By using these industry recommended PDF settings, you will have a high level of assurance that the resulting PDF corresponds to accepted print production requirements, minimizing delays and rework.



The PDF Settings below (Figures a-e) can be easily downloaded at our web address www.printingconcepts.com

To download our PDF Export Preset, follow 3 simple steps below

- **1 Visit** www.printingconcepts.com/resources/downloads.html
- 2 Select "Printing Concepts PDF Job Options Digital" to download the file.
- 3 Place "PrintingConcepts_Digital.joboptions" in the following location: for Windows: Documents and Settings/All Users/Shared Documents/Adobe PDF/Settings for Mac: Users/(user name)/Library/Application Support/Adobe/Adobe PDF/Settings

After completing the above steps, these settings will then be available from any of your AdobeCS applications upon PDF export. You will not have to repeat this procedure.

Preset Name:	Printing Concepts_Digital		
Standard:	PDF/X-4:2008 Compatibility: Acrobat 5 (PDF 1.4)		
Ceneral Compression Marks and Bleeds Dutput dydvanced Gudvanced Gummary	General Description: Use these settings to create Adobe PDF documents best suited for high-quality prepress printing. Created PDF documents can be opened with Acrobat and Adobe Reader 5.0 and later. Pages • All Range: • Spreads		
Options Embed Page Thumbnails View PDF after E Optimize for Fast Web View Create Acrobat L Create Tagged PDF Export Layers: Visible & Printable Layers \$			
	Include Non-Printing Objects Bookmarks Interactive Elements Hyperlinks Interactive Elements Visible Guides and Grids Multimedia: Use Object Settings +		

Before converting files to PDF

Creating Perfect PDF's

- Verify all fonts are embedded.
- Ensure that links to images are current and high-res.
- Make sure bleeds are at least .125" beyond trim in your native document.

• Convert all Spot Colors to CMYK. This can be done in the color pallatte of your native document or in the "Output" section of the PDF Export by selecting the "Ink Manager" button. (*See Figure D*)

Precautions

• Be aware that if you begin with low-resolution artwork, you cannot upsample it and maintain image quality. Starting your project with high-resolution artwork will yield the best results. Using the correct PDF Export Presets, you can downsample (see Compression presets) without compromising image quality.

• <u>Transparencies</u> include: opacity levels, blending modes, drop shadows, feathering, live effects, styles, and brushes. Adobe[®] recommends keeping your transparencies *live* (and not flattened) as long as possible. This will enable us (your print service provider) to reproduce the highest quality transparency. The best way to guarantee live transparency is to use **PDF/X-4**, an ISO standard.

File Formats that <u>do not</u> support transparency and must be flattened include: Adobe PDF 1.3, PDF/X-1a or X-3, PostScript, EPS, DCS, GIF, JPEG, BMP, and TIFF images created prior to Photoshop 6.0. Also, all PDF files created by Acrobat Distiller.



Standard:	PDF/X-4:2008 Compatibility: Acrobat 5 (PDF 1.4)
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	Bicubic Downsampling to 300 pixels per inch
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	Compression: Automatic (JPEC) 🛟 Tile Size: 128
	Image Quality: Maximum
	Monochrome Images
	Bicubic Downsampling to 1200 pixels per inch
	for images above: 1800 pixels per inch
	Compression: CCITT Group 4
	Compress Text and Line Art 🗹 Crop Image Data to Frames

	Edit PDF Export Preset					
Preset Name:	Printing Concepts_Digital					
Standard:	PDF/X-4:2008 Compatibility: Acrobat 5 (PDF 1.4)					
General	Marks and Bleeds					
Compression	- Marks -					
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	Save Preset	Cancel Export	Ceneral Compression Marks and Bleeds Output Advanced Summary	Advanced Fonts Subset fonts when percent of characters used is less than: 100% All fonts with appropriate embedding bits will be embedded. OPI Omit for OPI: EPS PDF Bitmap Images Transparency Flattener Preset: [Medium Resolution]] [gnore Spread Overrides Job Definition Format (JDF) Create JDF File Using Acrobat		