



Tutorial: How to export PDF files for Transcript Bulletin Publishing

Introduction: There are several different ways in which to export PDFs (Portable Document Format). Each way is dependent upon the design software you use. For example, exporting a PDF in Quark Xpress is different than InDesign or PageMaker. For this tutorial, we are using InDesign CS5 because it's the most commonly used software by design professionals today. Specifically, this tutorial covers creating the settings in InDesign CS5 to export PDF files that are usable by us. It is not intended to replace the manual for your software; it is only intended to supplement your knowledge for properly creating press ready files.

For questions or additional guidance in exporting PDFs, please call toll-free 866-721-9992 or 435-882-0050 and ask for Perry, Shawn or Brent. Extensive on-phone PDF tutorial services are available, and will result in project consultancy fees that will be billed to the customer.

File Creation Guidelines and How to Avoid Potential Problems

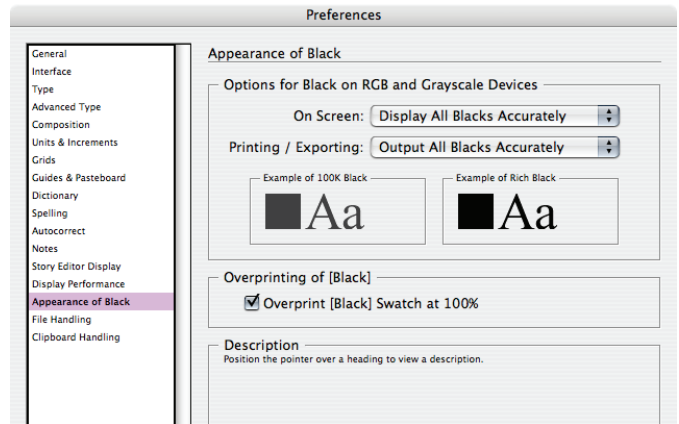
- **The document size must be correct:** At Transcript Bulletin Publishing we rarely print a job at 8.5"x11." More common sizes are 8.25"x10.75" or 8.125"x10.625." Tabloid publications shouldn't be sized at 8.5"x11." If your source document isn't built to the correct size, the final printed piece may not match your expectations.
- **Bleed:** We need a minimum of .125" but prefer .25" bleed. If you send files with less than .25" bleed and they are not designed to the correct trim (finished) 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's possible it will 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 later, it's considered best practice to convert before exporting the PDF file. Spot colors may cause problems with Transparency Flattening if not changed to process color before exporting the final PDF file.
- **Transparency:** Please flatten all transparencies using the "High Resolution" preset while exporting your files to PDF format.
- **Fonts:** Some fonts are restricted from being embedded in the PDF file by the font's 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 your job. **Please note:** Our RIP manufacturer has informed us of an issue with the Windows' Vista font called "Kalinga" that will produce unexpected results. Please avoid using this font whenever possible. Should you choose to use this font, please be sure to outline it as part of your design process. We will not be responsible for the use of this font.
- **Image Resolution:** The correct resolution for most of what we print is 225 to 300 dpi for sheet-fed, and 150 to 300 dpi for web-press at final size. We will flag images that are below 150 dpi.
- **Image Color:** Please make sure that ALL of your images are CMYK, or Grayscale. Although the PDF preset will convert RGB images to CMYK, it's considered best practice to convert them before exporting 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 one PDF. For any correction pages, single page PDF files are acceptable.
- **Hard Copy:** After creating your PDF files, you'll 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 exporting your PDF files. Please proof this hard copy closely since it is the output file used to print your publication.
- **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 during the export. Major things to look for are: Resolution, Color Space, Font Embedding, Trim, Bleed, and Margin. The preflight utility can also 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. If your publication uses spot colors, make sure all unused spot colors have been removed from the palette.
- **Rich Blacks:** Our Rich Black build is 30% Cyan, 30% Magenta, 30% Yellow, and 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 Swatch 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%

