Saving PDF files from Illustrator

Using Illustrator for page layout is not a recommended practice. InDesign or QuarkXpress are much better applications to use for page layout. This document covers creating the settings for using Illustrator to save PDF files that are usable by Publication Printers. This document is not intended to replace the manual for your software, it is intended to supplement your knowledge of your software and of the proper techniques for creating press ready files.

PLEASE NOTE:

KODAK HAS INFORMED US OF AN ISSUE WITH A WINDOWS VISTA FONT CALLED "KALINGA" THAT WILL PRODUCE UNEXPECTED RESULTS WHEN REFINED THROUGH OUR FRONT-END SYSTEM. PLEASE AVOID USING THIS FONT WHENEVER POSSIBLE. SHOULD YOU CHOOSE TO USE THIS FONT, PLEASE BE SURE TO OUTLINE IT AS WE CANNOT BE RESPONSIBLE FOR IT'S FINAL OUTPUT.

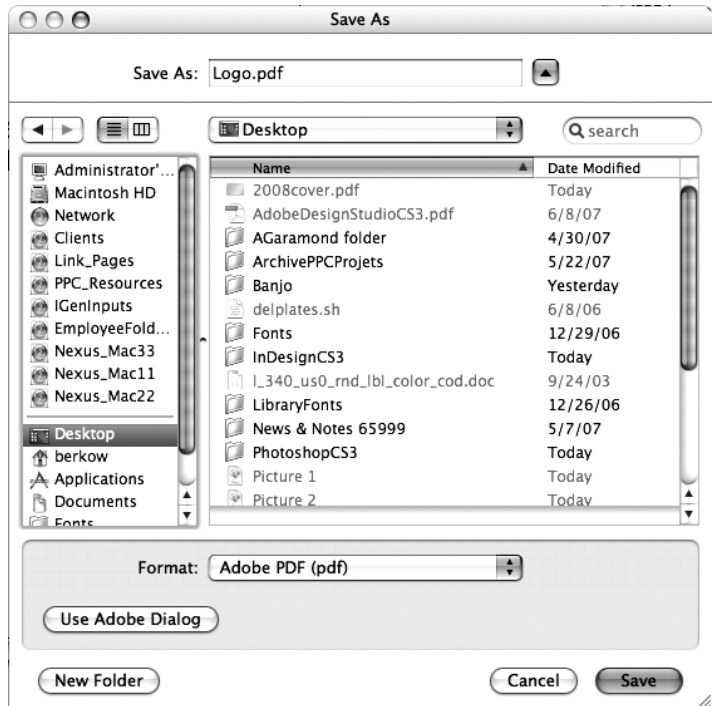Publication Printers corp.

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 need a minimum of .125" bleed but prefer .25" bleed. If you send files with less than .25" bleed and they are not designed to the correct trim size we may have a difficult time with your job throughout production.

- **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 due to trim boxes being defined in the PDF, if they are to be used, they MUST have an offset of greater than .25".

- **Spot Colors:** If your job prints in process color (CMYK) Please make sure that NO Spot colors are in use in the document. Although we can convert them in our RIP, it is considered best practice to convert them before creating the PDF file.

- **Transparency:** Our RIP uses the newest Adobe Extreme RIP technology and can process transparency contained in a PDF without the need to flatten.

- **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. Although we can convert RGB images in our RIP, it is considered best practice to convert them before creating your PDF.

- **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 1 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.

- **Acrobat Preflight:** If you have Acrobat 7 Professional or above, 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.
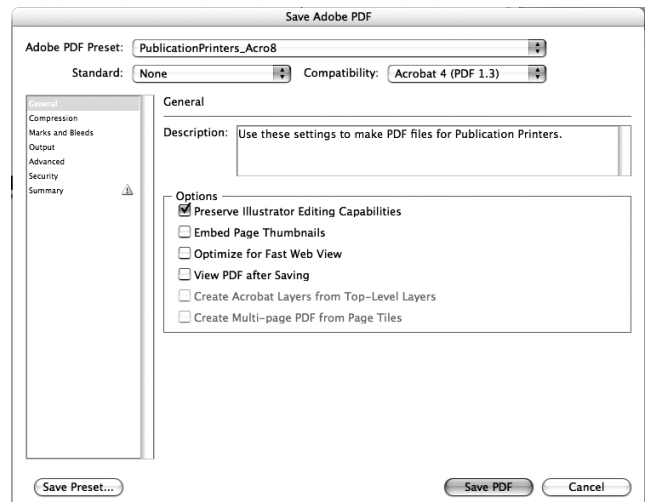
Save as

