

Simplified Requirements for Creating Proper Press Quality PDF Files

This document summarizes how to create proper press quality PDF files. To create these files requires attention to (1) how the manuscript is created, (2) how the files are converted to PDF (Acrobat is used as an example), and (3) how the fonts are embedded and subsetted.

Tips for Creating the Manuscript

Document Setup

- In the page/document setup in your design program create your document at the exact actual dimensions of the ad size (see ad blank), not the size of a full page or the pasteboard used in the design program. We reserve the right to squash or stretch copy not fitting the correct dimensions if we deem appropriate.
- Do not include any white space outside of your ad's borders.
- Do not include crop marks or trim marks around your ad copy.
- Black and white ads must contain no colors other than black. Colors ads must be set up as 4 color/CMYK.
- Glossy color ads (live area should measure 6" x 9") which bleed must include an additional 1/8-inch bleed all around the copy outside of your page margins (set your page size to a total of a 1/4-inch larger in each direction than the trim size to accommodate the bleed). Keep all essential text and graphic elements including borders at least 1/2-inch inside the page margins (trim). Any borders which bleed must be a minimum of .5" thick (plus bleed) as trimming is not always precise.
- Borders are suggested for all ads.

Graphics

- The manuscript's graphics should have resolutions of 600 dpi for monochrome, 300 dpi for grayscale, and 300 dpi for color. Color graphics must only be used for ads to be printed in color and must only be CMYK images. RGB images are not acceptable.
- Graphics should be inserted into the manuscript file rather than using cutting and pasting.
- Do not use images copied or saved from the web as they are too low resolution for proper print output.

Fonts

- The manuscript must use fonts that allow embedding and subsetting (including the base fonts). Failure to embed and subset fonts is the biggest obstacle to PDF compliance. All Type 1 fonts are embeddable. Only some TrueType fonts are embeddable. See below for more information.
- Any font converted to a graphic must be at least 1200 dpi.

Tips for Creating Compliant PDF Files

General

- Do not use password protection or any form of security in the PDF file.
- All fonts, including the standard (base) fonts, must be embedded and subsetted in the PDF.

Software Options

- You can purchase software from Adobe that allows you to convert your documents into PDF. If using Adobe software, an electronic file containing the complete Distiller job options (settings) files for Acrobat 7, Acrobat 6, Acrobat 5, or Acrobat 4 can be used. Job Options settings specifying either PDF/X-1a output or Press Quality output must be used. Any other settings will not create an acceptable PDF. In "Settings ->Job Options ->Compression" of Distiller set the downsampling resolution to 600 dpi for monochrome, 300 dpi for grayscale, and 300 dpi for color.
- You can use software from another vendor or provider to convert your document into PDF. Some of this software can be downloaded for free. Some drawbacks to this approach are (1) quality is not always sufficiently high (use is at your risk); (2) you may be more restricted as to the means in which you construct your document (i.e., these programs can typically convert fewer formats into PDF than Adobe's software); and (3) their setup and use is not as straightforward as Adobe's.
- You can use an online service such as Adobe's (visit <http://www.adobe.com/services/createpdf/pdfprodinfo.html> for more information). Online services generally charge (although they often give a few free trials).

How to Check the Fonts

Adobe Acrobat users can check for font embedding and subsetting by following the steps below. Failure to embed and subset fonts is the biggest obstacle to PDF compliance.

Using the Acrobat or the Acrobat Reader

Follow the steps below with either Acrobat or the Acrobat Reader to check if all the fonts are successfully embedded and subsetted. Please note that the free Acrobat Reader is available at www.adobe.com/products/acrobat/readstep2.html

1. (Skip this step if using the Acrobat Reader) Under the View menu, be sure that "Use local fonts" is not checked.
2. Go to Document Properties > Fonts
3. For Acrobat Reader click on the "List all fonts" button
4. In the Font Info panel, check each font listed to make sure it says "Embedded Subset". Any font that does not show "embedded subset" is not okay, and the PDF cannot be used. These problems most often occur with "freebie" fonts downloaded from the web. Professional quality purchased fonts will usually be fine.

General Information

- If you do not understand or cannot follow these instructions, please contact us and we will refer you to a graphic designer whom you can hire to assist you.
- **Any and all materials submitted are presumed to be correct and in accordance with these stated requirements. It is the advertiser and/or ad provider's responsibility to apply these standards. Advertisers are wholly responsible for the quality of their materials, and the publisher will not be held responsible for printing complications that arise due to nonconforming materials. If these instructions are not followed completely, a \$25 processing fee will apply.**