# Exporting PDF files from InDesign CS2

This document covers creating the settings in Indesign CS2 to export 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 the software and the proper technique 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.

Quality Web Printing

#### 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.

## **Indesign** Preferences

#### Appearance of Black

The Appearance of Black is located in the Preferences window. On a Mac it is under the Indesign pull-down menu and on a PC it is under the Edit pull-down menu.

- Set to Display/Output All Blacks Accurately
- Check Overprint Black Swatch at 100%

Preferences				
General	Appearance of Black			
Interface				
Туре	Options for Black on RGB and Grayscale Devices			
Advanced Type	On Screen: Display All Blacks Accurately			
Composition				
Units & Increments	Printing / Exporting: Output All Blacks Accurately			
Grids	Catharing ( Subaring Catharing )			
Guides & Pasteboard	Example of 100K Black Example of Rich Black			
Dictionary				
Spelling	Aa Aa			
Autocorrect				
Notes				
Story Editor Display				
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Appearance of Black	Overprint [Black] Swatch at 100%			
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Clipboard Handling	- Description			
	Position the pointer over a heading to view a description.			
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Edit PDF Export Preset

### **PDF Export Settings**

It is recommended to create a PDF Preset to make it easier to repeatably 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

- Standard set to None
- Compatibility set to Acrobat 5 (PDF 1.4)
- Export Layers will be set based on how your document is built but Visible & Printable is the default
- Embed Page Thumbnails can be checked

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#### 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

- No Color Conversion
- Don't Include Profiles

#### Advanced

- Subset fonts set to 100%
- OPI should be unchecked
- Transparency Flattener will be grayed out
- Ignore Spread Overrides is unchecked

Preset Name: Pub	licationPrinters
Standard: No	ne 🗘 Compatibility: Acrobat 5 (PDF 1.4)
	Marks and Bleeds
General Compression	
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Advanced	Crop Marks Weight: 0.25 pt 🗘
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Marks and Bleeds	Color
Output	Color Conversion: No Color Conversion
Advanced Security	Destination: N/A 🗘
Summary	Profile Inclusion Policy: Don't Include Profiles
	Simulate Overprint
	PDF/X
	Output Intent Profile Name: N/A
	Output Condition Name: N/A
	Output Condition Identifier: N/A
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New PDF Export Preset

Compression	- Fonts			
Marks and Bleeds				
Dutput	Subset fonts when percent of characters used is less than: 100%			
Advanced	All fonts with appropriate permission bits will be embedded.			
Summary	OPI Omit for OPI: EPS PDF Bitmap Images			
	Transparency Flattener			
	Preset: PublicationPrinters_InddCS2			
	Ignore Spread Overrides			
	Job Definition Format (JDF)			
	Create JDF File Using Acrobat			
	Requires Adobe Acrobat 7.0 Professional to be installed. Checking this option automatically deselects the "Spreads" option in the General panel.			