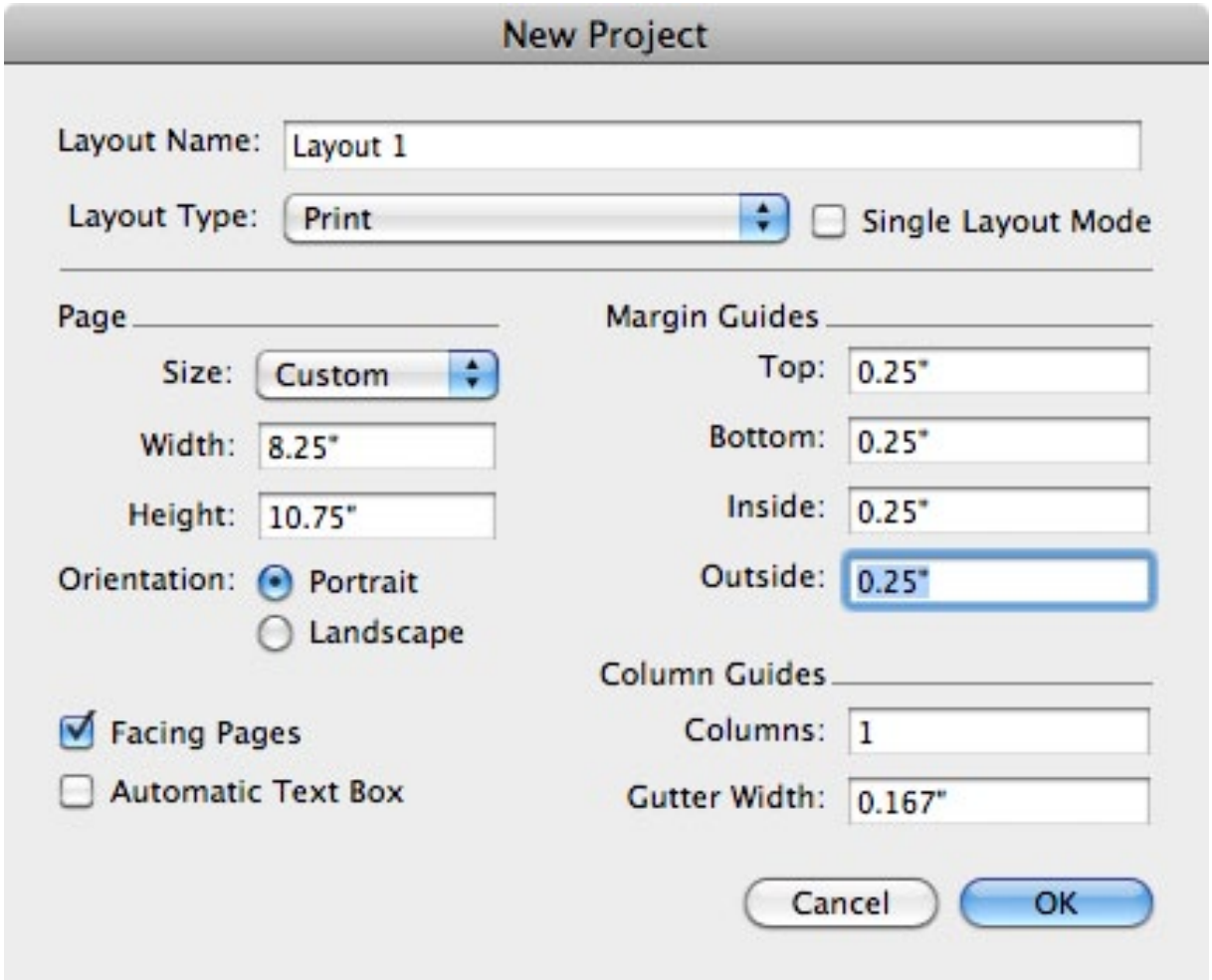
How to Create a MagCloud PDF with QuarkXpress

a step-by-step guide from MagCloud

Create a New Document

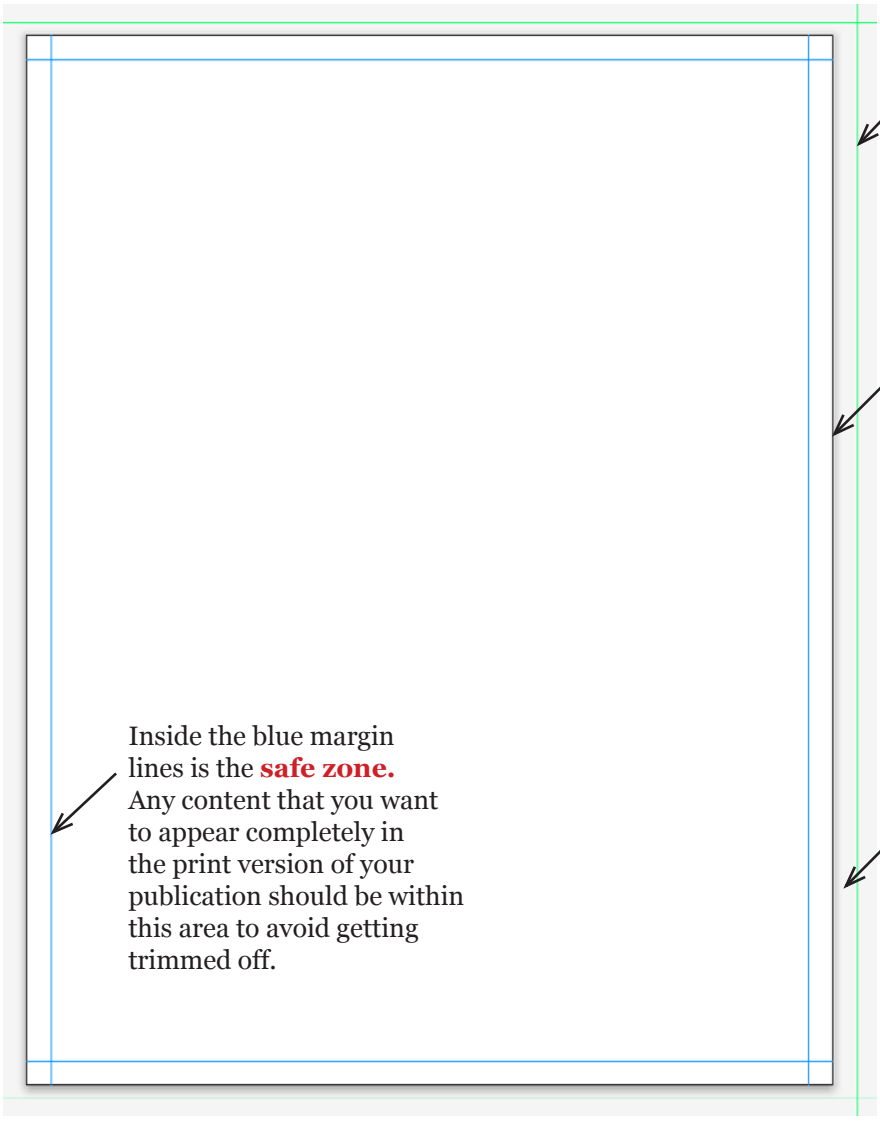
1. Open QuarkXPress and go to File > New > Project. A window similar to the one below will appear.
2. a: For a **Standard size** publication set the Page Size to: Width = 8.25 in / Height = 10.75 in
   b: For a **Digest size** publication set the Page Size to: Width = 5.25 in / Height = 8.25 in
3. Set the Margins: Top = 0.25 in / Bottom = 0.25 in / Inside = 0.25 in / Outside = 0.25 in
4. Check the box for "Facing Pages"
5. Click OK



