

sun valley guide and real estate guide

Adobe Acrobat Distiller 4.05 settings for magazine advertisement PDFs

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notes concerning color output in Quark's "Print" dialogue box:

B&W: set to "Grayscale"

Spot Color: do not print spot color as a separate plate;
set "Print : Output : Print Colors" in Quark to "Composite CMYK."

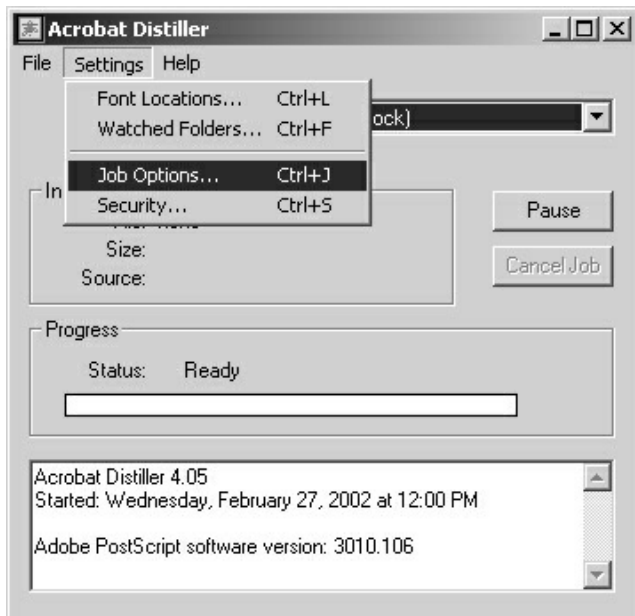
4-Color: set to "Composite CMYK"

This sheet contains information you need to set up a Job Option in Adobe Acrobat Distiller 4.05 in order to create a PDF for the Sun Valley Guide or the Real Estate Guide magazines. Ads that are not produced to these specifications will either not be accepted for publication or will be fixed in-house (if possible) at a rate of \$65 per hour. We are not responsible for any errors resulting from the improper preparation or creation of PDF files. We highly recommend the materials available at www.visionwork.net about the PDF format. *Note: Acrobat 5.0 creates unstable PDFs: we recommend that you use Acrobat 4.05 and will not guarantee proper printed reproduction of files created by Acrobat 5.0.*

While there are many ways of producing PDF documents, most of these methods produce PDFs that are NOT usable for professional printing. We highly recommend that you produce PDF files **ONLY** by **printing** from Quark XPress to Acrobat 4 Distiller. **If you are using ANY OTHER METHODS and/or programs to produce PDFs, you are on your own. Do not email us files larger than 10MB.**

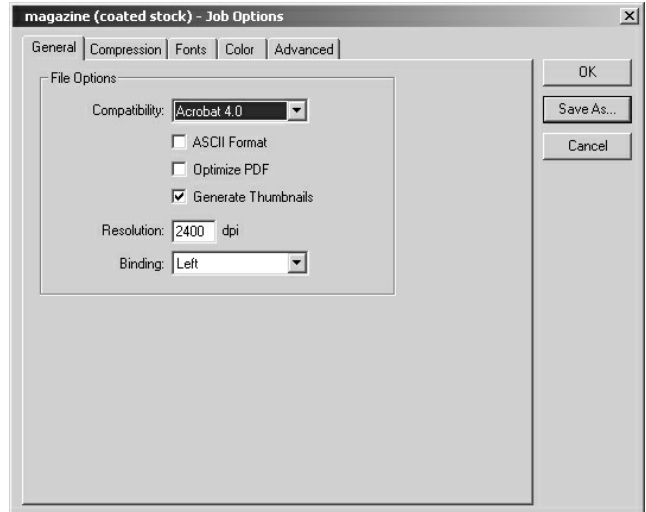
1.

Open Acrobat Distiller and select **Job Options** from the *Settings* menu.



