

# How to Create a PDF

Taking PDFs supplied by our customers instead of building PDFs from native customer files will eliminate some of the issues that could be problematic (i.e., missing fonts, line-breaks, type changing, etc.). While we prefer native files, PDFs are much quicker and easier to deal with.

However, when customers supply PDFs, it is critical to create the file correctly. We feel confident that our customers can handle this but have decided to put together a list to help you best create a PDF file. This is essential to help us make your printing dreams become a reality.

## When Building PDFs:

- ✚ Select the “Press Quality” setting in Adobe Acrobat Distiller.
- ✚ Embed all fonts.
- ✚ Create documents as single pages – we will do all impositioning.
- ✚ All elements that touch the edge of the page must include a 1/8<sup>th</sup> inch bleed.
- ✚ Turn the “Registration Marks” option on and extend 12 points, if possible.
- ✚ When possible, create documents using Adobe Type 1 Postscript fonts.
- ✚ For bolding or italicizing, use Postscript fonts.
- ✚ Art that was scanned in your PDF should be:
  - o 300 dpi for CMYK or Grayscale images.
  - o 1200 dpi for logo, bitmap, or linework images.
- ✚ Images (other than small type) should be in CMYK not RGB format.
- ✚ In four-color process jobs, reinforce black areas with a rich black:
  - o 30% Cyan + 0% Magenta + 0% Yellow + 100% Black
- ✚ In four-color process jobs, convert spot colors to process colors.
- ✚ Make final PDF size 1/2 inch larger than the finished size so crop marks and bleeds will appear.
- ✚ Make sure jobs that fold are set up correctly. For information on this please contact us at 1-800-54-PRINT

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.