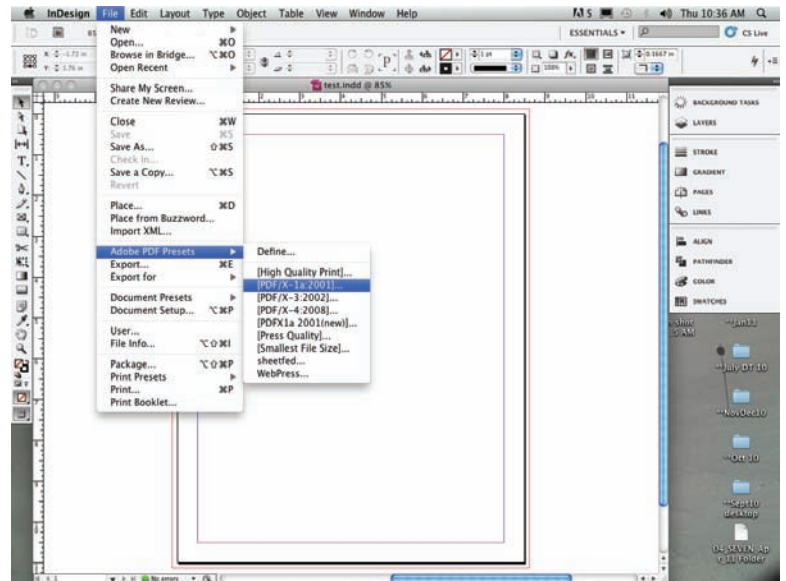


PDF Export Settings

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 select PDF/X-1a:2001, make a few changes, and save your new PDF Preset.

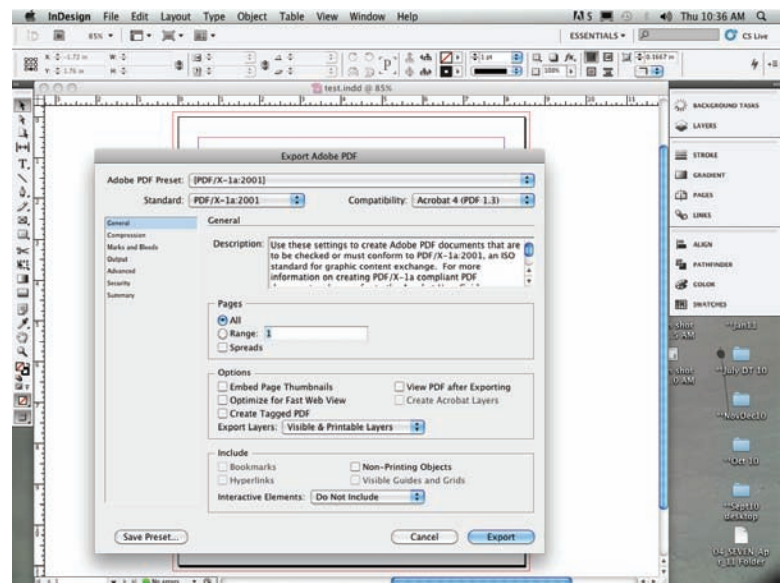
Adobe PDF Presets

- Select PDF/X-1a:2001 From the Adobe PDF Preset



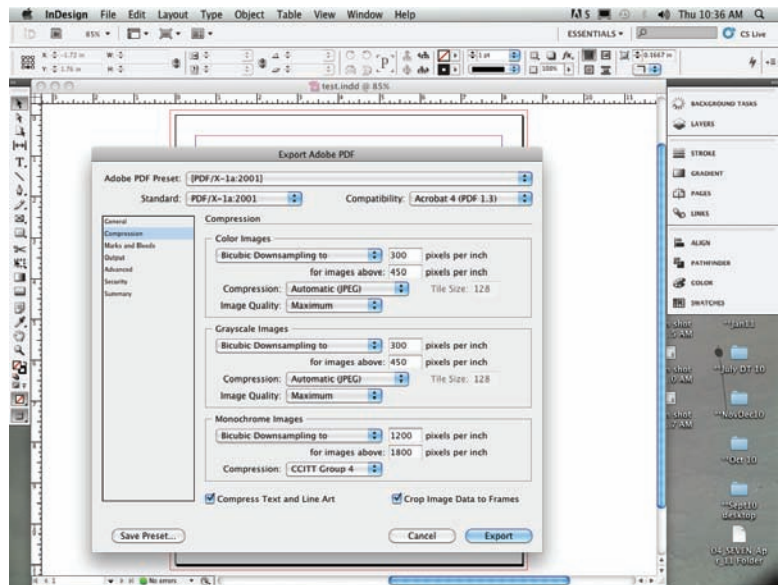
General

- Use the default settings only.



