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.

Creating Perfect PDF's

PRINTING CONCEPTS INC

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.

Before converting files to PDF

• 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 pallette 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.

Edit PDF Export Preset

Preset Name: Printing Concepts_Digital

Standard: PDF/X-4:2008 Compatibility: Acrobat 5 (PDF 1.4)

- General
- **Compression**
- Marks and Bleeds
- Output
- Advanced
- Summary

Compression

Color Images

Bicubic Downsampling to 300 pixels per inch
for images above: 450 pixels per inch
Compression: Automatic (JPEG) Tile Size: 128
Image Quality: Maximum

Grayscale Images

Bicubic Downsampling to 300 pixels per inch
for images above: 450 pixels per inch
Compression: Automatic (JPEG) 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

Cancel OK

Edit PDF Export Preset

Preset Name: Printing Concepts_Digital

Standard: PDF/X-4:2008 Compatibility: Acrobat 5 (PDF 1.4)

- General
- Compression
- **Marks and Bleeds**
- Output
- Advanced
- Summary

Marks and Bleeds

Marks

☐ All Printer's Marks Type: Default
☑ Crop Marks Weight: 0.25 pt
☐ Bleed Marks Offset: 0.0833 in
☐ Registration Marks
☐ Color Bars
☐ Page Information

Bleed and Slug

☐ Use Document Bleed Settings

Bleed:
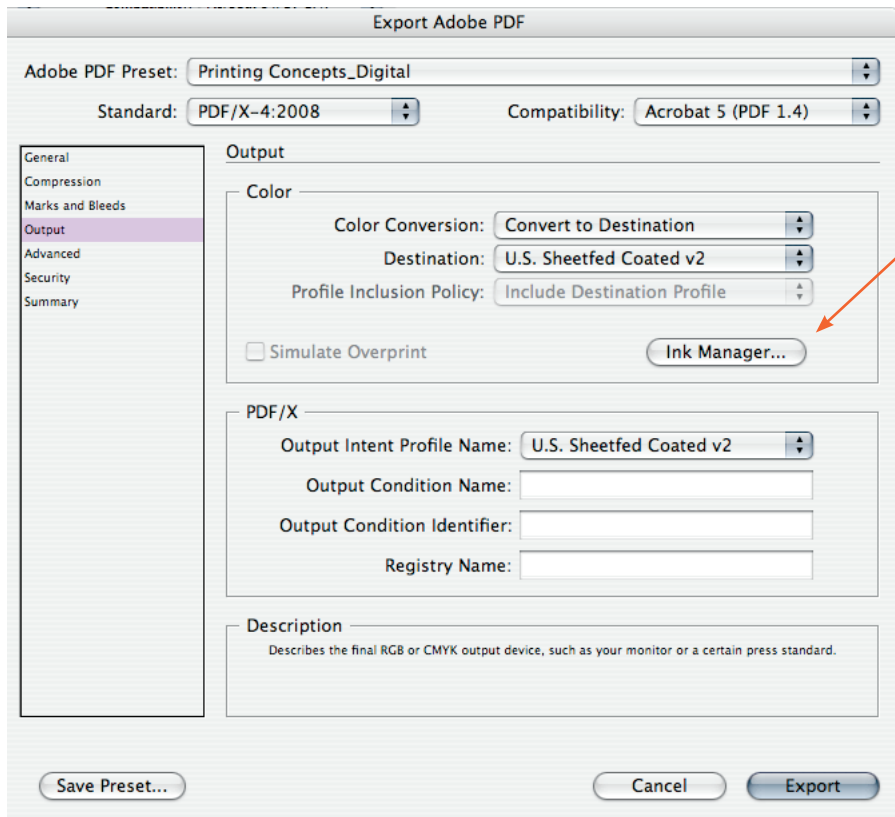Top: 0.125 in Inside: 0.125 in
Bottom: 0.125 in Outside: 0.125 in

☐ Include Slug Area

Cancel OK

d

Export Adobe PDF

Adobe PDF Preset: Printing Concepts_Digital

Standard: PDF/X-4:2008   Compatibility: Acrobat 5 (PDF 1.4)

General
Compression
Marks and Bleeds
Output
Advanced
Security
Summary

Output

Color

Color Conversion: Convert to Destination
Destination: U.S. Sheetfed Coated v2
Profile Inclusion Policy: Include Destination Profile

☐ Simulate Overprint   Ink Manager...

PDF/X

Output Intent Profile Name: U.S. Sheetfed Coated v2
Output Condition Name:
Output Condition Identifier:
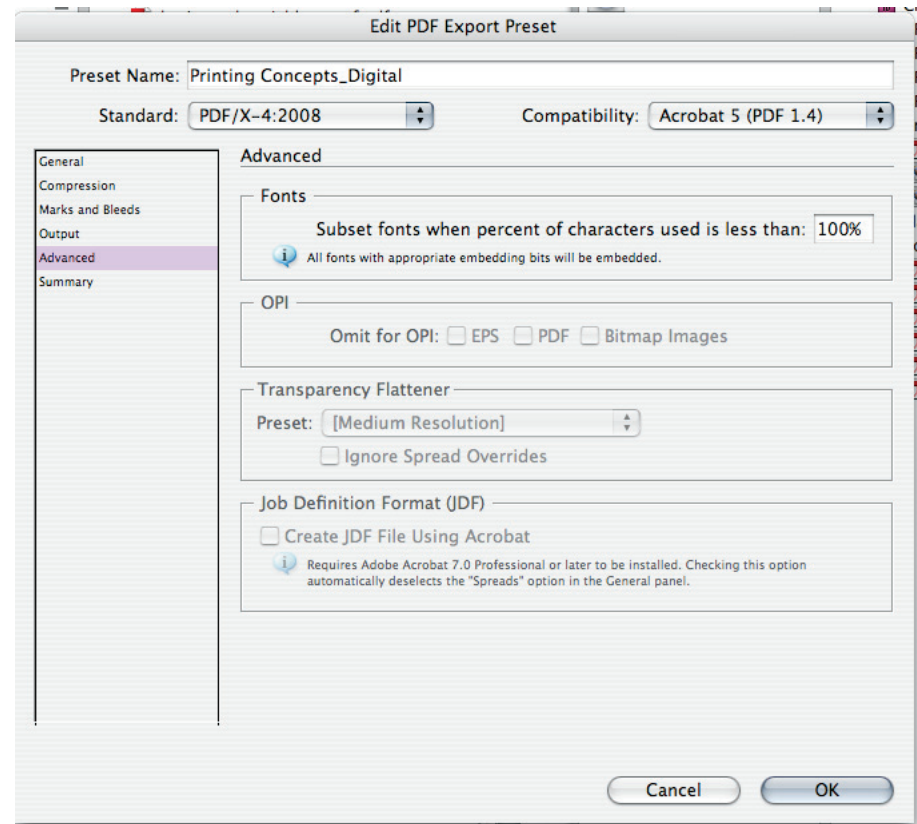Registry Name:

Description

Describes the final RGB or CMYK output device, such as your monitor or a certain press standard.

Save Preset...   Cancel   Export

Important.

Verify in **Ink Manager** that "All Spots to Process" is checked.

e

Edit PDF Export Preset

Preset Name: Printing Concepts_Digital

Standard: PDF/X-4:2008   Compatibility: Acrobat 5 (PDF 1.4)

General
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]

☐ Ignore Spread Overrides

Job Definition Format (JDF)

☐ Create JDF File Using Acrobat

ⓘ Requires Adobe Acrobat 7.0 Professional or later to be installed. Checking this option automatically deselects the "Spreads" option in the General panel.

Cancel   OK