

# Exporting PDF files from QuarkXpress 7.x

This document covers creating the settings in QuarkXpress 7.x 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.

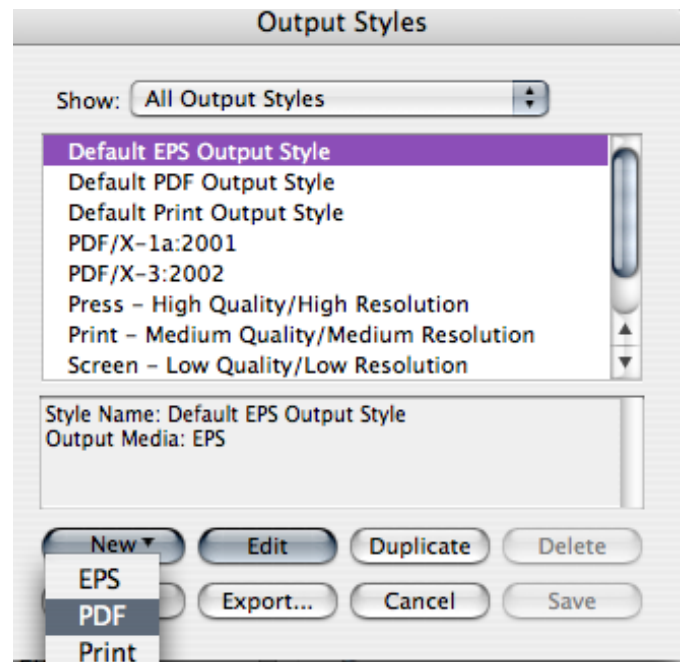
## File Creation Guidelines and Potential Problems

- **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 for Quark 7

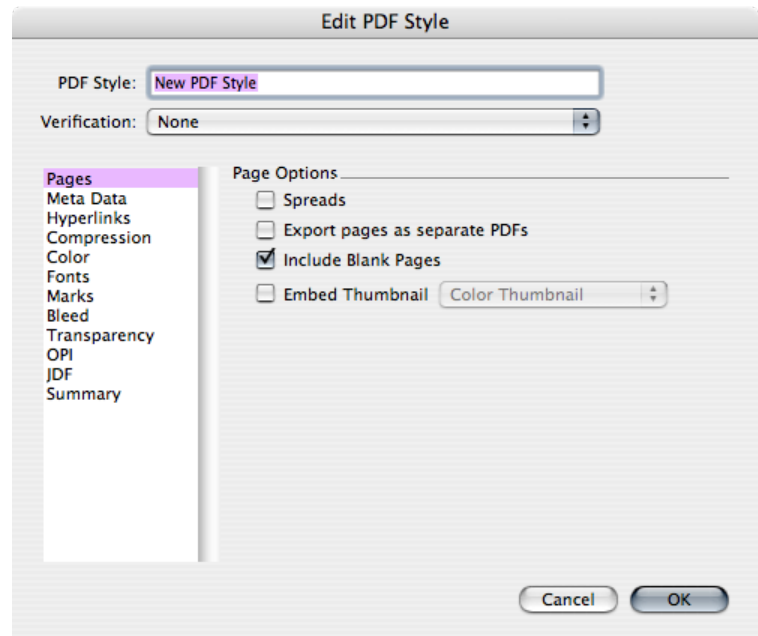
The Output Styles menu is located under the Edit Menu. You will be creating a New preset.

