

Make It PDF /X1-a

Our Preferred File Format

WHY MAKE IT A PDF?

Reed Business Information produces its many magazines using a “PDF Workflow”. Before the magazine is printed, all incoming digital files are preflighted and converted to one common file format - the PDF.

THE PDF ADVANTAGES

Pdf files are compact in size and are easy to print and transmit via the Internet. When we receive a correct pdf file, minimal intervention is needed prior to the final press run. The ad will print exactly as designed!

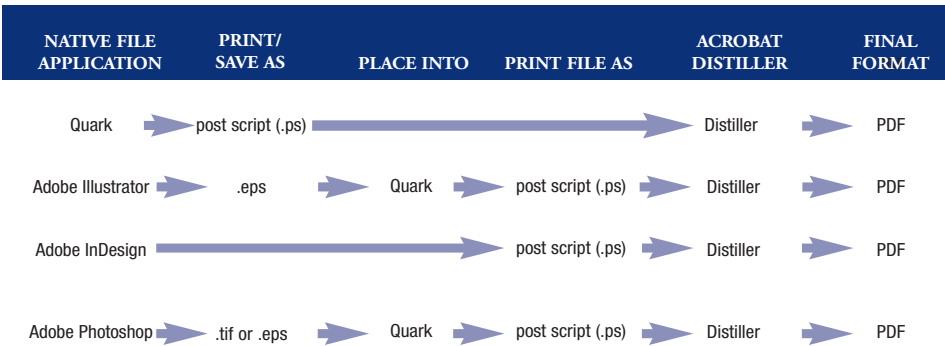
WHAT YOU SHOULD KNOW

It is critical that strict specification guidelines are followed when creating your pdf. File errors occur when ads are not created to size, use non-Adobe non embedded fonts, contain non-cmyk color (RGB, index or Lab colored images). Files should not contain any ICC profiles. PDFs should not be ripped or trapped. Everytime a specification is violated, the file requires additional intervention to make it compliant. This could result in an end-product that does not reflect the client’s desired output. Another key point to be aware of is that PDF files display on your monitor in RGB color and this could be misleading and should not be used as a way to check for color accuracy.

THE “HOW-TO” ON PDF

Making a PDF is easy. Follow the step-by-step Acrobat 4.0 distilling process found in our specifications. If your ad is color critical remember to send along a SWOP standard proof with your PDF file.

The chart below illustrates the best known way to create a print ready pdf if you are starting from Quark or any other native application. Postscript drivers and distiller settings available upon request.



ICONS AND EXTENSIONS OF PREFERRED PROGRAMS



PDF files are our preferred file format for receiving ads to run in our magazines. Save your file as a Postscript, then create a pdf out of Acrobat Distiller using the settings shown to the right.



Quark is our preferred layout program for receiving native files. We accept up to Version 6, but will save back to 4.11 to process through our inhouse workflow. Always include all image and font files so that your ad will appear correctly.



Preferred format for image files is Photoshop tif or eps files, or Illustrator eps files.



Preferred font format is Adobe Type 1. Always outline any OpenType or dfonts, as they fail our workflow.



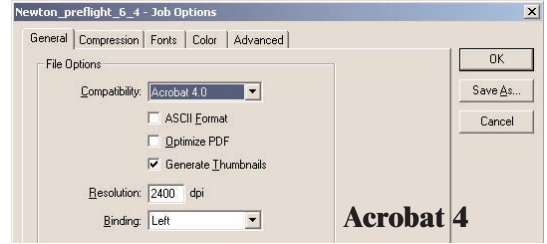
InDesign or Pagemaker files can be sent to us as eps or pdf files. If sending a pdf, please avoid OpenType font conflicts by either outlining the fonts or saving the file as a postscript and distilling it to a pdf using the settings shown to the right.

STILL HAVE QUESTIONS?

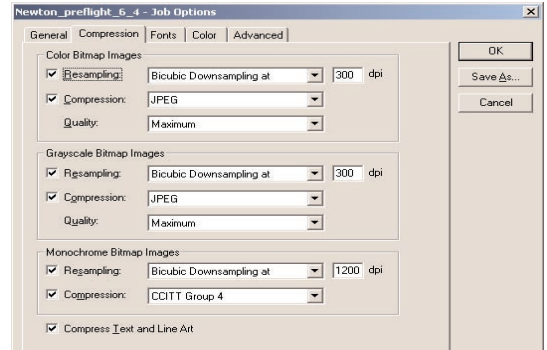
Your magazine production manager can answer most questions, or will refer you to one of our on-staff preflight specialists.

WARNING:

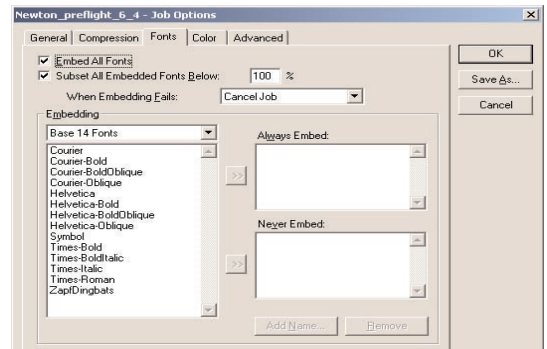
The Distiller settings below must be used to distill native application postscript files into a PDF. If the PDF is created via an “automatic” process, the pdf file will NOT be compliant.



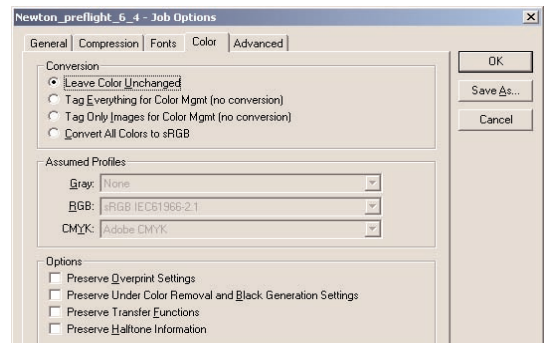
2400 dpi ensures the file is high resolution



300 dpi compression settings are critical



All fonts must be embedded



Use CMYK color only, do not convert to RGB