TIP: If the units of measurement are in something other than inches, you can go to QuarkXPress > Preferences on a Mac or Edit > Preferences on a PC and change them in the Measurements window.

Get to Know the Trim Lines & Bleed

1. Go to the View menu and make sure the Guides option has a check next to it.
2. Go to Page > Display > A-Master A to view the master page.
3. In QuarkXpress 8.x and newer, use the Guides palette to add guides: for **Standard size** publications, add vertical guides at -0.25" and 16.75" and horizontal guides at -0.125" and 10.875"; for **Digest size** publications, guides at -0.25" and 10.75" and horizontal guides at -0.125" and 8.375". In QuarkXpress 7.x and older, create these guides manually by dragging from the rulers.
4. Go to Page > Display > Layout to go back to your document and compare the on-screen view of your first page to the one below. This will be your cover page.



The green guide lines are the edges of the PDF you will upload to MagCloud.

The black line is the **trim line**. This is where your publication will be trimmed after printing, and it is the edge of your print and digital versions. Content outside this line will not appear in the final publication.

Inside the blue margin lines is the **safe zone.** Any content that you want to appear completely in the print version of your publication should be within this area to avoid getting trimmed off.

The area between the green and black lines is the **bleed**. Any content that you want to extend to the edge of the print version of your publication, such as full-page images, should fill this area.

TIP: The trim line can vary slightly in either direction, so it's best to keep all text within the safe zone to avoid having it trimmed off.

Add Your Content

Create your publication by adding images and text to the layout. A few things to keep in mind:

- Make sure all images have a resolution of at least 300 pixels per inch. A full page image should be at least 2550 pixels by 3300 pixels.
- While images can remain in their original colorspace (RGB, sRGB, etc) any vector elements and text created in QuarkXPress should be CMYK. Make sure there are no spot colors used in the file.
- To ensure the best print output, black text should be 100% K (CMYK = 0/0/0/100).
- In the lower righthand corner of the back cover (ie, the last page of your PDF), a space 1.4" wide by 0.625" tall will be covered by a white label with an order number in print versions of the publication. Be sure to keep this area clear of any content you want to appear in your final publication.
- If you plan to have a saddle-stitch bound publication, the page count of your final PDF must be between 4 and 100 pages, and a multiple of 4. If you plan to have a perfect bound publication, the page count should be between 20 and 384 pages, and a multiple of 2.