- Click on New and choose PDF



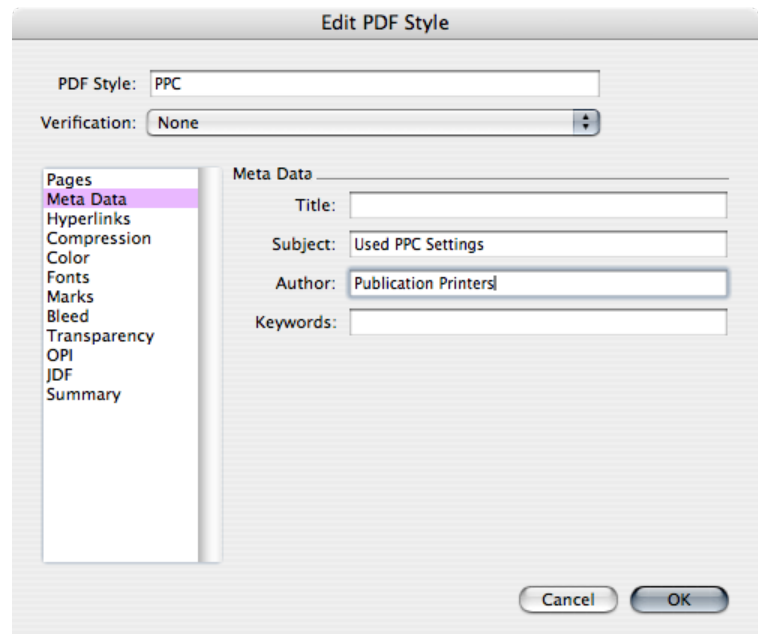
### Pages

- Choose a name for the PDF Style
- Check Include Blank Pages
- Verification should be set to None



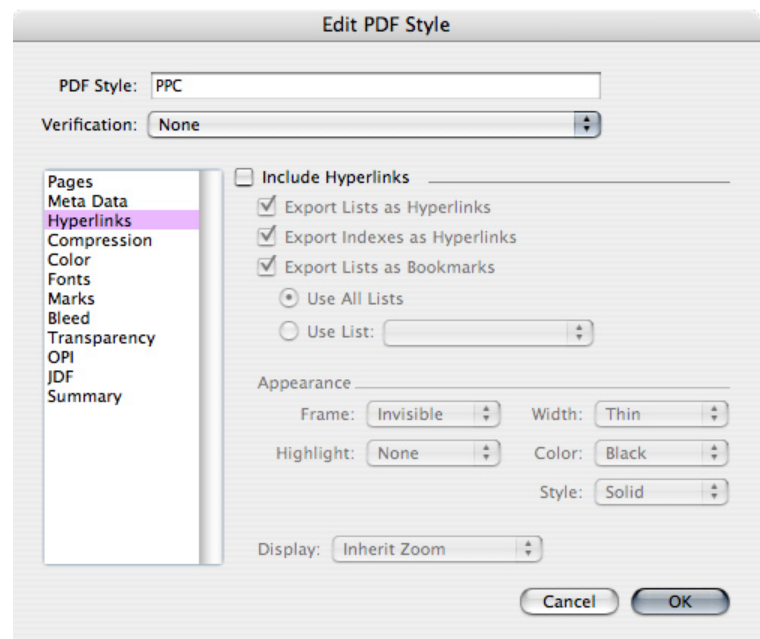
### Meta Data

- You can type a Subject and Author as seen or leave blank



## Hyperlinks

- Uncheck the Include Hyperlinks box, everything else in this window should be grayed out



