

Saving PDF files from Photoshop

This document covers creating the settings in Photoshop to export PDF files that are usable by Publication Printers.

THIS DOCUMENT IS NOT INTENDED TO REPLACE THE MANUAL FOR YOUR SOFTWARE AND WILL NOT “FIX” FILES THAT ARE SETUP INCORRECTLY.

It is intended to supplement your knowledge of the software and the proper technique for creating press ready files.

If you have questions, please contact your Account Manager.

Publication Printers_{corp.}

Minimum Recommended File Creation Guidelines and Potential Problems

The information below are only recommendations to assist you in setting up your publication properly.

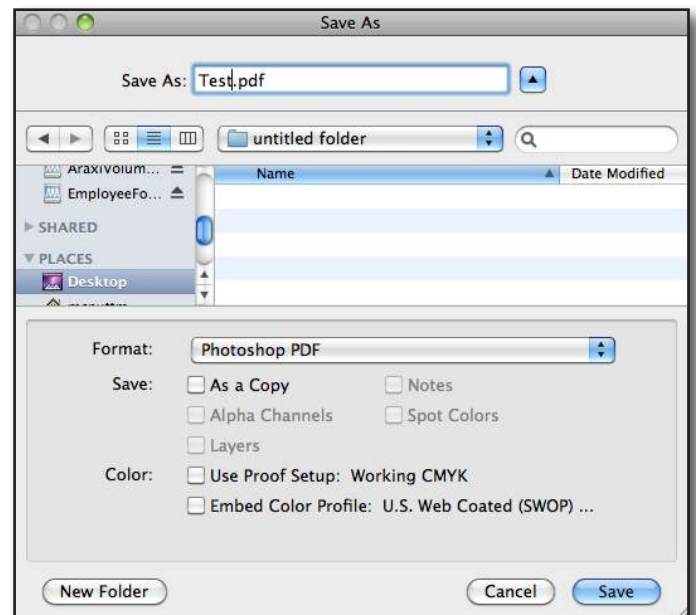
These will not apply to all projects or circumstances. Please contact your Account Manager if you have questions about your project.

- **The document size must be correct:** We rarely print a job at 8.5x11. More common sizes are 8.375x10.875 or 8.25x10.75. This may not be your project size. **PLEASE REFER TO YOUR ESTIMATE FOR YOUR TRIM SIZE.** If your source file is not built to the correct size, the final output may not look like you expect it to.
- **Bleed:** We need a minimum of .125" bleed but prefer .25" bleed. If you send files with less than .25" bleed and there are elements close to trim or the file is the wrong trim size, we may have a difficult time with your job.
- **Margins:** We ask that you don't place anything important less than .25" from trim, especially type. **TRIM IS THE TOP, BOTTOM & FACE OF THE PAGE.** If type, images and/or page numbers are within .25" of trim, it is possible for it to be cut off.
- **FOR PUBLICATIONS THAT WILL NOT SADDLE STITCH, THE MARGIN ON THE BINDING EDGE "SPINE-SIDE" OF THE PAGE MAY NEED TO BE INCREASED TO AVOID LOSS IN THE BINDING.**
- **Crop Marks:** We ask for **NO** crop marks as trim boxes are defined within PDFs if they are exported from the Adobe products or Quark. If you want to include them, they **MUST** be offset .25" to ensure they are outside of the bleed area.
- **Spot Colors:** If your job prints in process color (CMYK) please make sure **NO** Spot colors are in use in the document. Although we can convert them in our workflow, it is considered best practice to convert them before creating the PDF file.
- **Fonts:** Some fonts are restricted from being embedded in the PDF file by the license. Indesign will warn you if the font cannot be embedded due to licensing restrictions. If this happens, please either outline the text or choose a different font.
- **Image Resolution:** 225-300dpi at final size is recommended for images. Enlarging images will decrease the effective resolution while reducing images will increase the effective resolution. We flag for images under 200dpi.
The quality of the original image will be a factor in how it will re-produce. Up-sampling images in Photoshop will not necessarily increase the quality.
- **Image Color:** Please make sure your images are CMYK or Grayscale. Although we can convert RGB images in our workflow, it is considered best practice to convert them before creating your PDF.
- **Acrobat Preflight:** If you have Acrobat 7 Professional or above, you have a fairly robust preflight tool available to you. We have a preflight profile available on our website (*or we can walk you through setting up a custom profile*) you can use to preflight incoming PDFs and your final PDF to ensure nothing has gone wrong in the creation of your final print PDF.
- **Rich Black Usage:** Our recommended Rich Black build is C-60 M-40 Y-30 K-100. Only use this build for large, solid areas of black coverage. **DO NOT** use this build for body copy, thin lines or small elements.
- **Registration Color:** **NEVER** use the color "**Registration**" that is in the Swatches palette. This is 100% of all colors and will not output correctly.
- **Auto Color:** Files and page elements that have been imported from Microsoft Word and PageMaker can sometimes use the color "Auto." This color behaves like "Registration" color and will not output correctly.
- **Fonts:** Some fonts are restricted from being embedded in the PDF file by the license. Indesign will warn you if the font cannot be embedded due to licensing restrictions. If this happens, please either outline the text or choose a different font.