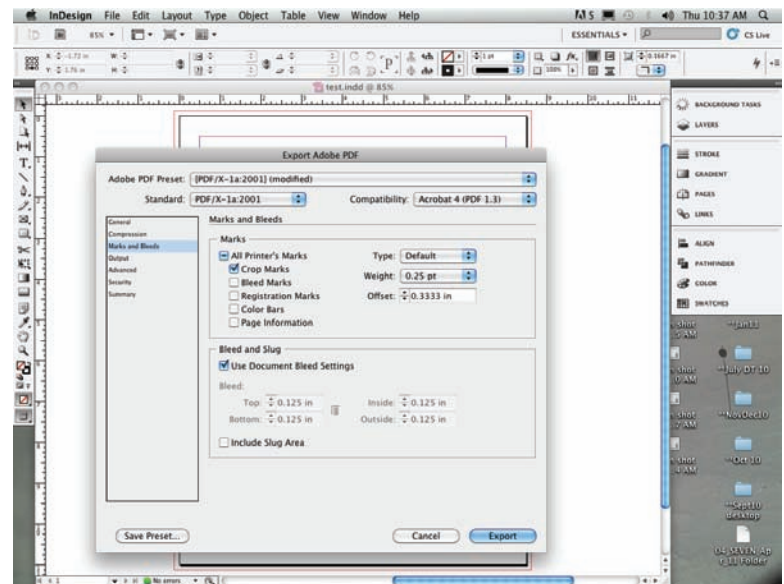
Compression

- Use the default settings only.



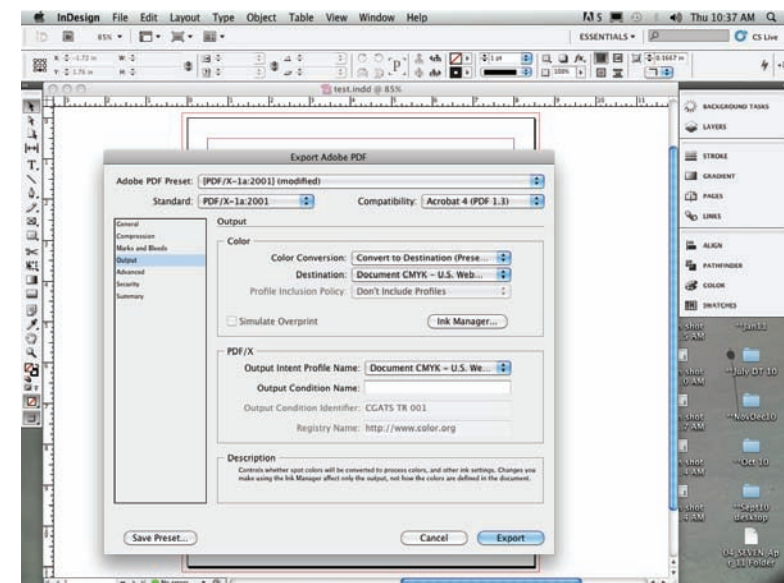
Marks and Bleeds

- If you prefer to use crop marks, select Crop Marks and change the Offset to .3333 in. If you don't want to use Crop Marks (tabloids and newspapers) de-select any marks that are selected.
- If your publication uses bleeds, select "Use Document Bleed Settings." Make sure your bleed is defined in the top, bottom, inside and outside fields, which should be grayed out. If your publication doesn't use bleeds, (tabloids and newspapers), de-select "Use Document Bleed Settings," and make sure the top, bottom, inside and outside fields are set to zero.