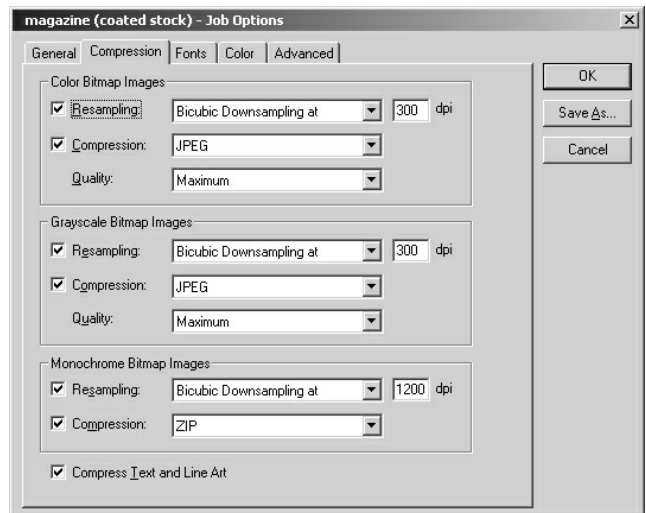
2.

In the *General* tab, select **Acrobat 4.0 Compatibility**. **Uncheck ASCII Format** and **Optimize PDF** (both **off**), **check Generate Thumbnails** (on). Type in **2400** in the *Resolution* field. Select **Left Binding**.



3.

Click on the *Compression* tab. Click **on** all boxes (*Resampling*, *Compression* and *Compress Text and Line Art*). In all *Resampling* fields, select "**Bicubic Downsampling**." In the *Color Bitmap and Grayscale Bitmap Images dpi* fields, type **300**. In the *Monochrome Bitmap Images dpi* box, type **1200**. In the *Color Bitmap and Grayscale Bitmap Images Compression* fields, select **JPEG**. In the *Monochrome Bitmap Images Compression* field, select **ZIP**. In the *Color Bitmap and Grayscale Bitmap Images Quality* fields, select **Maximum**.

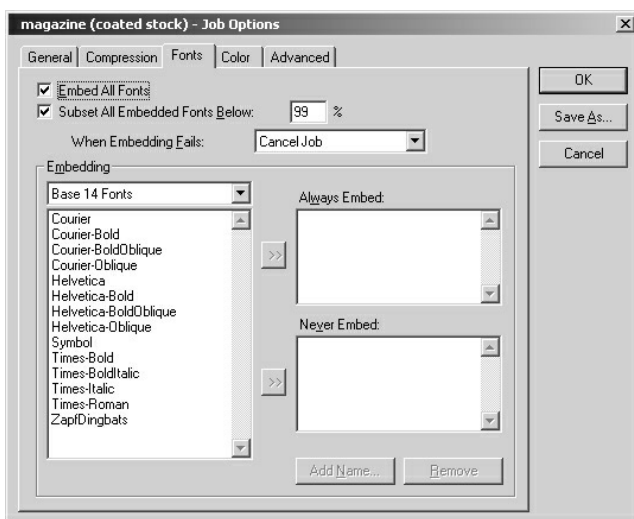


4.

Click on the *Fonts* tab. Check both *Embed All Fonts AND Subset All Embedded Fonts Below.*, and enter **99** in the adjacent % field. In the *When Embedding Fails:* menu, select **Cancel Job**.

