

The perfect PDF file for high-end printing is...

Complete: It contains all fonts and graphics embedded in the file.

Compact: It is smaller than the original files with all of their linked components.

Correct: It is created in accordance with a set of guidelines that result in a truly press-ready file.

The quality of the final PDF file will only be as good as the quality of its source components. Ensure that the original source file contains the correct content and form, including proper image resolution, and linked fonts and images. Good vector-based clip art, high-quality stock images, and fonts from reliable, reputable foundries will yield higher quality output.

All press-ready PDFs must conform to PDF/X-1a:2001, an ISO standard for graphic content exchange.

Proof carefully for content and formatting before creating the PDF. If available, use preflighting features to identify missing fonts and unlinked or low resolution images.

Setting up your document for the best results...

Page Layout

Define your page size according to the template provided by FNP Printing and Publishing.

Color

FNP Printing and Publishing prints in 1 color (black) or 4 color process (CMYK). RGB, indexed colors, spot colors, Pantone solid colors and embedded color profiles cause art to separate incorrectly and must be converted to CMYK. Please be sure your art is set up using Grayscale or CMYK process colors. If your job prints in process color, convert all spot colors to CMYK mode in both your graphics program (Illustrator or FreeHand) and page layout program.

Images

If possible, images should be scanned at the size they will be used and imported into the page layout at 100%. Enlarging or reducing an image may compromise quality. Scan at 300-600 dpi for line art, 180 line screen for photos, and save in JPEG, TIFF or EPS format. If JPEG compression is used, set image quality to MAXIMUM. If you have color scanned images, be sure they are converted to CMYK. Please note: Images downloaded or saved from a website are unsuitable for printing. They have low resolution formats (usually 72 ppi), which are fine for screen display, but far below acceptable quality standards for print.

Rules

Define rules by their width in points. Instead of selecting a “hairline” rule, specify a .25 or .5 point rule. Rules that are narrower than .25 point will be difficult to hold on press. Color rules will look best if their width is at least 1 point.

Fonts

Adobe PDF fully supports TrueType, OpenType Multiple Master, Postscript Type 1 fonts, and most CID-encoded (double byte) fonts. If you use high quality fonts, there should be no reason to restrict these fonts. Always select font styles from the font menu. Do not use the measurement palette style buttons or type styles menu to change from roman to bold or italic. This creates a “false” bold or italic face that can image incorrectly. To minimize the chance of font errors in PDF files, embed the fonts into the PDF.

Transparency (*any object that may potentially interact with another object*)

Please flatten all art files containing transparencies before placing them in your document. Place objects that are totally opaque (text and line art) on top of any transparencies.

In InDesign, open the “File” menu and set Transparency Blend Space to “Document CMYK” and Transparency Flattener Presets to “Medium.”

Creating Press-Ready PDF Files...

FNP Printing and Publishing prefers PDF/X-1a (an ISO standard for graphic content exchange) files. PDFs must be the same size as the template we provided for the product you are ordering. Make sure your PDFs are set up in CMYK color only, with all fonts embedded. Do not include crop, registration or any other printer marks on your PDFs.

Export PDF files as individual pages, using the following naming convention for each page. Underscores must be in positions shown. Use upper case only.

We'll assign a different letter for each section of your publication.

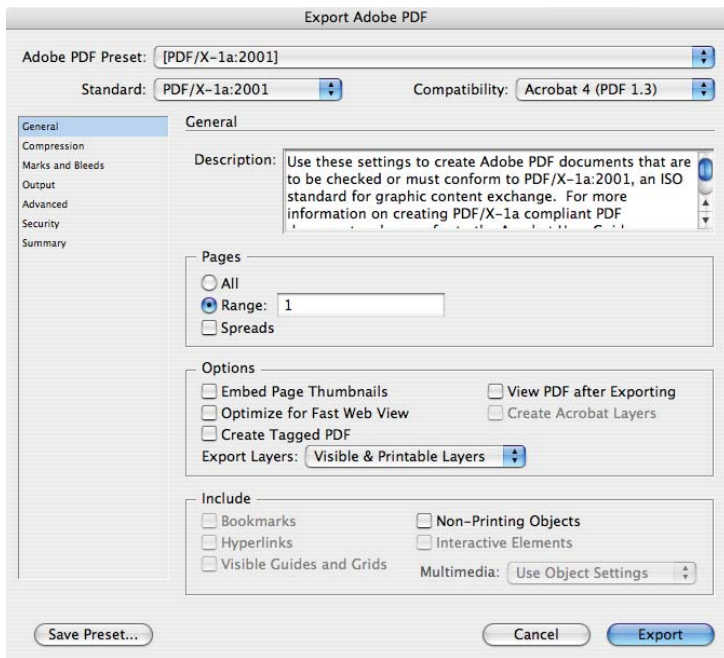
Your job will have its own 3-letter name.

A01_16PG_FNP_09_09_09

Page number. Must be 2 digits.

Total number of pages. Must be 2 digits.

Publication date. MM_DD_YY



From InDesign...

To create a PDF from an InDesign document, open the File menu and go to Adobe PDF Presets. Select [PDF/X-1a:2001]. The Export window will open. Name your file and click the “Save” Button.

In the “General” window, select the “Range” button and enter the page you want to export. This is the page number you’ll use according to the naming convention explained above.

Use the default PDF/X-1a:2001 “Compression” settings as shown at left below.

In general, “Marks and Bleeds” should all be deselected as shown as right below. If your publication requires special settings, we’ll provide you with further instructions.