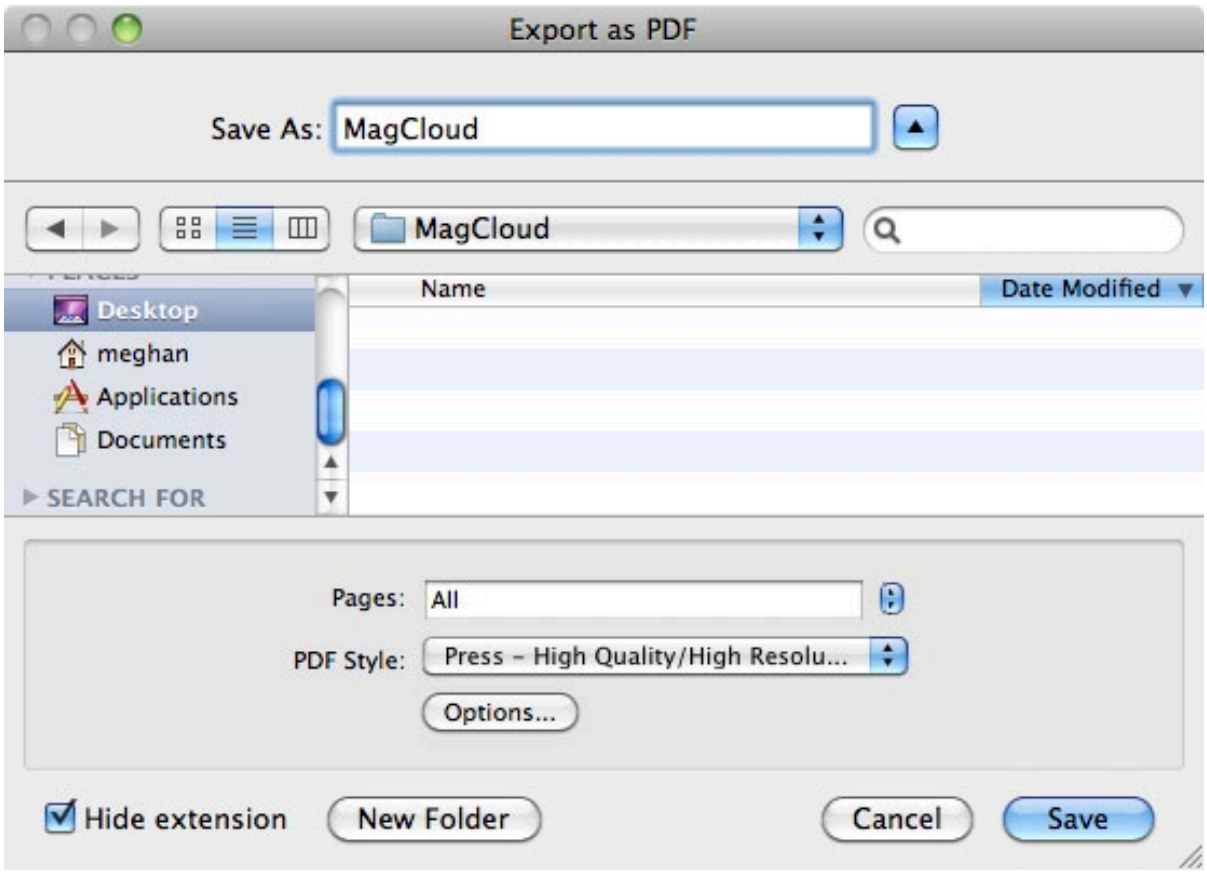
Designing for Perfect Binding

Once your PDF is uploaded to MagCloud, if it is over 20 pages you will have the option to select perfect binding. A few things to think about if your publication will be perfect bound:

- Up to 0.25 inches of the inside edge of your publication may be lost into the spine so it is recommended that you keep text at least 0.5 inches from the inside edge of your PDF page.
- When images cover two pages, this means that up to a half inch in the center of the image may be lost into the spine. The best way to account for this is to shift the image outward on both pages so it is duplicated in the area close to the spine, called the gutter (shown within the pink lines on the diagram below).

Export Your PDF

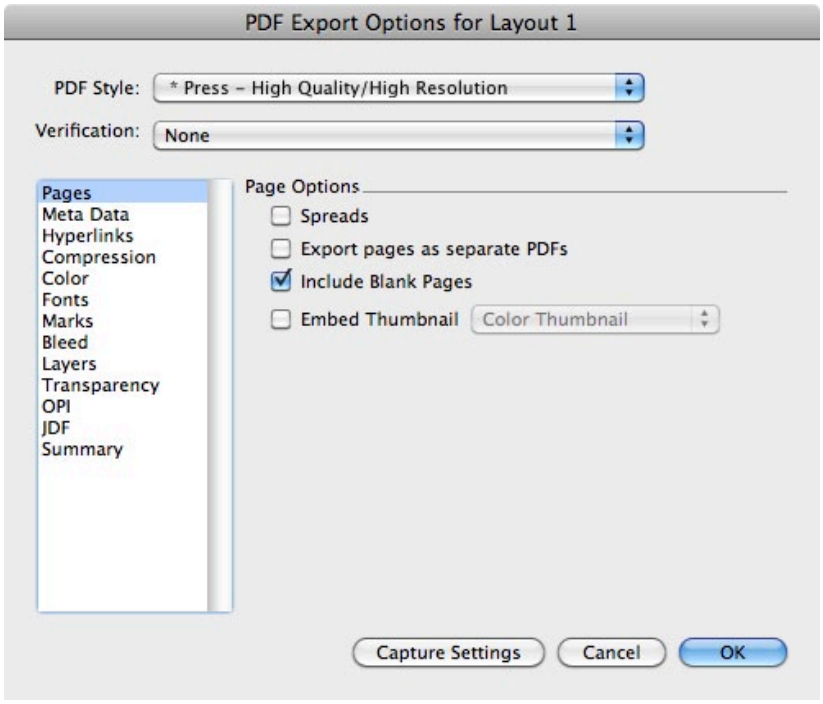
1. Go to File > Export > Layout as PDF... A window similar to the one below will appear.
2. Choose a name for your PDF, and save it in a place where you can easily find it.
3. If using QuarkXPress 7.x or newer, from the PDF Style drop-down menu select “Press - High Quality/High Resolution”
4. Click the Options... button.
5. If you are using QuarkXPress 7.x or newer, continue on the next page. If you are using QuarkXPress 6.x or older, continue on page 12.



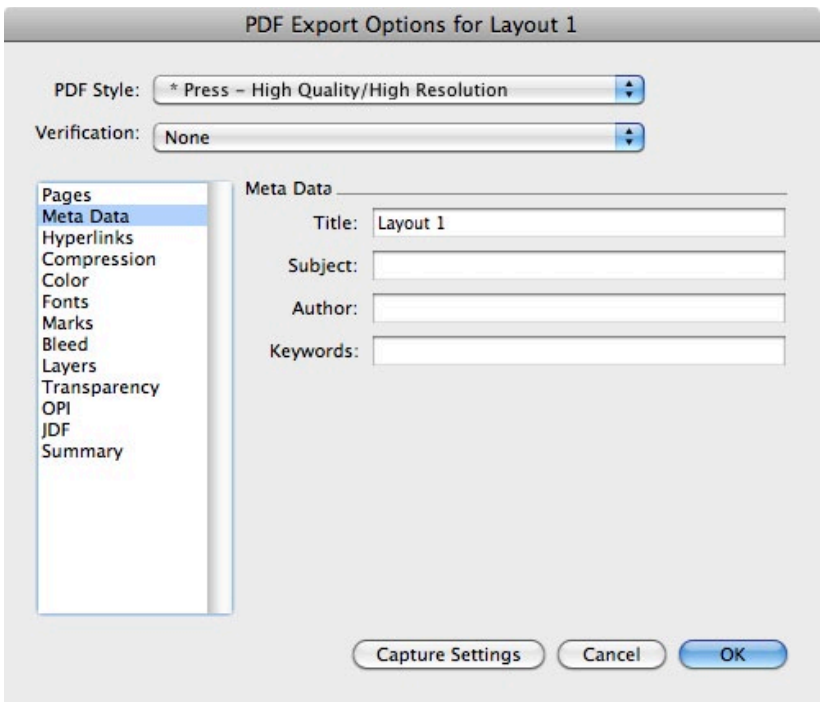
TIP: To ensure that an already-created QuarkXPress document will export a valid MagCloud PDF, first go to Layout > Layout Properties and check that the settings match those shown on page 1.