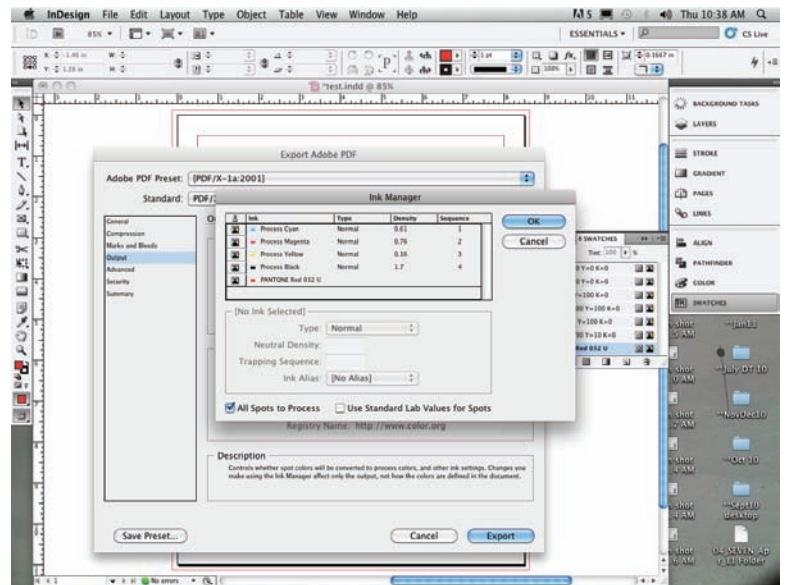
Output

- Use the default settings only. Check the Ink Manager for spot colors.



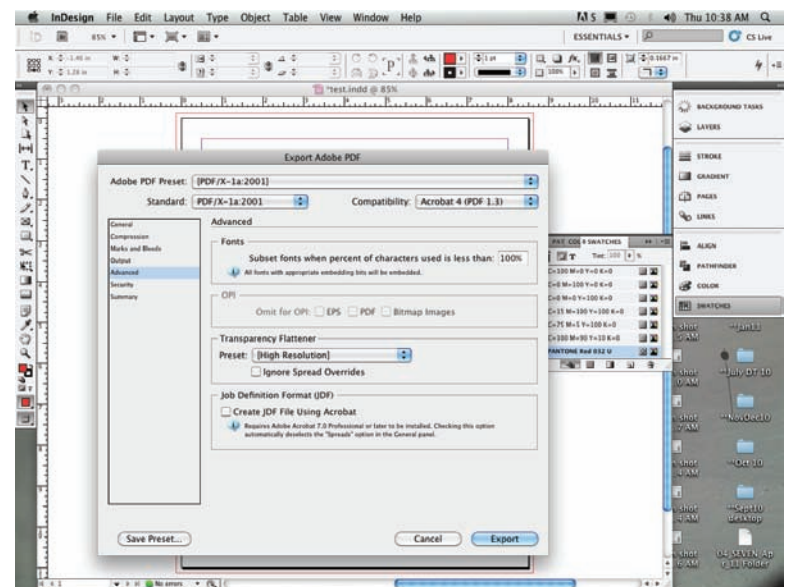
Output Ink Manager

- If you haven't already turned your spot colors to CMYK, select "All Spots To Process." If your document uses spot colors for printing, make sure the spot color appears in the Ink Manager window. Do not select "All Spots to Process." If you have no spot colors, the selection will be grayed out. Leave everything else in this window the same as default.



Advanced

- Use the default settings only. Make sure the Transparency Flattener is set to High Resolution.



Save Preset....

- Click "Save Preset...." in the lower left corner and give your preset a name such as TBPublishingX1a. This name should now appear in the Adobe PDF Presets window, and can be used each time a PDF file needs to be exported for printing. However, the Ink Manager will need to be checked each time to make sure your document's spot colors are set to Process.
- Select the new preset from the File Menu, and export your PDF file using the new Preset defaults. The final step is to Click the Export button in the lower right corner.