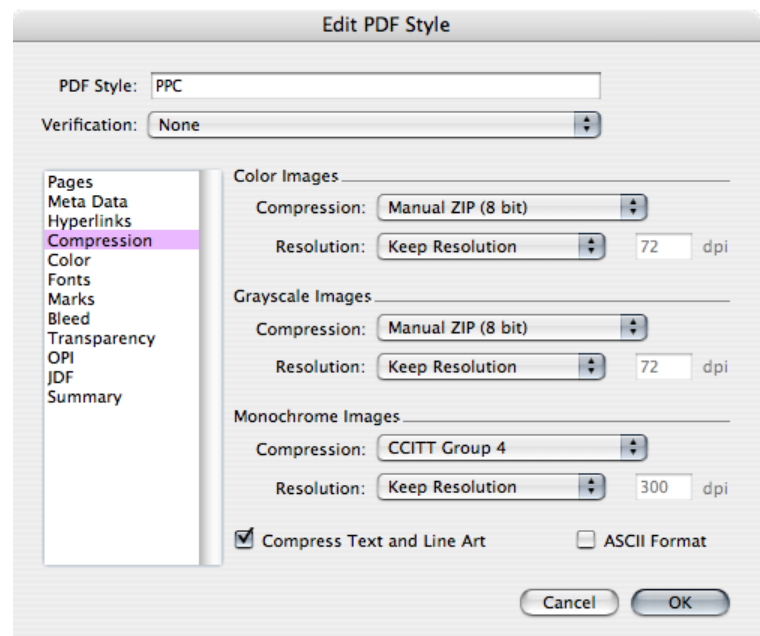
## Compression

Color & Grayscale Images have the same settings

- Compression is set to Manual Zip (8bit)
- Resolution is set to Keep Resolution

Monochrome Images

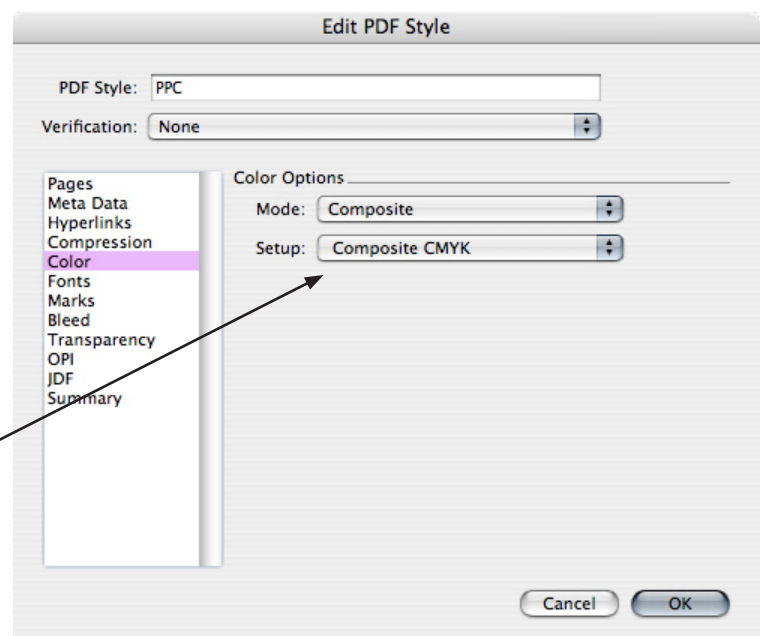
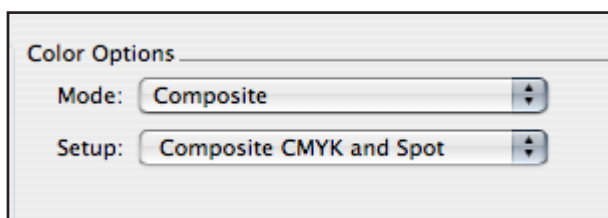
- Compression is set to CCITT Group4
- Resolution is set to Keep Resolution
- Compress Text and Line Art should be Checked



## Color

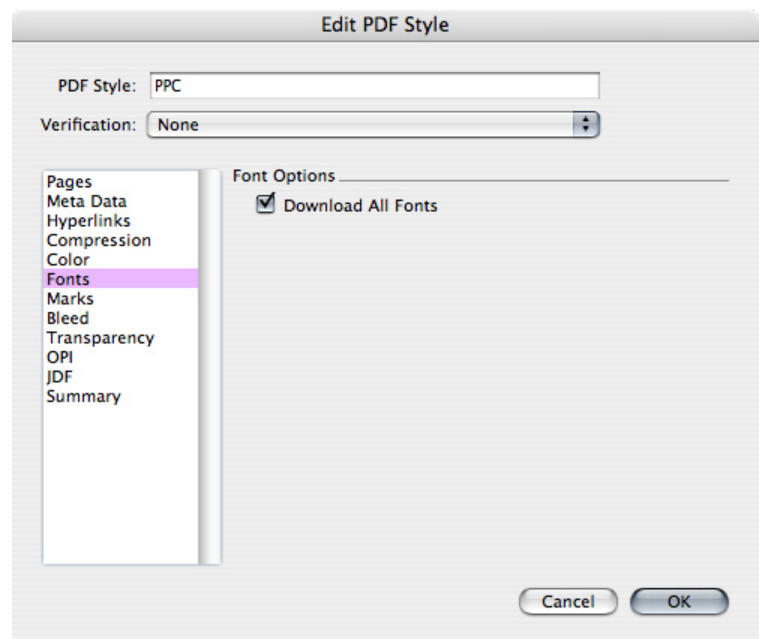
- Mode is set to Composite
- Setup is Composite CMYK