Export Your PDF — Settings (Quark 7.x and Newer)

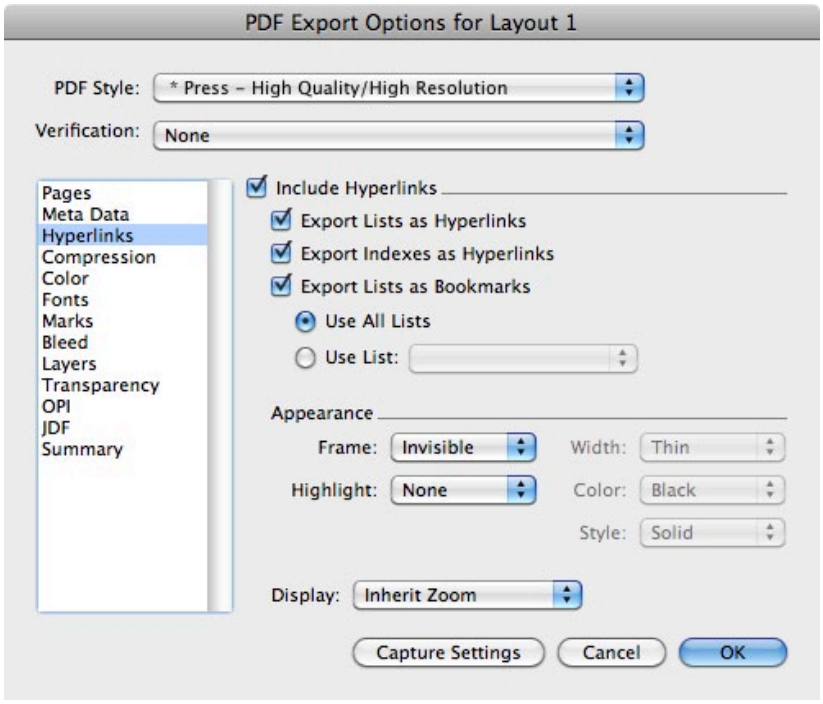
1. After selecting the Options... button, a window similar to the one below will appear. In the Pages tab, check the box to "Include Blank Pages."



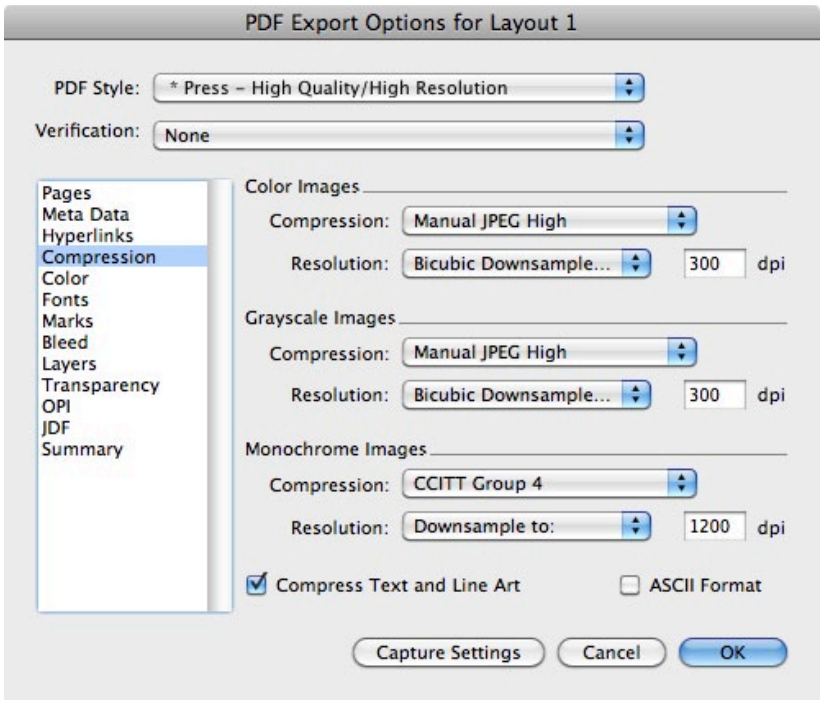
2. In the Meta Data tab, keep the default settings.



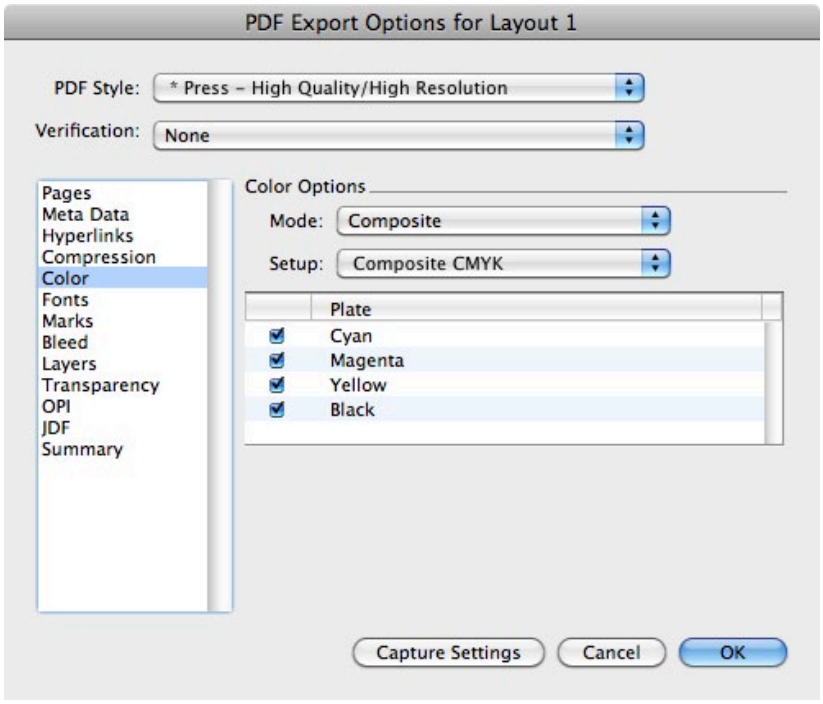
3. If you have included links in your document and would like them to be active in digital editions of your publication, select “Include Hyperlinks” on the Hyperlinks tab.

