

File Creation Guidelines and Potential Problems

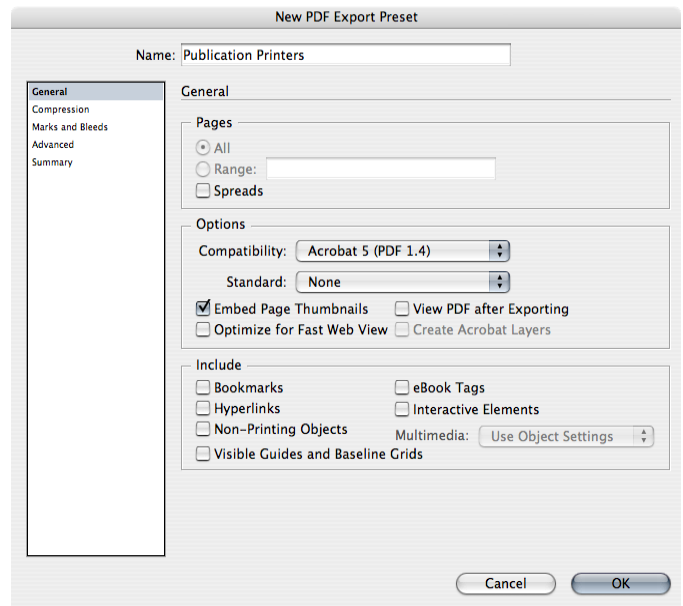
- **The document size must be correct:** At Publication Printers we rarely print a job at 8.5"x11". More common sizes are 8.375"x10.875" or 8.25"x10.75". If your source document is not built to the correct size, the final output may not look like you expect it to.
- **Bleed:** We need a minimum of .125" 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.

PDF Export Settings

It is recommended to create a PDF Preset to make it easier to repeatedly create usable PDF files. The Adobe PDF Presets Menu is accessed from the File pull-down menu. From there you will Define a new PDF profile.

General

- Compatibility set to Acrobat 5 (PDF 1.4)
- Standard set to None
- Embed page thumbnails can be checked



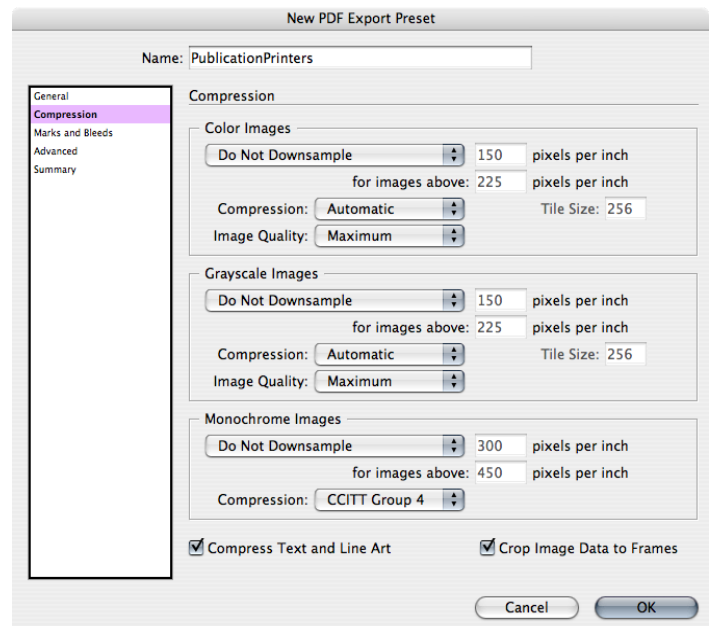
Compression

Color & Grayscale images have the same settings.

- Do Not Downsample
- Compression set to Automatic (JPEG)
- Image Quality set to Maximum

Monochrome Images

- Do Not Downsample
- Compression set to CCITT Group 4
- Check Compress Text & Line Art
- Check Crop Image Data to Frames

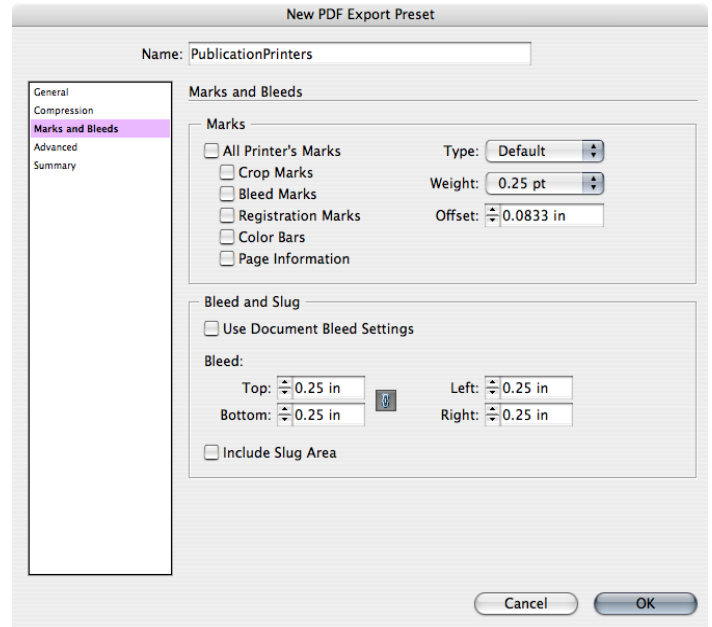


Marks & Bleeds

- All Printer's Marks should be unchecked
- Bleeds should be set to .25
- Include Slug Area should be unchecked

Please Note:

We need a minimum of .125 bleed but prefer .25



Output

- Color set to CMYK
- Destination set to U.S. Web Coated (SWOP) v2
- Include ICC & Simulate Overprint are Unchecked
- Subset fonts set to 100%
- Transparency Flattener will be grayed out
- OPI should be unchecked
- Ignore Spread Overrides is unchecked