Save As

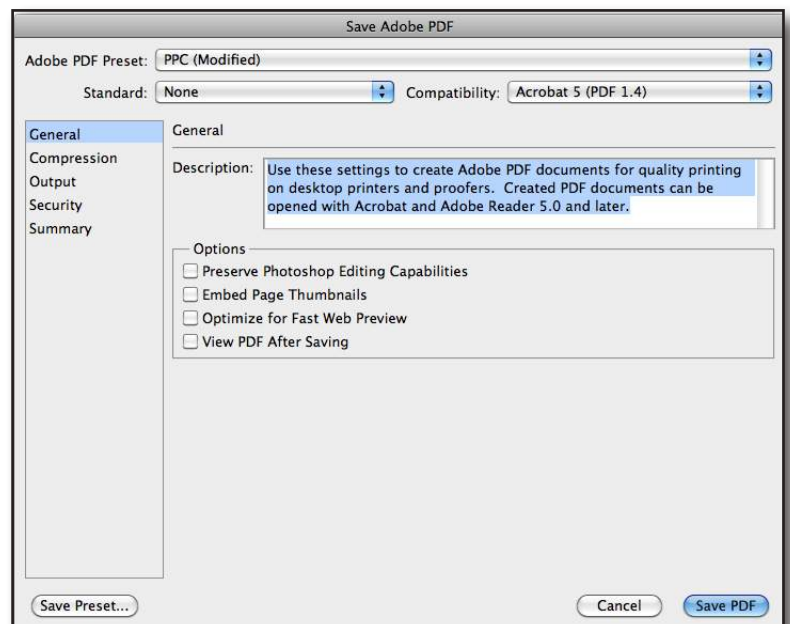
Under the **File** Menu, go to **Save As**

- Format set to Photoshop PDF
- None of the boxes should be checked
- Click the Save button



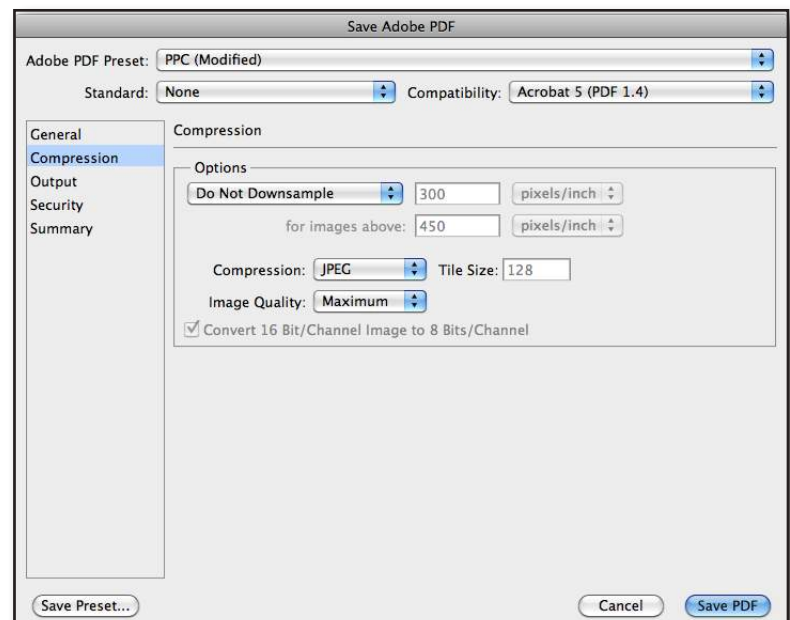
General

- Standard set to None
- Compatibility set to Acrobat 5 (PDF 1.4)
- None of the boxes should be checked



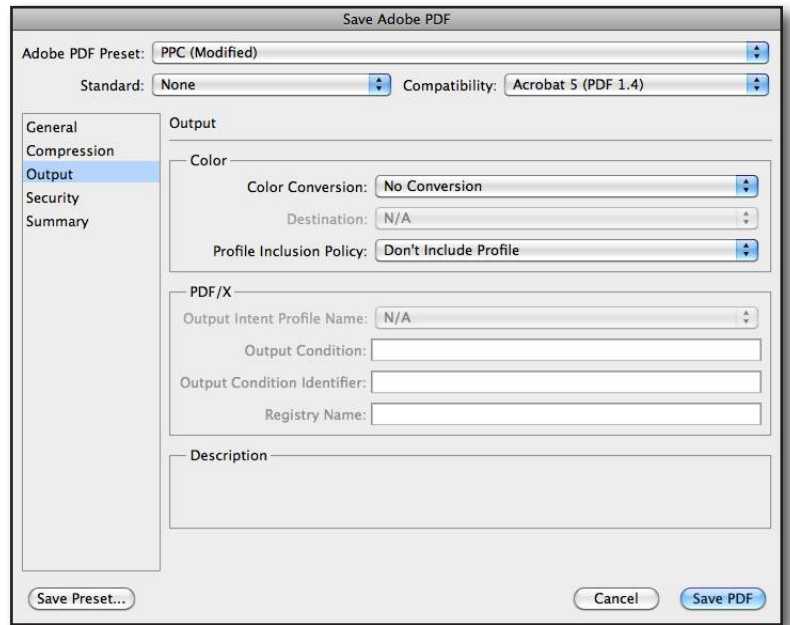
Compression

- Do Not Downsample
- Compression set to JPEG
- Image Quality set to Maximum



Output

- No Color Conversion
- Don't Include Profiles



Security

- None of the boxes should be checked