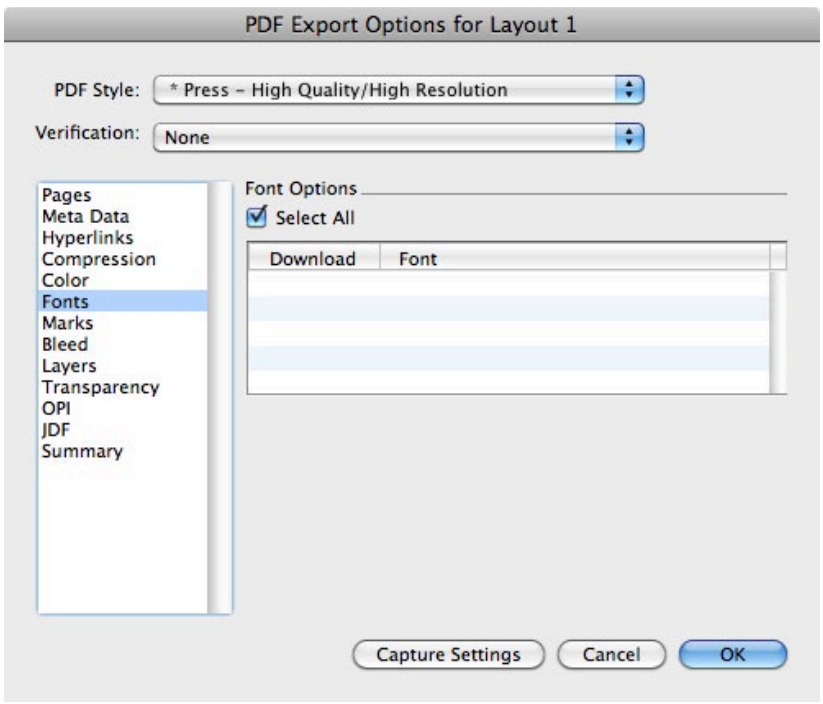


4. In the Compression tab, for both Color Images and Grayscale Images, select “Manual JPEG High” from the Compression drop-down menus.

