

Exporting PDF files from Illustrator

This document covers creating the settings in Illustrator to export PDF files that are usable by Publication Printers.

THIS DOCUMENT IS NOT INTENDED TO REPLACE THE MANUAL FOR YOUR SOFTWARE AND WILL NOT “FIX” FILES THAT ARE SETUP INCORRECTLY.

It is intended to supplement your knowledge of the software and the proper technique for creating press ready files.

If you have questions, please contact your Account Manager.

PLEASE NOTE:

KODAK HAS INFORMED US OF AN ISSUE WITH 3 WINDOWS FONTS. THEY ARE KALINGA, KARTIKA AND SEGOE. THESE WILL PRODUCE UNEXPECTED RESULTS WHEN REFINED THROUGH OUR FRONT-END WORKFLOW. 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 ITS FINAL OUTPUT.

Publication Printers_{corp.}

Minimum Recommended File Creation Guidelines and Potential Problems

The information below are only recommendations to assist you in setting up your publication properly.

These will not apply to all projects or circumstances. Please contact your Account Manager if you have questions about your project.

- **The document size must be correct:** We rarely print a job at 8.5x11. More common sizes are 8.375x10.875 or 8.25x10.75. This may not be your project size. **PLEASE REFER TO YOUR ESTIMATE FOR YOUR TRIM SIZE.** If your source file 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 there are elements close to trim or the file is the wrong trim size, we may have a difficult time with your job.
- **Margins:** We ask that you don't place anything important less than .25" from trim, especially type. **TRIM IS THE TOP, BOTTOM & FACE OF THE PAGE.** If type, images and/or page numbers are within .25" of trim, it is possible for it to be cut off.
- **Crop Marks:** We ask for **NO** crop marks as trim boxes are defined within PDFs if they are exported from the Adobe products or Quark. If you want to include them, they **MUST** be offset .25" to ensure they are outside of the bleed area.
- **Spot Colors:** If your job prints in process color (CMYK) please make sure **NO** Spot colors are in use in the document. Although we can convert them in our workflow, it is considered best practice to convert them before creating the PDF file.
- **Fonts:** Some fonts are restricted from being embedded in the PDF file by the license. Indesign will warn you if the font cannot be embedded due to licensing restrictions. If this happens, please either outline the text or choose a different font.
- **Image Resolution:** 225-300dpi at final size is recommended for images. Enlarging images will decrease the effective resolution while reducing images will increase the effective resolution. We flag for images under 200dpi. *The quality of the original image will be a factor in how it will re-produce. Up-sampling images in Photoshop will not necessarily increase the quality.*
- **Image Color:** Please make sure your images are CMYK or Grayscale. Although we can convert RGB images in our workflow, it is considered best practice to convert them before creating your PDF.
- **Acrobat Preflight:** If you have Acrobat 7 Professional or above, you have a fairly robust preflight tool available to you. We have a preflight profile available on our website (*or we can walk you through setting up a custom profile*) you can use to preflight incoming PDFs and your final PDF to ensure nothing has gone wrong in the creation of your final print PDF.
- **Rich Black Usage:** Our recommended Rich Black build is C-60 M-40 Y-30 K-100. Only use this build for large, solid areas of black coverage. **DO NOT** use this build for body copy, thin lines or small elements.
- **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.
- **Fonts:** Some fonts are restricted from being embedded in the PDF file by the license. Indesign will warn you if the font cannot be embedded due to licensing restrictions. If this happens, please either outline the text or choose a different font.