(If your job is printing with a Spot color you will change the Setup to Composite CMYK+Spot)



## Fonts

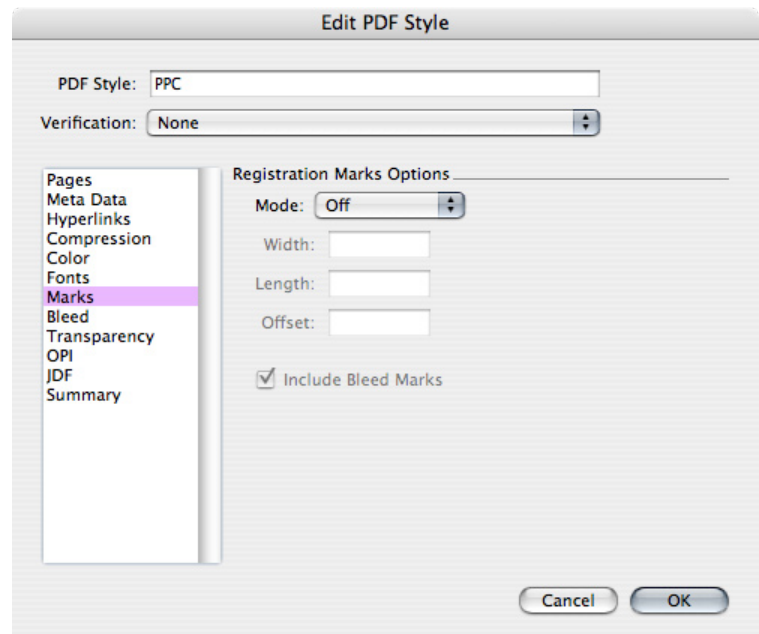
- Download All Fonts should be Checked



## Marks

- Turn Mode to Off

Marks are not necessary because the PDF generated from Quark will define a trim box based off the document size.

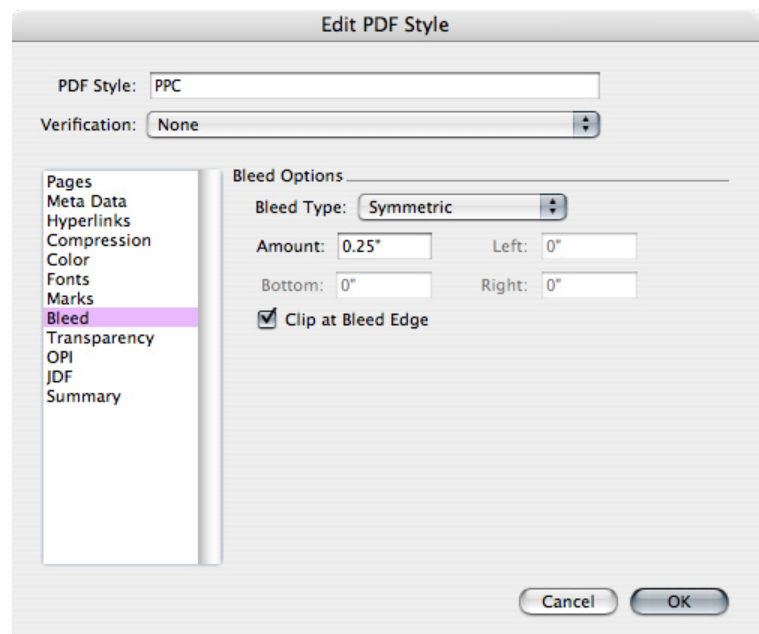


## Bleed

- Set Bleed Type to Symmetric
- Set the Amount to .25"
- Clip at Bleed Edge should be Checked