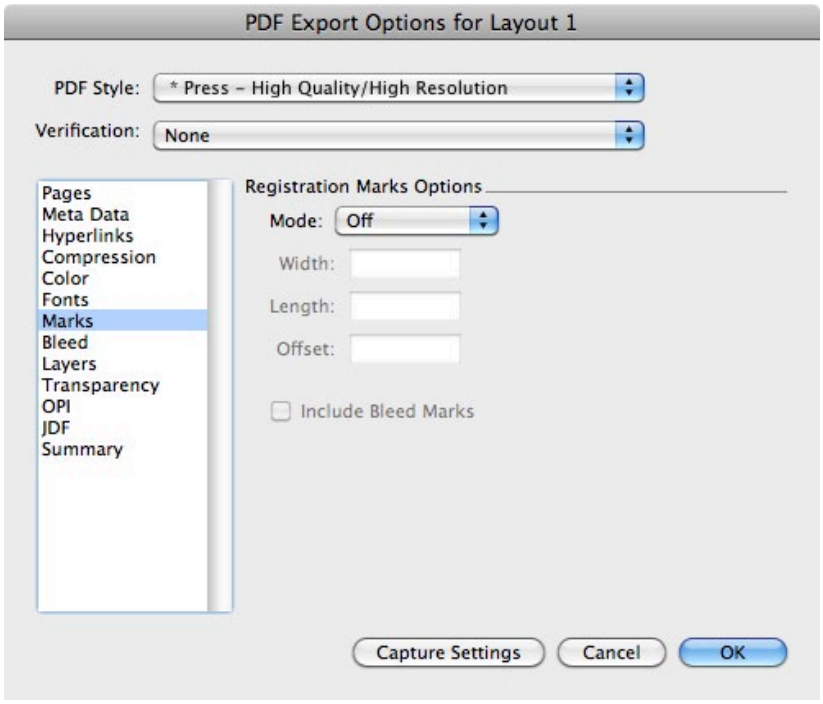


5. In the Color and Fonts tabs, keep the default settings.

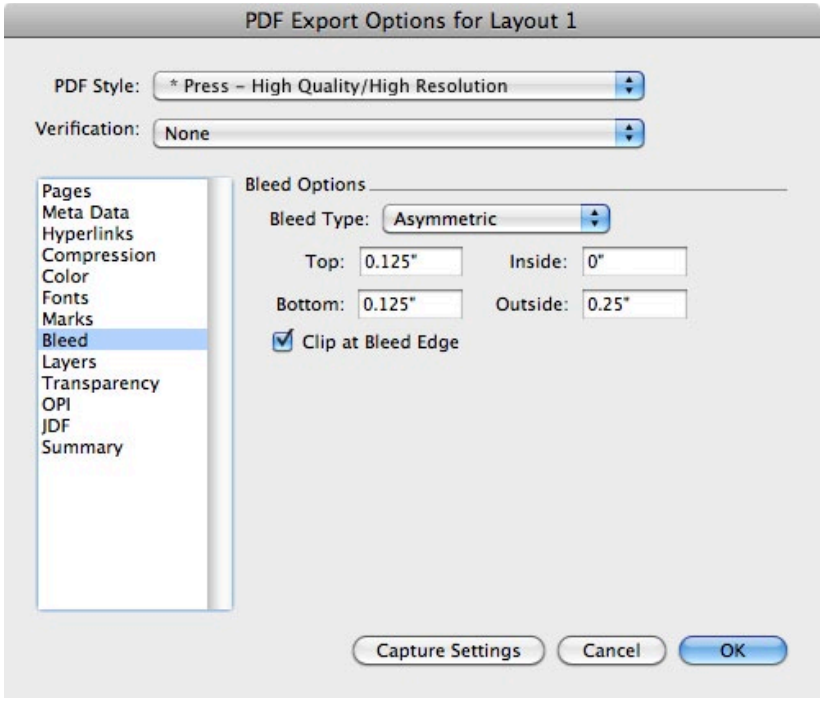




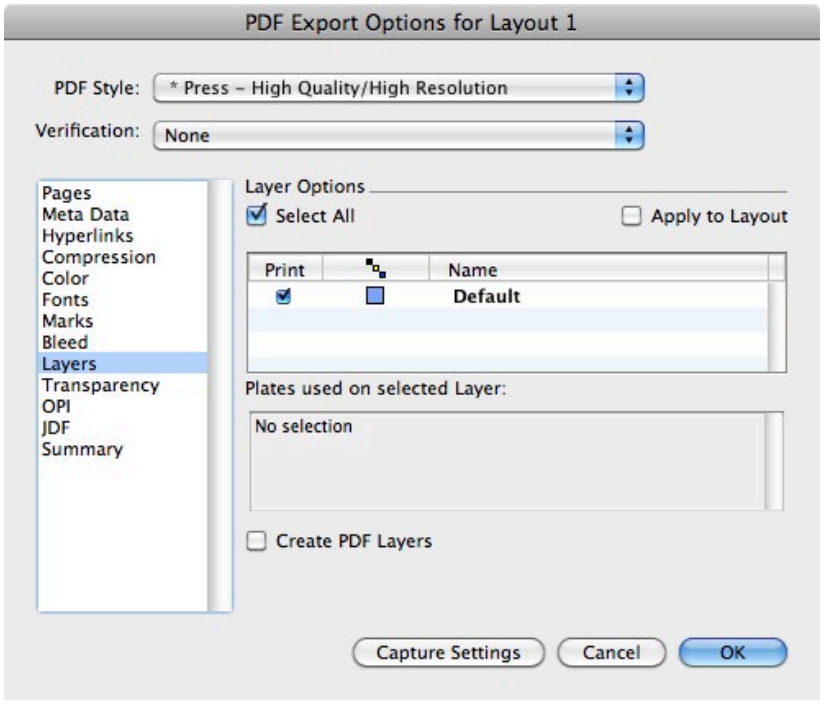
6. In the Marks tab, select “Off” from the Mode drop-down menu.



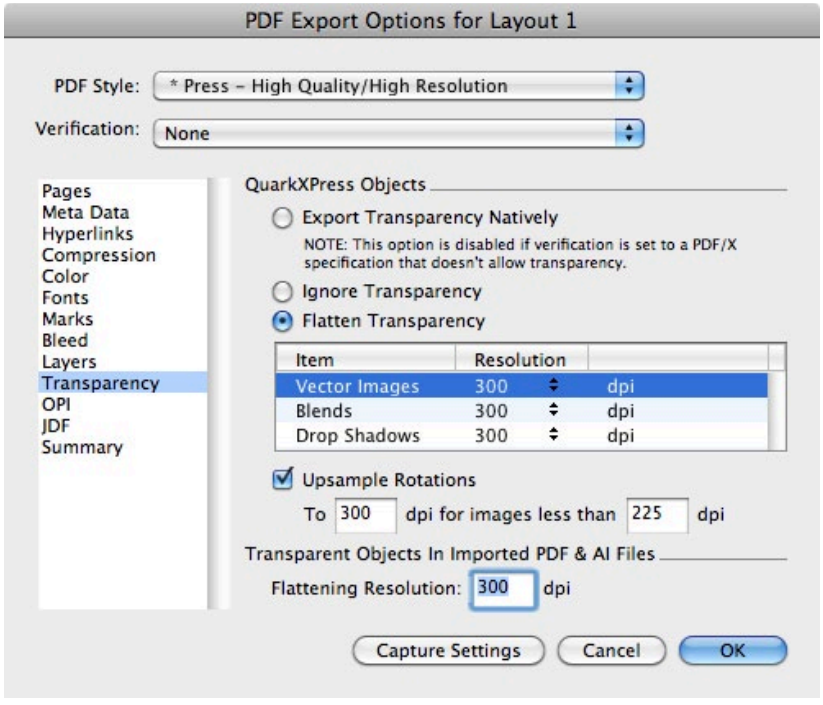
7. In the Bleed tab, select Asymmetric from the Bleed Type drop-down menu and set the bleeds to 0.125" Top, 0.125" Bottom, 0" Inside and 0.25" Outside.



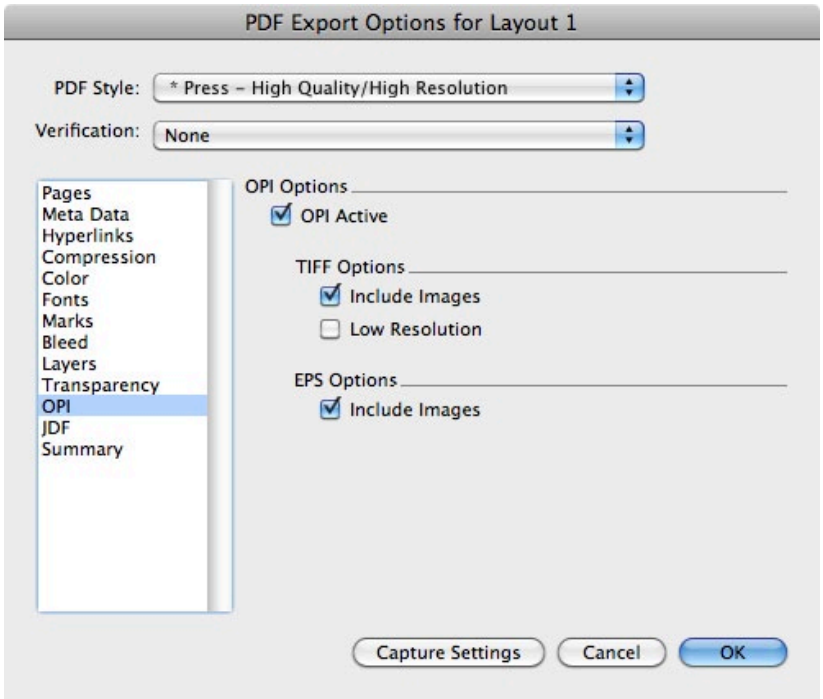
8. In the Layers tab, keep the default settings.