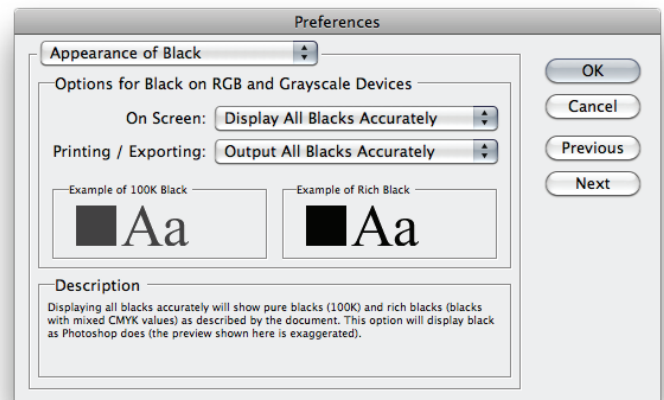
FOR PUBLICATIONS THAT WILL NOT SADDLE STITCH, THE MARGIN ON THE BINDING EDGE "SPINE-SIDE" OF THE PAGE MAY NEED TO BE INCREASED TO AVOID LOSS IN THE BINDING.

Illustrator Preferences

Appearance

The Appearance of Black is located in the Preferences window. On a Mac it is under the Illustrator 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%*

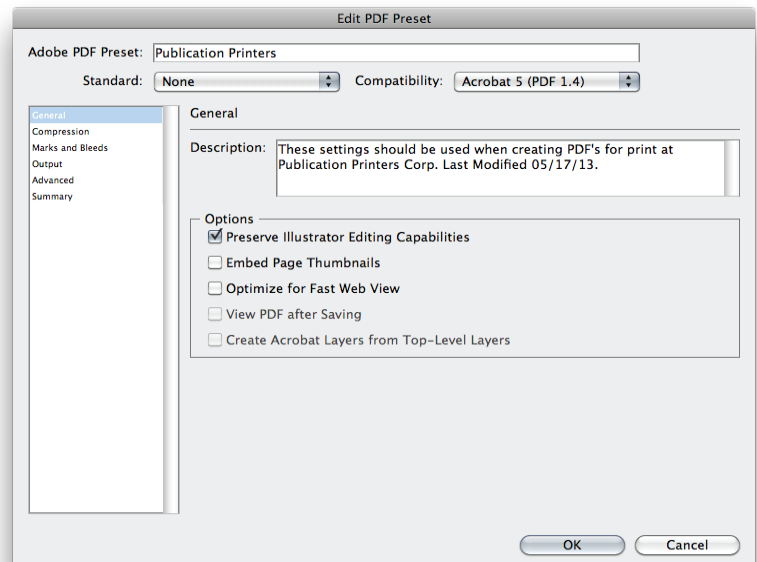


PDF Export Settings

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

- Standard set to None
- Compatibility set to Acrobat 5 (PDF 1.4)
- Preserve Illustrator Editing Capabilities should be checked.



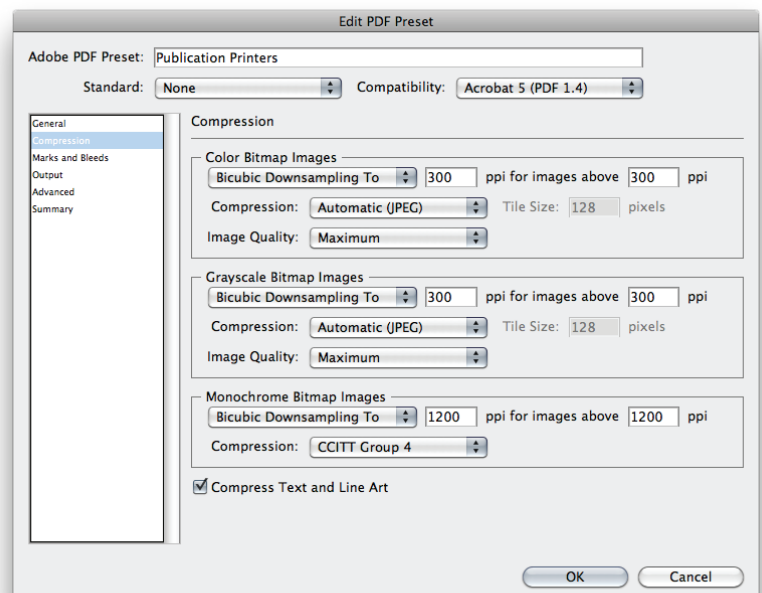
Compression

Color & Grayscale images have the same settings:

- Bicubic Downsampling to 300 for images above 300
- Compression set to Automatic (JPEG)
- Image Quality set to Maximum

Monochrome Images:

- Bicubic Downsampling to 1200 for images above 1200
- Compression set to CCITT Group 4
- Check *Compress Text & Line Art*



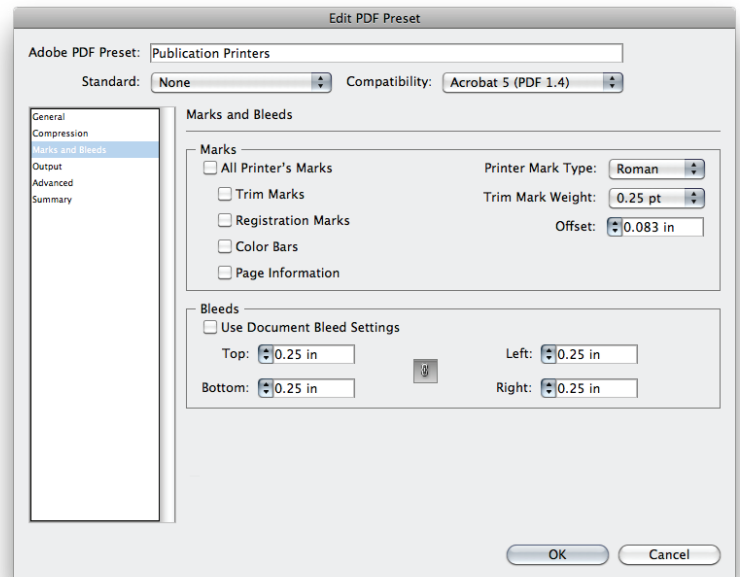
Marks & Bleeds

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

Please Note:

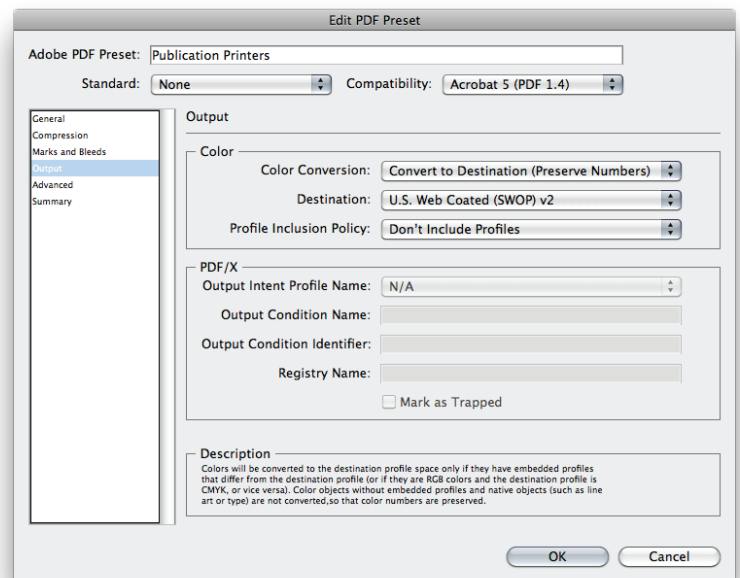
We do not need printer's marks because trim boxes are defined when the PDF is exported based off the document size. If you wish to include them, please offset them .25".

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



Output

- Convert to Destination (Preserve Numbers)
- U.S. Web Coated (SWOP) v2
- Don't Include Profiles



Advanced

- Subset fonts set to 100%
- Transparency Flattener will be grayed out