Under the File Menu, go to Save As

• Format set to Adobe PDF
• Click on the Save Button

General

• Standard set to None
• Compatibility set to Acrobat 4 (PDF 1.3)
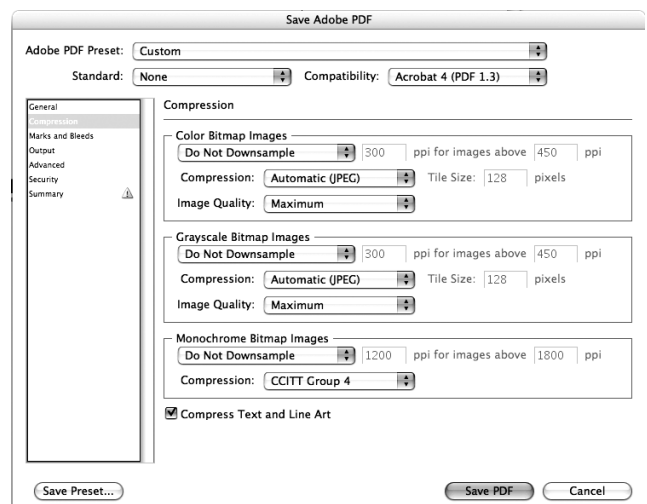• Preserve Illustrator Editing Capabilities is the only box that should be Checked

Compression

Color Images and Grayscale Images have the same settings.
• Do Not Downsample
• Compression set to Automatic (JPEG)
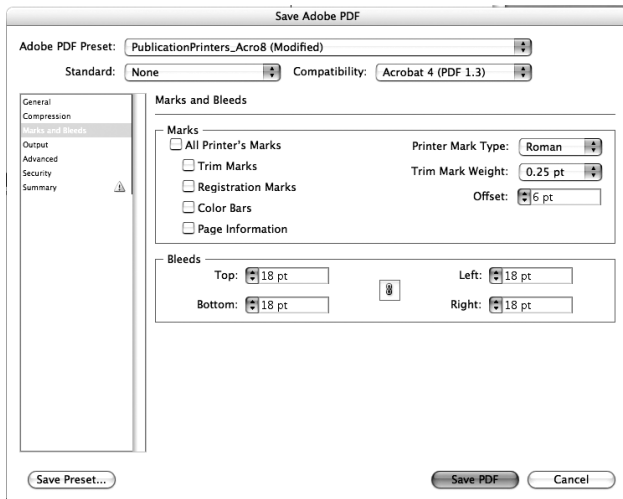• Image Quality to Maximum

Monochrome Images
• Do Not Downsample
• Compression CCITT Group 4

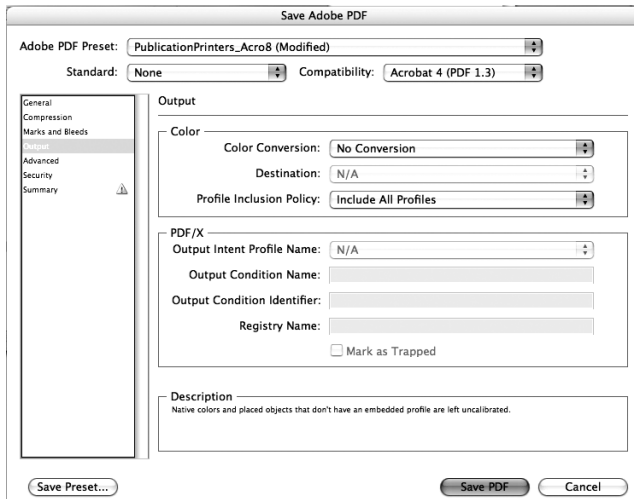• Compress Text and Line Art Checked

Marks and Bleeds

- All Check boxes should be UnChecked
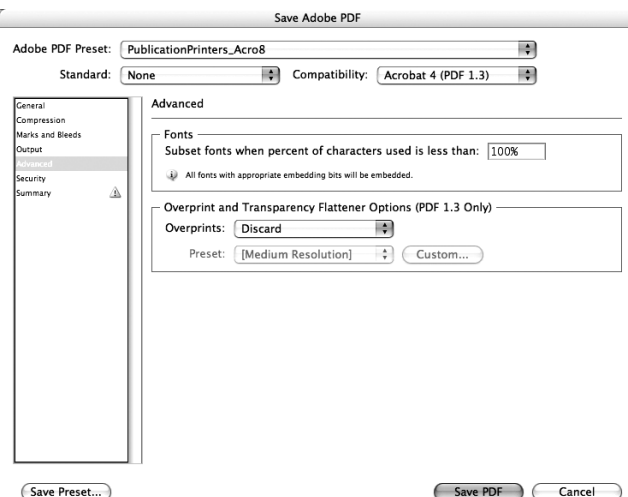- Bleed should be set to .25" or 18pt

Output

- Color Conversion set to No Conversion
- Profile Inclusion Policy set to Include All Profiles

Advanced

- Subset fonts when percent of characters used is less than 100%
- Overprints set to Discard

Security

• All boxes on this screen should be UnChecked