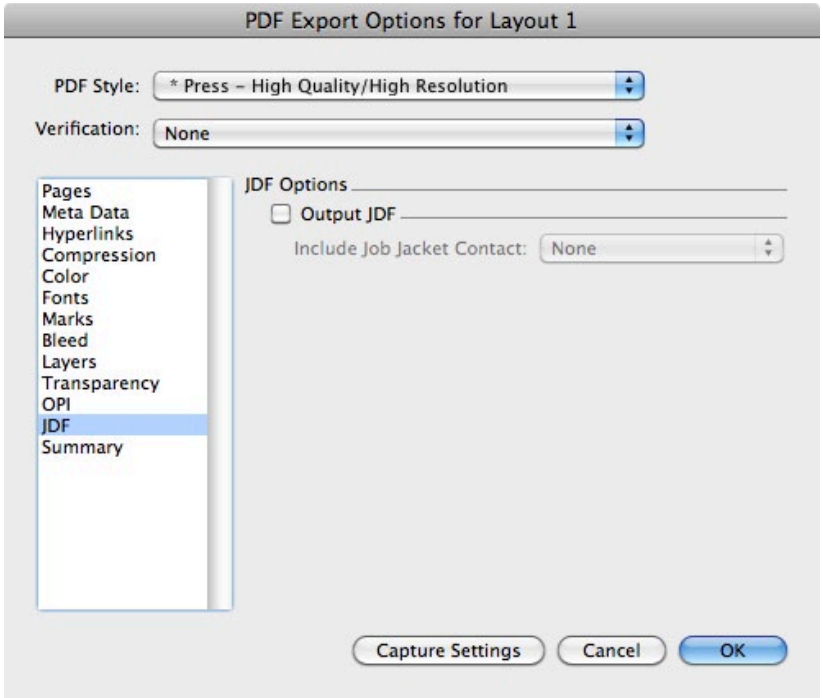
9. In the Transparency tab, change the Resolution for Drop Shadows to 300 dpi.



10. In the OPI tab, check the box to make OPI Active, and keep the Low Resolution box unchecked.



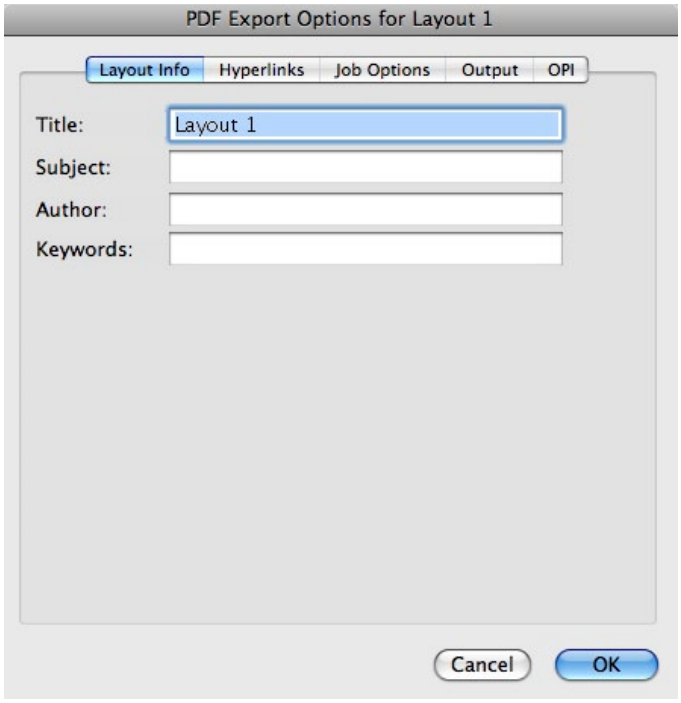
11. In the JDF tab, keep the default settings.



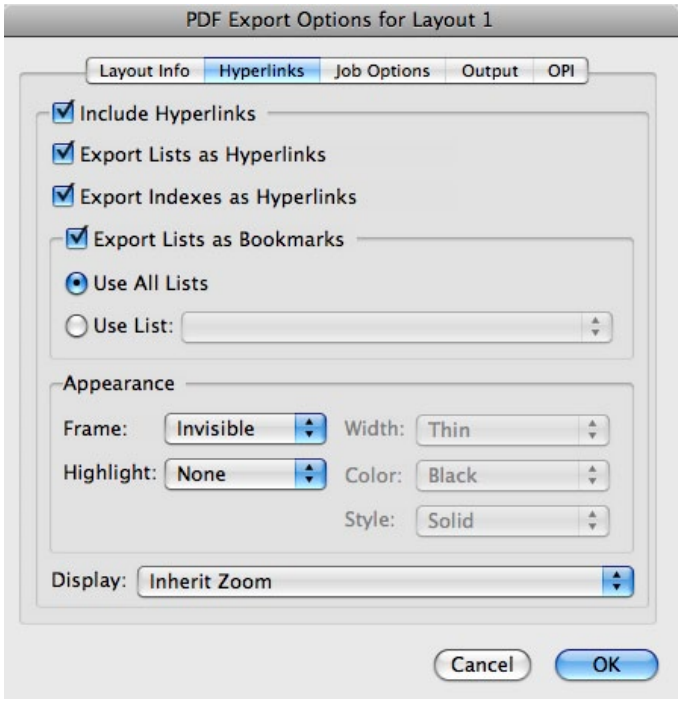
12. Click OK, and then click Save. The resulting PDF is now ready to upload to the MagCloud site.

