression	Color Images	
Marks and Bleeds Output	Bicubic Downsampling to \$ 300 pixels per inch	
Advanced	for images above: 450 pixels per inch	
Security	Compression: Automatic (JPEG) Tile Size: 128	
Summary	Image Quality: Maximum	
	Grayscale Images	
	Bicubic Downsampling to \$ 300 pixels per inch	
	for images above: 450 pixels per inch	
	Compression: Automatic (JPEG) Tile Size: 128	
	Image Quality: Maximum	
	- Monochrome Images	
	Bicubic Downsampling to \$ 1200 pixels per inch	
	for images above: 1800 pixels per inch	
	Compression: CCITT Group 4	
	Compress Text and Line Art Crop Image Data to Frame	s
Save Preset	Cancel Export	

Under the **Marks and Bleeds** tab, select only cropmarks in the **Printer Marks** section, with the **Weight** and **Offset** to .125". Set your **Bleeds** to 0.125" all the way around.

	Export Adobe	e PDF
	[PDF/X-1a:2001] (modified) PDF/X-1a:2001	Compatibility: Acrobat 4 (PDF 1.3)
Ceneral Compression Marks and Bleeds Output Advanced Security Summary	Marks and Bleeds Marks All Printer's Marks All Printer's Marks All Printer's Marks Bleed Marks Registration Marks Color Bars Page Information Bleed and Slug Use Document Bleed Sett Bleed: Top: ÷0.125 in Bottom: ÷0.125 in Include Slug Area	left:
Save Preset		Cancel Export



In the Output tab, make sure the Color Conversion is Convert to Destination and the Destination is set to Document CMYK - Coated GRACol 2006.

	Export Adobe	PDF	
Adobe PDF Preset:	DF/X-1a:2001] (modified)		\$
Standard: PL	DF/X-1a:2001	Compatibility: Acrobat 4 (PDF	1.3)
General Compression Marks and Bleeds Output Advanced Security Summary	Destination: Profile Inclusion Policy: Simulate Overprint	Don't Include Profiles Ink Manager ie: Document CMYK – Coated ie: ie: ie:	
Save Preset		Cancel	Export

Under the Advanced tab, set Subset Fonts Below to 100%. Do not check any of the OPI settings. If you saved a Transparency Flattener Style, you can select it from the dropdown menu at the bottom.

Adobe PDF Preset:	PDF/X-1a:2001] (modified)
Standard:	DF/X-1a:2001 Compatibility: Acrobat 4 (PDF 1.3)
General Compression Marks and Bleeds Output Advanced Security Summary	Advanced Fonts Subset fonts when percent of characters used is less than: 100% All fonts with appropriate embedding bits will be embedded. OPI OPI Omit for OPI: EPS PDF Bitmap Images
	Transparency Flattener Preset: CUSTOM  Ignore Spread Overrides
	Job Definition Format (JDF) Create JDF File Using Acrobat Requires Adob Acrobat 7.0 Professional or later to be installed. Checking this option automatically deselects the "Spreads" option in the General panel.
( Save Preset )	Cancel Export

Security and Summary tabs can be left as is.



Last, simply hit **Export** and choose where you want to save the PDF. Please remember to check it before sending it to us.

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## Quark Xpress (Mac/PC)

Note: While the menus will look different between the Mac and PC platforms, they contain the same options, so the same instructions apply.

PDF's can be generated in Quark in a number of ways, the easiest being **Export** under the File menu. First, go to File>Export>Layout As PDF. Name your file and choose where to save it. Make sure Spreads is un-checked and Pages is set to All. Then click **Options**.

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	Save As: FileNa	me.pdf	
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	Pages: All	Options	
(New Folder			(Cancel) (Save



In the **Options** dialouge box, there are only a few tabs you will need to address.

First, make sure that Include Hyperlinks are NOT checked in the Hyperlinks menu.

PDF	Export	Options	for	HG-Request	Estimate3
1.01	Export	options	101	no nequest	commeteo

Include Hyperlinks –			
Export Lists as Hyper	links		
Export Indexes as Hy	perlinks		
Export Lists as Boo	kmarks —		
• Use All Lists			
O Use List:			A T
Appearance			
Frame: Invisible	\$ Width	: Thin	A T
Highlight: None	Color	Black	* )
	Style:	Solid	A T
Display: Inherit Zoom			Å

In the Job Options tab, follow the example below. Make sure to Embed all fonts and keep the Compression options as is.

ayout Info Hyp	erinks	Job Options	Output	OPI	Profiles
Embed all for	nts	Subse	t fonts be	ow:	35%
Compression Op	tions				
-Color Images -					
Compression:	None				
Resolution:	Keep	resolution	A V	72	dpi
Grayscale Imag	es —				
Compression:	None				
Resolution:	Keep	resolution	A T	72	dpi
-Monochrome I	nages				
Compression:	None				A V
Resolution:	Keep	resolution	* )	300	dpi
🗹 Compress Te	xt and	Line Art		ASCII	Format



The **Output** tab is very important for production processes. Follow the example below, set the **Color Output** to Composite and CMYK and check Produce Blank Pages.

**Registration** should be set to Centered and **Offset** 9 pt and the **Bleed type** to Symmetric and .125".

	Hyperlinks Job O	ptions Output	OPI P	rofiles
Color Output Type:	Composite			Å
				-
Print Colors:			A T	J
✓ Produce B	lank Pages			
Use OPI-				
Images:	Include Image	S		Ť
	Centered	\$	Offset:	9 pt
Bleed Type: Sv	mmetric	•		
Type. [5]	minetric	<b>T</b>		
Amount: 0.1	125"			
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I SCUIIIgs				
II Settings				
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PDF E	xport Options for	r HG-Request I	stimate3	rofiles
PDF E Layout Info	xport Options for	r HG-Request E	stimate3	rofiles
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PDF E	xport Options for Hyperlinks Job O mages	r HG-Request E	OPI P	rofiles
PDF E	xport Options for Hyperlinks Job O mages	r HG-Request E	OPI P	rofiles
PDF E	xport Options for Hyperlinks Job O mages	r HG-Request E	OPI P	rofiles
PDF E	xport Options for Hyperlinks Job O mages	r HG-Request E	OPI P	rofiles
PDF E	xport Options for Hyperlinks Job O mages	r HG-Request E	OPI P	rofiles
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Lastly, click OK in the **Options** dialouge box and finally, Save in the **Export as PDF** window. Please remember to check your files before sending them to us.