# Exporting PDF files from InDesign CS3

This document covers creating the settings in Indesign CS3 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.

2001 S. Platte River Drive • Denver, Colorado 80223

303-936-0303 Fax 303-934-6712

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

vpe

Grids Guides &

pelling Autocorr Notes

Story Edi Display F Appeara File Hand Clipboar

Advance

# 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
	Appearance of Black
	Options for Black on RGB and Grayscale Devices
	On Screen: Display All Blacks Accurately 🛟
nts	Printing / Exporting: Output All Blacks Accurately
board	Example of 100K Black Example of Rich Black
	Overprinting of [Black]
ick	☑ Overprint [Black] Swatch at 100%
ng	Description Position the pointer over a heading to view a description.

# **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

	Edit PDF Export Preset
Preset Name: Pub	licationPrinters
Standard: N	one Compatibility: Acrobat 5 (PDF 1.4)
General	General
Compression	
Marks and Bleeds	Description: Use these settings to create PDF files for Publication
Output	Printers
Advanced Summary	
Summary	
	Pages
	• All
	🔿 Range:
	Spreads
	Options
	Embed Page Thumbnails View PDF after Exporting
	Optimize for Fast Web View Create Acrobat Layers
	Create Tagged PDF
	_ Include
	Bookmarks Non-Printing Objects
	Hyperlinks
	Visible Guides and Grids Multimedia: Use Object Settings
	New PDF Export Preset
Preset Name: Pub	licationPrinters
Standard: No	ne Compatibility: Acrobat 5 (PDF 1.4)
General	Compression
Compression	Color Images
Marks and Bleeds	Do Not Downsample
Output Advanced	
Summary	for images above: 450 pixels per inch
	Compression: Automatic (JPEG) + Tile Size: 128
	Image Quality: Maximum
	Grayscale Images
	Do Not Downsample 300 pixels per inch
	for images above: 450 pixels per inch
	Compression: Automatic (JPEG) 🛟 Tile Size: 128
	Image Quality: Maximum
	Monochrome Images
	Do Not Downsample
	for images above: 1800 pixels per inch
	Compression: CCITT Group 4

Compress Text and Line Art

Crop Image Data to Frames

ОК

Cancel

#### 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)
General	Marks and Bleeds
Compression	
Marks and Bleeds	Marks
Output	All Printer's Marks Type: Default
Advanced	Crop Marks Weight: 0.25 pt
Summary	Bleed Marks
	Registration Marks Offset: ÷0.0833 in
	Color Bars
	- Bleed and Slug
	Use Document Bleed Settings
	Bleed:
	Top: ÷0.25 in Inside: ÷0.25 in
	Bottom: ÷ 0.25 in Outside: ÷ 0.25 in
	Include Slug Area
	Cancel OK
	Edit PDF Export Preset
Preset Name: Pub	licationPrinters
Standard:	None  Compatibility: Acrobat 5 (PDF 1.4)
	Output
General Compression	
Compression Marks and Bleeds	Color
Output	Color Conversion: No Color Conversion
Advanced	Destination: N/A
Security	Profile Inclusion Policy: Don't Include Profiles
Summary	
	Simulate Overprint Ink Manager
	PDF/X
	Output Intent Profile Name: N/A
	Output Condition Name: N/A
	Output Condition Identifier: N/A
	Registry Name: N/A
	Description
	Position the pointer over a heading to view a description.
Save Preset	Cancel
	Edit PDF Export Preset
<b>D</b>	· · · · · · · · · · · · · · · · · · ·
Preset Name: Pub	
Standard: No	one Compatibility: Acrobat 5 (PDF 1.4)
Seneral	Advanced
Compression	- Fonts
Marks and Bleeds	
Dutput Advanced	Subset fonts when percent of characters used is less than: 100% All fonts with appropriate permission bits will be embedded.
Advanced	An ronts with appropriate permission bits will be embedded.
,	
	Omit for OPI: EPS PDF Bitmap Images
	Transparency Flattener
	Preset: PublicationPrinters_InddCS2
	Ignore Spread Overrides
	Ignore spread Overnides
	Job Definition Format (JDF)
	Create JDF File Using Acrobat
	I Requires Adobe Acrobat 7.0 Professional to be installed. Checking this option automatically     I additional to be installed. Checking this option automatically
	Create JDF File Using Acrobat

Cancel

OK