



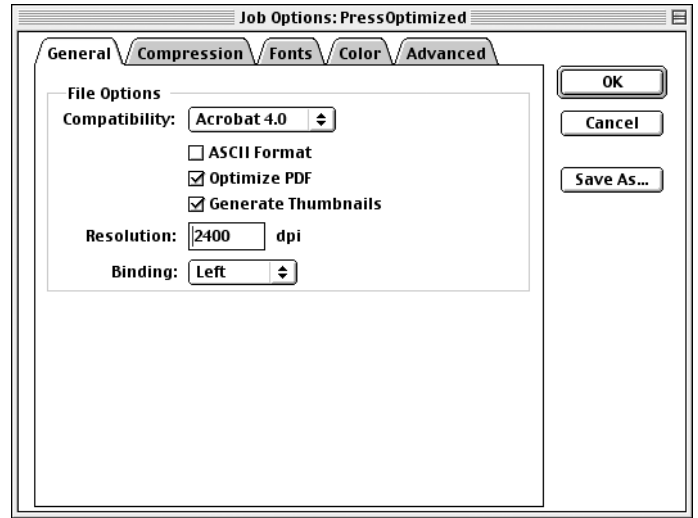
## File Creation Guidelines and Potential Problems

- **The document size must be correct:** At Publication Printers we rarely print a job at 8.5"x11". More common sizes are 8.375"x10.875" or 8.25"x10.75". If your source document is not built to the correct size, the final output may not look like you expect it to.
- **Bleed:** We ask for .25" bleed on all sides. If you send files with less bleed we may have a difficult time with your job on press or in the bindery.
- **Margins:** We ask that you don't place anything important less than .25" from trim, especially type. If the type is within .25" of trim, it is possible for it to be cut off. This includes body copy and page numbers.
- **Crop marks:** We ask for NO crops, but if they are to be used, they MUST have an offset of greater than .25". The ONLY exception to asking for NO crop marks is with PageMaker. If you create a PDF from PageMaker, you MUST include crop marks or you will not get any bleed.
- **Spot Colors:** If your job prints in process color (CMYK) Please make sure that NO spot colors are in use in the document.
- **Transparency and Spot Colors:** According to several Adobe Tech notes, transparency and spot colors DO NOT work correctly together. If you are using transparency in your document please make sure that NO spot colors are in use in the document.
- **Fonts:** Some fonts are restricted from being embedded in the PDF file by the fonts license. InDesign will warn you if the font cannot be embedded due to licensing restrictions. If this happens, please either choose another font or submit the font with the job.
- **Image Resolution:** The correct resolution for most of what we print is 225-300 dpi at final size. We will flag images that are below 200 dpi.
- **Image Color:** Please make sure that your images are CMYK or Grayscale.
- **Number of pages:** While we can accept single page PDF files, we prefer that you try to use as few files as possible. Please save your entire job into one PDF. For any correction pages, single page PDF files are acceptable.
- **Hard Copy:** After creating your PDF files, you want to generate a final hard copy to send along. The purpose of this hard copy is to be sure that nothing unexpected happened while creating your PDF files.
- **InDesign Preflight:** Please use the Preflight feature in InDesign. This will NOT check for resolution, but it will check for missing fonts, RGB page elements and help to minimize surprises when your job is preflighted here.
- **Acrobat Preflight:** If you have Acrobat 7 or 8 Professional, you have a fairly robust preflight tool available to you. Please preflight the finished PDF file to ensure that nothing has gone wrong in the creation of your PDF. The major things to look for are Resolution, Color Space, Font Embedding, Trim, Bleed and Margin. The preflight utility can be set up to check for Resolution, Color Space and Font Embedding.
- **The color palette:** Remove all unused colors from the palette and be sure that all colors are converted to process.
- **Rich Blacks:** Our Rich Black build is 60 Cyan 40 Magenta 30 Yellow 100 Black. Please use this build for large black areas. Do NOT use this build for the body text of your job.
- **Registration Color:** NEVER use the color "Registration" that is in the Swatches palette. This is 100% of all colors and will not output correctly.
- **Auto Color:** Files and page elements that have been imported from Microsoft Word and PageMaker can sometimes use the color "Auto". This color behaves like "Registration" color and will not output correctly.

# Distiller Settings

## General

- Compatibility set to Acrobat 4.0(PDF1.3)
- Check Optimize PDF
- Check Generate Thumbnails
- Resolution set to 2400 dots per inch
- Binding set to Left



