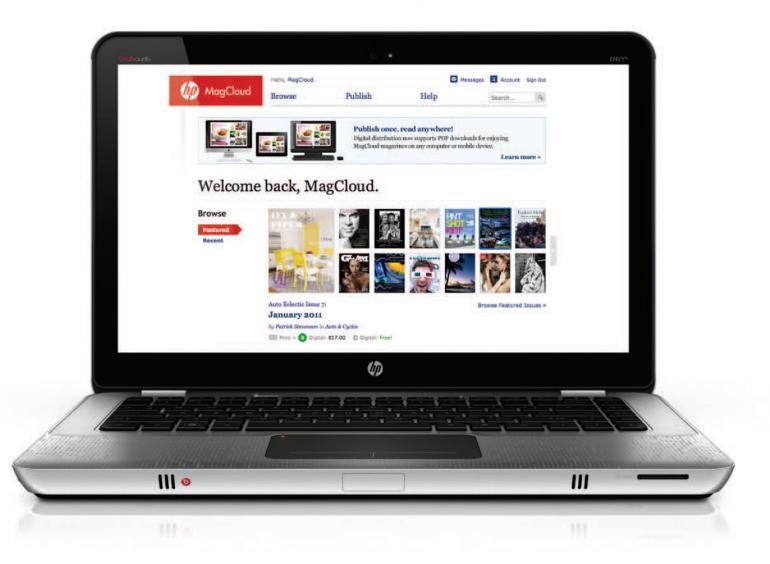
How to Create a MagCloud PDF with QuarkXpress



a step-by-step guide from



Create a New Document

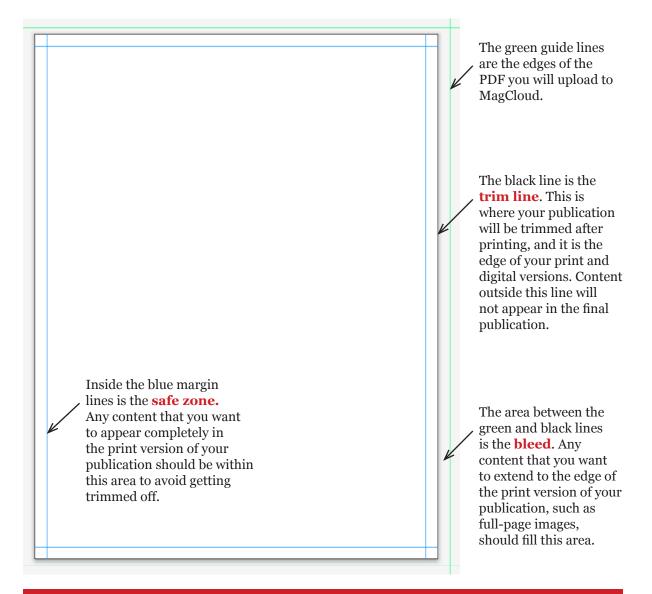
- 1. Open QuarkXPress and go to File > New > Project. A window similar to the one below will appear.
- 2. a: For a **Standard size** publication set the Page Size to: Width = 8.25 in / Height = 10.75 in b: For a **Digest size** publication set the Page Size to: Width = 5.25 in / Height = 8.25 in
- 3. 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

Layout Name: Layout 1		
Layout Type: Print	•] Single Layout Mode
Page	Margin Guides _	
Size: Custom 🛟	Top:	0.25*
Width: 8.25*	Bottom:	0.25*
Height: 10.75"	Inside:	0.25*
Orientation: 💿 Portrait 🔿 Landscape	Outside:	0.25*
0	Column Guides	
🗹 Facing Pages	Columns:	1
Automatic Text Box	Gutter Width:	0.167"

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.



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

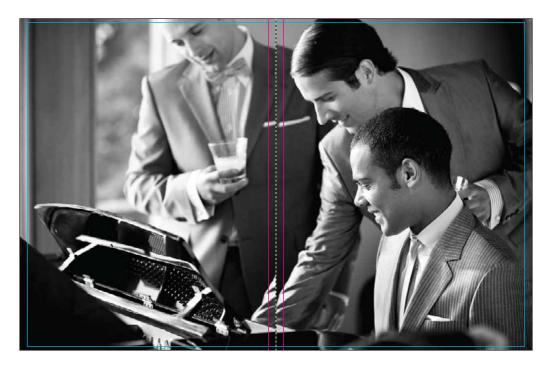
Create your publication by adding images and text to the layout. A few things to keep in mind:

- 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.

