Printing and Exporting PDF files from QuarkXPress 4.x and 5.x for the Mac and PC

This document covers creating and importing the settings for using QuarkXPress 4.x or 5.x to print or 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 your software and of the proper techniques for creating press ready files.

Publication Printers corp.

2001 S. Platte River Dr. Denver, Colorado 80223 (303) 936-0303 Fax (303) 934-6712 Quality Web Printing PPC_PDF_QXP4_5 03/08

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".
- 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 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 or 8 Professional, you have a fairly robust preflight tool available to you. Please preflight the finished PDF file to insure 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 for the Mac

BEFORE Starting these settings you should set-up Acrobat Distiller. You will have to have the correct job options selected in created and selected in Distiller before proceeding to make PDF files using ANY of the following methods.

Export as PDF

The Export palette menu is accessed from the Utilities pull-down menu.

• Click on the Preferences button

Export as PDF	
📾 Desktop 🗢	📼 Gray Ghost
DCS_Files	Eject
💒 DCS_Files FPO 🚱 Gray Ghost	Desktop
🙆 New Mtn. View PDF	New 🐧
🐺 Server	·
Save current document as:	Cancel
Document2.pdf	Save
Pages: All]
🔲 Spreads 🛛 🗍	Preferences

Document Info

• There is no need to change anything on this screen

	Export Preferences for Document2
Document Info	Hyperlinks Job Options Output
Title:	Document2
Subject:	
Author:	
Keywords:	
	Cancel OK
	Export Preferences for Document2
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Hyperlinks

• Everything on this tab should be UnChecked

PDF Export Preferences for Document2
Document Info Hyperlinks Job Optiogs Output
Carride Distiller's Font Options
Embed all fonts Subset fonts below: 35%
Override Distiller's Compression Options
Color Images
Compression: Automatic ZIP/JPEG Medium
Resolution: Downsample to: 72 dpi
-Grayscale Images
Compression: Automatic ZIP/JPEG Medium
Resolution: Downsample to: 72 dpi
-Monochrome Images
Compression: CCITT Group 4
Resolution: Downsample to: 300 dpi
Compress text and line art ASCII Format
Cancel OK

PDF Export Preferences for Document3

Document into Hyperlinks Job Uptions Uutput
Printer Description: Acrobat Distiller 🔻
□ Separations Plates: Process & Spot ▼
🗹 Produce blank plates
Use OPI — Images: Include Images •
Registration: Off Offset: 6 pt
Bleed: Symmetric
Amount: 25
Cancel OK

Job Options

- Override Distiller's Font Options should be UnChecked
- Override Distiller's Compression Options should be UnChecked

Output

- Printer Description should be set to Acrobat Distiller
- Separations should be UnChecked
- Use OPI should be UnChecked
- Registration should be set to off
- Bleed set to Symmetric and .25"

This method uses Acrobat Distiller to create the PDF file, it may take some time once you click OK before the PDF file is finished being created.

PDF Print Settings for the Mac BEFORE Starting these settings you should set-up Acrobat Distiller.

Document

- Everything is UnChecked
- Page Sequence set to ALL
- Registration set to Off
- Tiling set to Off
- Bleed set to .25"

	Print	
Print Style: Default 🔻		
Copies: 1 Pages: All	▼	Range Separators
Document Setup Output Options	Preview	
Separations	🔲 Spreads	Collate
🔲 Include Blank Pages	🔲 Thumbnails	🔲 Back to Front
Page Sequence: 🛛 🕶	Bleed: 0.25"]
Registration: Off 🔻	Offset:	
Tiling: Off 🔻	Overlap:	Absolute Overlap
Page Setup Printer	Capture Settings	Cancel Print

Setup

- Printer Description set to Acrobat Distiller
- Paper Width and Heights should be set to .5" larger than the document size.
- Reduce or Enlarge set to 100%
- Page Positioning set to Center
- Fit in Print Area UnChecked