*Please Note:*

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

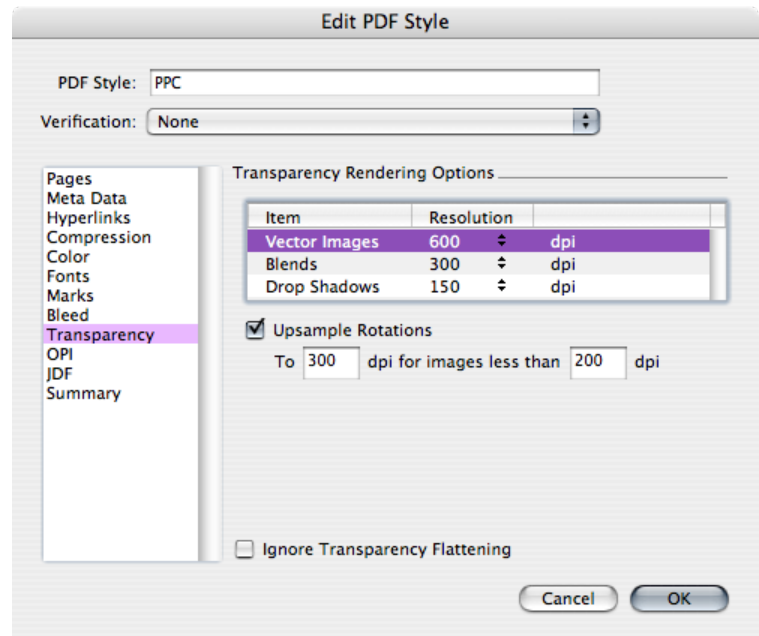


## Transparency

- Vector Images set to 600dpi
- Blends set to 300dpi
- Drop Shadows set to 150dpi
- Upsample Rotations should be Checked and set to 300dpi for less than 200dpi
- Ignore Transparency Flattening should be Unchecked

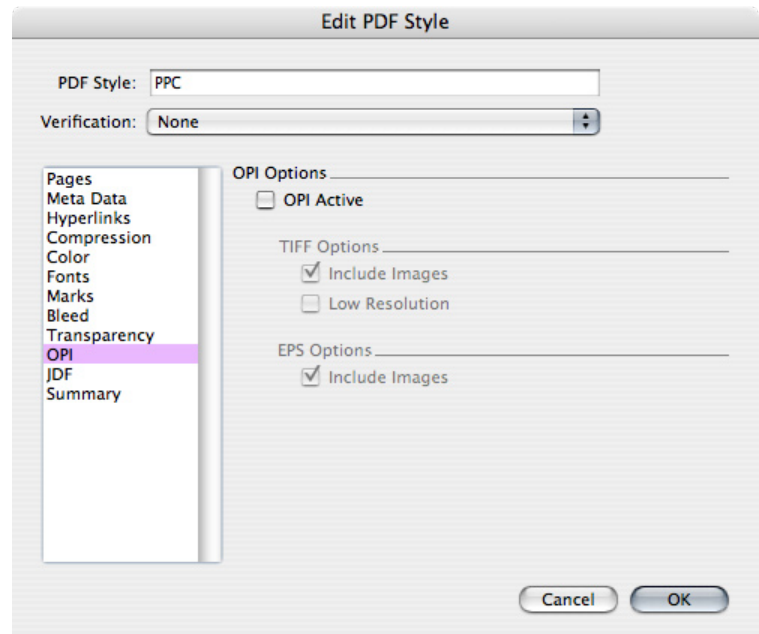
## Transparency for 7.0 & 7.1

- Transparency Flattening Resolution set to 300dpi



## OPI

- OPI should be Unchecked



## JDF

- Output JDF should be Unchecked