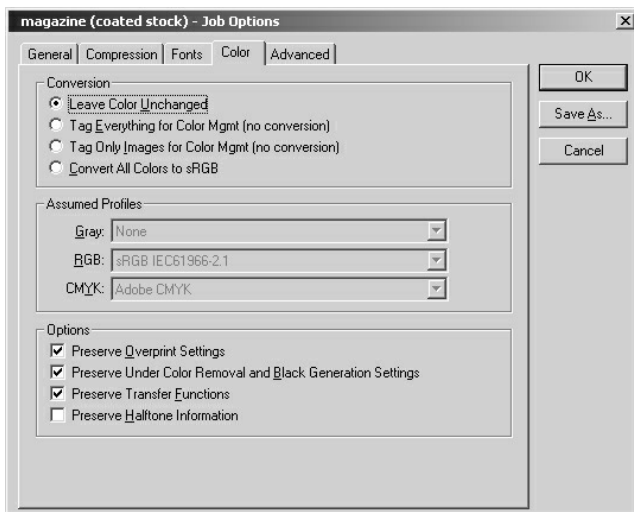
(NOTE: If you are having problems embedding fonts, you may have to return to the main Distiller screen, and select **Font Locations** from the *Settings* menu. In this menu, you will need to tell Distiller where the folder(s) are in which your fonts are kept. **There are some fonts which WILL NOT EMBED** (courtesy of an internal security setting in the font itself). *You* will have to figure out a way around this if you absolutely HAVE to use THAT font...)

In any case, WE WILL NOT ACCEPT (AND CANNOT USE) pdf FILES WHICH CONTAIN FONTS THAT ARE NOT EMBEDDED. ALSO, WE WILL NOT ACCEPT ANY FILES THAT CONTAIN MULTIPLE MASTER FONTS (I.E., MYRIAD.MM, ETC.). Multiple Master fonts may embed perfectly on your system, but they become unusable when the PDF is redistilled in another system (such as when we create our page file PDFs).



5.

Click on the *Color* tab. *Conversion* should be set to **Leave Color Unchanged** (Distiller will only allow you to select one Conversion button). All *Options* boxes should be checked *except Preserve Halftone Information*.



6.

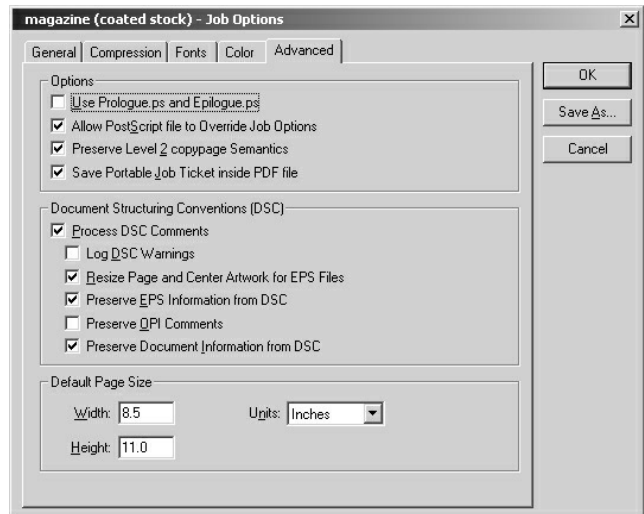
Click on the *Advanced* tab. All *Options* boxes should be checked *except Use Prologue .ps and Epilogue .ps*. All *Document Structuring Conventions (DSC)* boxes should be checked *except Log DSC Warnings and Preserve OPI Comments*.

Default Page Size should be (w) **8.5"** & (h) **11.0"** (actual dimensions of the final PDF should be set in the Quark Print box before you click "Print." Please make your PDF page the same size as the ad – and a 1pt. buffer all the way around in the Quark file is recommended.

If you are sending a full-page ad with a bleed, you **MUST** be sure that the bleed has not been chopped off when you create the PDF. Make the appropriate adjustments in the "Bleed" tab of Quark's Print dialogue box, or make your document's original page size big enough to include the bleed.

Trim size for the *Sun Valley Guide* is 8.375" x 10.875"... total size for a full page ad including a full (1/8") bleed is 8.625" x 11.125".

Full page ads in the *Real Estate Guide* are 7" x 10" – **NO BLEEDS** (except for covers—use same **Trim size** specs for SV Guide, above).



7.

While still in the *Advanced* tab, click **Save As** in order to save these settings as a new *job option* that you must select and use whenever you distill a PDF for one of our 4-color coated magazines. Name this new job option (for example, **Magazine (Coated Stock).joboptions**) and save it in the same folder as your existing (default) options.