	Pr	int
Print Style: Default	-	
Copies: 1 Page	s: All	Range Separators
Document Setup Output	Options Preview]
Printer Description:	Acrobat Distille	r 🔻
Paper Size:	Custom 🔻	
Paper Width:	8.875"	Paper Offset: 0"
Paper Height:	11.375" 🔻	Page Gap: 0"
Reduce or Enlarge:	100%	🔲 Fit in Print Area
Page Positioning:	Center 🔻	Orientation:
Page Setup Pr	inter C	apture Settings Cancel Print

Output

- Print Colors set to Composite CMYK
- Halftoning set to Printer
- Resolution set to 2400

	Print			
Print Style: Default 🔻				
Copies: 1 Pages: All		•	Range	Separators
Document Setup Output Options P	review			
Print Colors: Composite CMYK	▼	Resoluti	on: 2400	▼ (dpi)
Halftoning: Printer 🔻		Frequen	cy:	🔻 (lpi)
Print Plate	Halftone	Frequency	Angle	Function
✓ Process Cyan	-	Printer	Printer	Printer 📥
✓ Process Magenta	-	Printer	Printer	Printer
✓ Process Yellow	-	Printer	Printer	Printer
✓ Process Black	-	Printer	Printer	Printer
				Ψ.
Page Setup Printer	Captu	re Settings	Cano	el Print

Print] Options
Copies: 1 Pages: All Range Separators Document Setup Output Options Preview Image: All image Separators Image Separators Image Separators Document Setup Output Options Preview Image Quark PostScript Error Handler Page Flip: None Image Negative Print Pictures Image Separators Image Negative Print Image Negative Print	 Quark PostScript Error Handler Checked Page Flip set to None Negative Print UnChecked Output set to Normal Data set to Binary OPI set to Include Images
Output: Normal ▼ Data: Binary ▼ Overprint EPS Black OPI: Include Images ▼ Image Full Resolution TIFF Output Page Setup Printer Capture Settings Cancel	 Overprint EPS Black UnChecked Full Resolution TIFF Output Checked When all of these settings are correct, click on the Printer button.

8.7 Printer: DeskJet 1600C	General
General Copies: 1 Pages: All	• Click on the General tab and pull down to Save as File or PostScript Options. This will be dependant on what printer driver you are using.
○ From: To:	
Paper Source: 🖲 All pages from: 🛛 Auto Select 🔶	
○ First page from: Paper Tray	
Remaining from: Paper Tray 🔶	
Save Settings Cancel Save	

8: Printer: UVA Spooler	
Data Format: @ ASCII	Once you have successfully saved your .PS file, open and process it in Distiller.
Save Settings Cancel Save	

Printing to PDF from a PC Follow the Mac setting up through the Options tab.

Options

• When you have made all of the settings on the Mac pages, click on the Properties... button.

Print	x
Pri <u>n</u> ter: Acrobat Distiller	
Print Style: Default	_
Copies: 1 Pages: All	▼ Range Separat <u>o</u> rs
Document Setup Output Options Preview	
☐ Quark PostScript <u>E</u> rror Handler	
Page Elip: None 🗾	厂 Negati <u>v</u> e Print
-	
Pictures Output: Normal	
Data: Binary	┌ Overprint EPS <u>B</u> lack
OP <u>I</u> : Include Images 🔽	✓ Full Resolution <u>T</u> IFF Output
Print	Cancel Capture Settings

Adobe PDF Settings

This screen may look different depending on which version of Windows you are using.

- Set the Conversion settings to the Joboptions that you setup in Distiller previously.
- Do not send fonts to Distiller must be UnChecked
- Prompt for the PDF Filename should be Checked
- All other settings are optional

- General Conversion Settings:	PublicationPrinters		J
	Edit Conversion Se	ttings	
Do not send fonts to D	stiller		
View Result In Acroba			
Prompt for the PDF File	name		
Delete log files for succ	essful jobs		
Ask to Replace existing	PDF file		