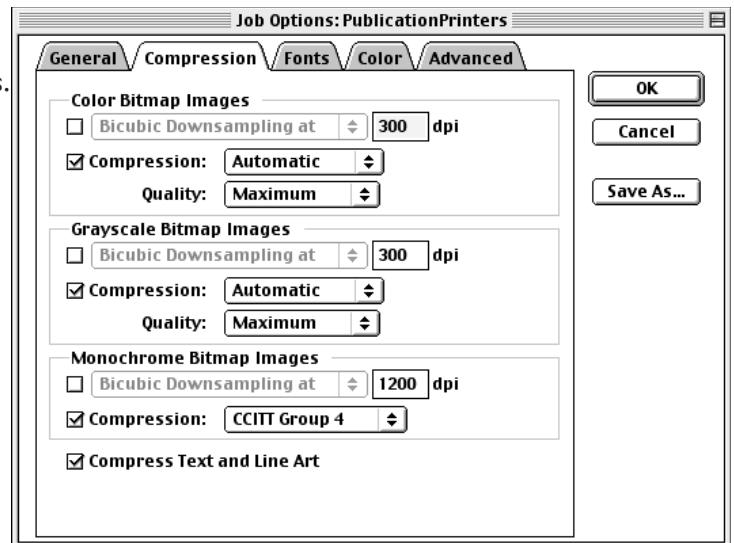
## Compression

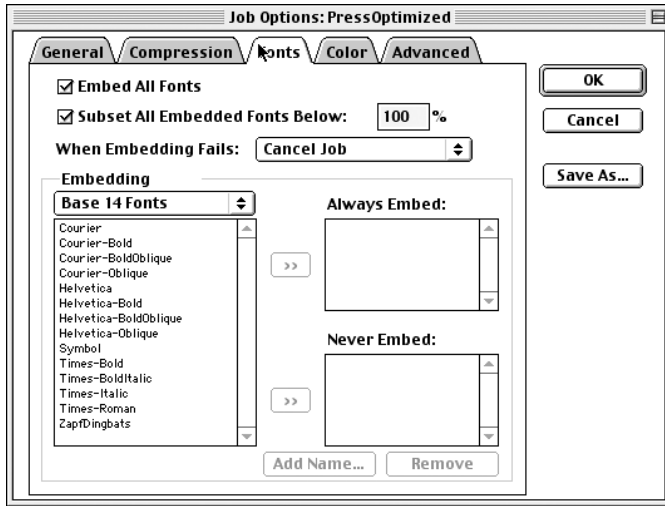
Color Images and Grayscale Images have the same settings.

- UnCheck the box next to Bicubic Downsampling at:
- Compression should be Checked
- Compression set to Automatic (JPEG)
- Quality to Maximum

Monochrome Images

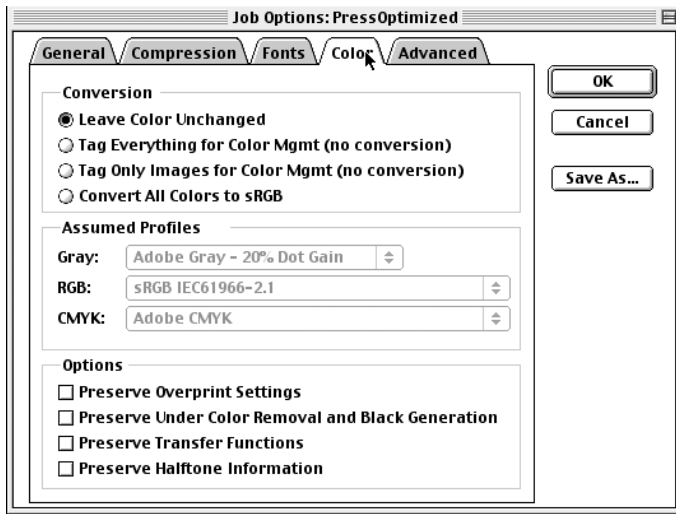
- UnCheck the box next to Bicubic Downsampling at:
- Compression CCITT Group 4
- Compress Text and Line Art should be Checked





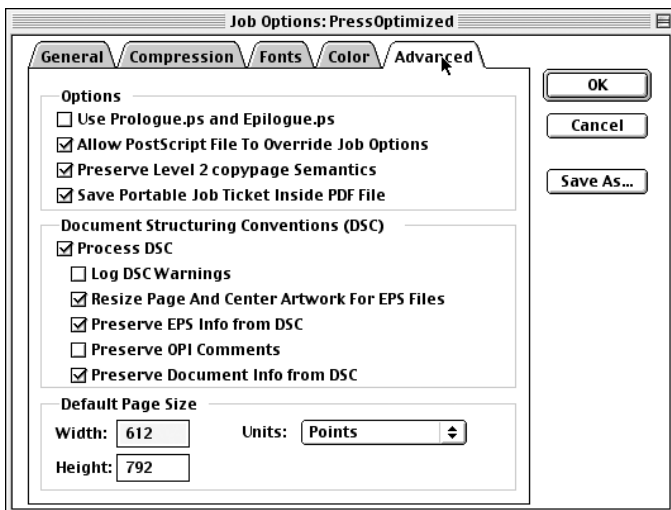
## Fonts

- Embed all fonts should be Checked
- Subset embedded fonts when percent of characters used should be Checked and set to 100%
- When embedding fails should be set to Cancel Job
- There should be NOTHING in the Never Embed Fonts box



## Color

- Leave Color Unchanged should be Checked
- Everything else should be UnChecked



## Advanced

- The Check boxes in the screen capture to the right are how this section needs to be setup.