

PDF Creation – Distiller

Quality Printing is moving towards an all PDF-based workflow. Customer-supplied PDFs will help eliminate some of the issues that could be problematic with a file (i.e. missing fonts, line break changes, font substitution, etc.). Although we will continue to take native files, customer-supplied PDFs will decrease lead times, lower the probability of errors, and improve the quality and accuracy of your product. Below are guidelines to keep in mind when creating your PDF.

Native documents must:

- be created at their final finished size.
- be created as single pages - we will do all impositioning.
- include a 1/8" bleed if any element touches the page edge.
- include artwork at
 - 300 dpi for CMYK or grayscale images and
 - 1200 dpi for logo, bitmap or linework images.
- not include any RGB.
- have large solid black areas colored in rich black* if the job is printing in four color process:
* 40% cyan, 0% magenta, 0% yellow, 100% black
- have spot colors converted to process if the job is printing in four color process.
- be set up as single pages, with bleed on all four sides if it is a perfect bound book.

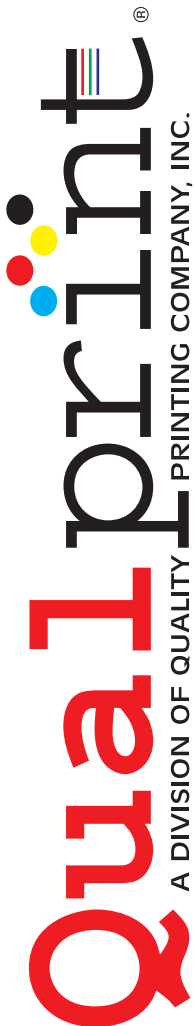
To build a PDF using Acrobat Distiller,

- create a postscript file in your native program with the following criteria:
 - make the width and height 1/2" larger than the final size to allow for crop marks and bleeds if any element touches the page edge
 - page position should be center
 - resolution should be 2540 dpi
 - the page orientation should be portrait
 - choose composite colors (not separations):
 - composite and spot (Quark) or composite leave unchanged (InDesign)
 - image resolution should be normal (Quark) or all (InDesign) (not low resolution or proxy)
 - include all fonts
 - data format should be ASCII
 - registration marks should be centered and offset .1667" or 12 pts. (This creates the marks outside the bleed area.)
 - include crop marks only. DO NOT include bleed marks, registration marks, color bars or page information (InDesign).
 - bleed should be symmetric and 1/8".
- choose press quality in Distiller but change some of the settings:
 - change resolution to 2540 dpi
 - under images, change sampling to off
 - under color, change color management policies to leave color unchanged
 - make sure that all fonts are embedded

However, if changes are imminent, it would be helpful to provide native files, as well as, the PDF.

*As always, if you have any problems or questions,
feel free to call us and we will assist you in any way that we can.*

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413-442-4166 or 1-800-547-7468 • www.qualprint.com



PDF Creation – Quark

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- include a 1/8" bleed if any element touches the page edge.
- include artwork at
 - 300 dpi for CMYK or grayscale images and
 - 1200 dpi for logo, bitmap or linework images.
- not include any RGB.
- have large solid black areas colored in rich black* if the job is printing in four color process:
 - * 40% cyan, 0% magenta, 0% yellow, 100% black
- have spot colors converted to process if the job is printing in four color process.
- be set up as single pages, with bleed on all four sides if it is a perfect bound book.

To build a PDF using QuarkXPress export,

- choose file, export, layout as PDF
- name your file and choose where you would like to save it (the desktop is usually the easiest place to retrieve it later)
- under pages choose all
- then click on options under PDF style
- choose/change the following settings
 - pages — check include blank pages
 - compression — choose “none” and “keep resolution” for all choices; check compress text and line art; check ASCII format
 - color — mode: composite; setup: composite CMYK and spot
 - fonts — check select all
 - marks — mode: centered; offset .1667" (12 pt)
 - bleed — bleed type: symmetric; amount: 1/8"

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PDF Creation – InDesign

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Native documents must:

- be created at their final finished size.
- be created as single pages - we will do all impositioning.
- include a 1/8" bleed if any element touches the page edge.
- include artwork at
 - 300 dpi for CMYK or grayscale images and
 - 1200 dpi for logo, bitmap or linework images.
- not include any RGB.
- have large solid black areas colored in rich black* if the job is printing in four color process:
 - * 40% cyan, 0% magenta, 0% yellow, 100% black
- have spot colors converted to process if the job is printing in four color process.
- be set up as single pages, with bleed on all four sides if it is a perfect bound book.

To build a PDF using InDesign export,

- choose file, export
- name your file and choose where you would like to save it (the desktop is usually the easiest place to retrieve it later)
- format: adobe pdf. Click save.
- choose/change the following settings
 - general — standard: none; compatibility: Acrobat 5; pages: all
 - compression — for all images, choose do not downsample and compression none; check compress text and line art; check crop image data to frames
 - marks and bleeds — check crop marks ONLY, offset: .1667" (12 pt); bleed: .125" on all four sides
 - output— color conversion: no color conversion; profile inclusion policy: include tagged source profiles
 - advanced — fonts: subset fonts when percent of characters used is less than 100%
 - security— DO NOT check require password on anything. We will not be able to edit or print your file if a password is needed and therefore, would not be able to output your job.

However, if changes are imminent, it would be helpful to provide native files, as well as, the PDF.

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