Export Your PDF — Settings (Quark 6.x and Older)

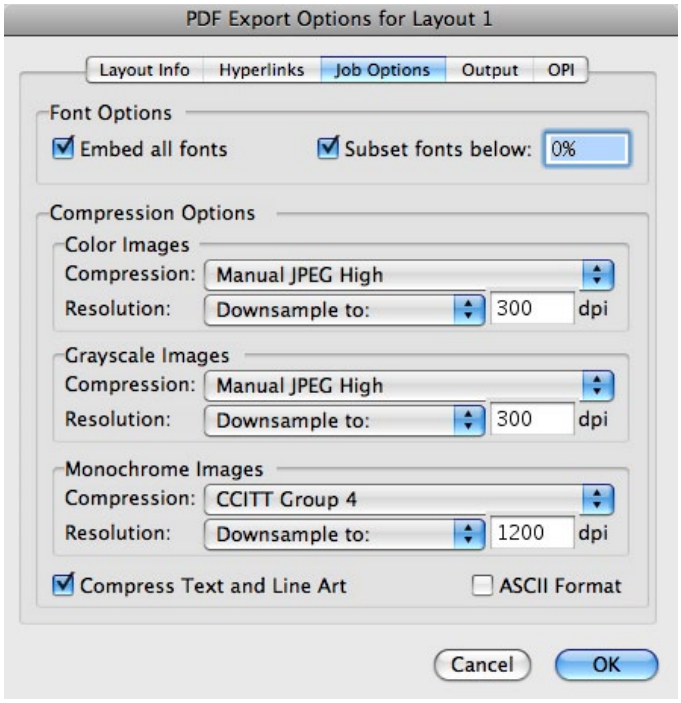
1. After selecting the Options... button, a window similar to the one below will appear. In the Layout Info tab, keep the default settings.



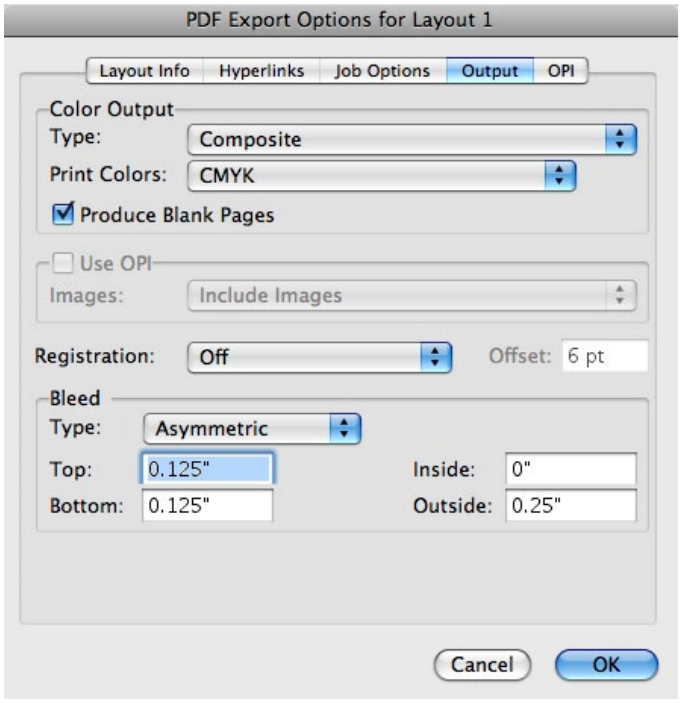
2. If you have included links in your document and would like them to be active in digital editions of your publication, select “Include Hyperlinks” on the Hyperlinks tab.



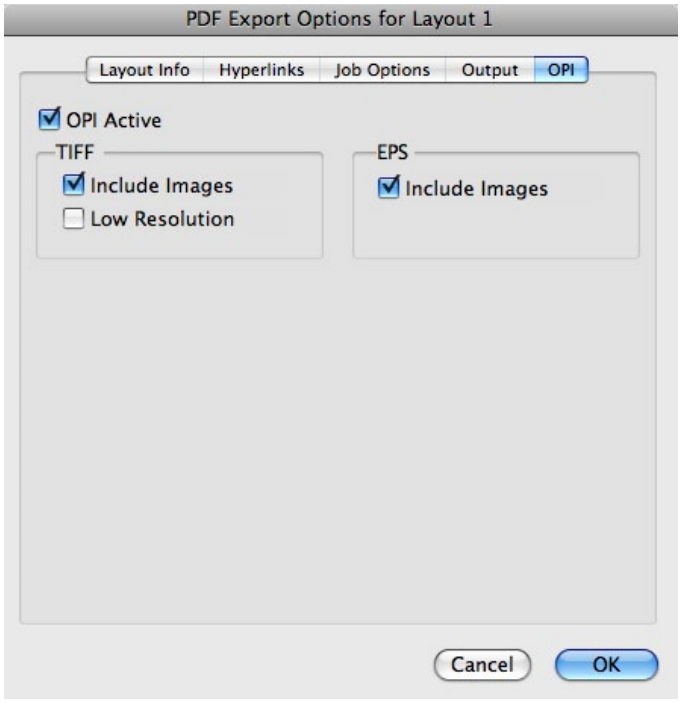
3. In the Job Options tab, Subset fonts below 0% and edit the Compression options to look like those shown below. Finally, check the box to Compress Text and Line Art.



4. In the Output tab, check the box to Produce Blank Pages. Select Asymmetric from the Type drop-down menu and set the bleeds to 0.125" Top, 0.125" Bottom, 0" Inside and 0.25" Outside.



5. In the OPI tab, keep the default settings.



6. Click OK, and then click Save. The resulting PDF is now ready to upload to the MagCloud site.

www.magcloud.com