000	Export as PDF
Save As: Mag	Cloud
	MagCloud
Desktop	Name Date Modified 🔻
👚 meghan	
Applications	
🖺 Documents	
► SEARCH FOR	
Pages:	All
PDF Style:	Press - High Quality/High Resolu
	Options
Hide extension New	Folder Cancel Save

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."

PDF Style: * Pr	ess – High Quality/High Resolution 🛟
erification: Non	e 🔹
Pages Meta Data Hyperlinks Compression Color Fonts Marks Bleed Jayers Transparency OPI DF Summary	Page Options □ Spreads □ Export pages as separate PDFs ☑ Include Blank Pages □ Embed Thumbnail Color Thumbnail

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

/erification: None		•
Pages Meta Data Hyperlinks Compression Color Fonts Marks Bleed Layers Transparency OPI JDF Summary	Meta Data Title: Subject: Author: Keywords:	Layout 1

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.

/erification: None	•	
Pages Meta Data Hyperlinks Compression Color Fonts Marks Bleed Layers Transparency OPI JDF Summary	 Include Hyperlinks Export Lists as Hyperlinks Export Indexes as Hyperlinks Export Lists as Bookmarks Use All Lists Use List: Appearance Frame: Invisible + Width: Thin Highlight: None + Color: Black Style: Solid 	

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

PDF Style: * Pr	ess – High Quality/High Resolution 🔷
Verification: Non	e 🗘
Pages Meta Data Hyperlinks	Color Images Compression: Manual JPEG High
Compression Color Fonts	Resolution: Bicubic Downsample 🗘 300 dp
Marks Bleed Layers	Grayscale Images Compression: Manual JPEG High
Transparency OPI IDF	Resolution: Bicubic Downsample 🗘 300 dp
Summary	Monochrome Images
	Compression: CCITT Group 4
	Resolution: Downsample to: 🗘 1200 dp
	Compress Text and Line Art ASCII Format

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

PDF Style: * Pr	ess – High Qua	ality/High Resolution
erification: None	e	•
Pages Meta Data	Color Opt	
lyperlinks	Mode:	Composite 🗘
Compression	Setup:	Composite CMYK
Color		
onts Marks		Plate
Bleed	S	Cyan
ayers	2	Magenta
Fransparency	_	Yellow
DPI	۲	Black
DF Summary		
annun y		

Pages Meta Data	e Font Options
Hyperlinks Compression Color	Select All Download Font
Marks Bleed Layers Transparency OPI JDF Summary	

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

/erification: Non	e 🛟	
Pages Meta Data Hyperlinks Compression Color Fonts Marks Bleed Layers Transparency OPI JDF Summary	Registration Marks Options Mode: Off Width: Image: Comparison of the second	

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.

	ess – High Quality/High Resolution	
verification: None	e 🗘	
Pages	Bleed Options	
Meta Data Hyperlinks	Bleed Type: Asymmetric 🔷	
Compression Color	Top: 0.125" Inside: 0"	
Fonts Marks	Bottom: 0.125" Outside: 0.25"	
Bleed	Clip at Bleed Edge	
Layers Transparency OPI JDF Summary		

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

PDF Style: * Pr /erification: Non	e + High Quality/High Resolution
Pages Meta Data Hyperlinks	Layer Options
Compression Color Fonts Marks Bleed	Print • Name S Default
Layers Transparency OPI JDF Summary	Plates used on selected Layer: No selection
	Create PDF Layers

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

/erification: None			÷		
Pages	QuarkXPress Objects				
Meta Data	Export Transparency Natively				
Hyperlinks Compression	NOTE: This option is disabled if verification is set to a PDF/X specification that doesn't allow transparency.				
Color					
Fonts Marks					
Bleed	 Flatten Transparency 				
Layers	Item	Resolution			
Transparency OPI	Vector Images	300 🗘	dpi		
IDF	Blends	300 \$	dpi		
Summary	Drop Shadows	300 \$	dpi		
	🗹 Upsample Rotati	ons			
	To 300 dpi f	or images les	than 225	dpi	
		-		api	
	Transparent Objects In	Imported PDF	& Al Files_		
	Flattening Resolutio	n: 300 dp	i		

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

PDF Style:	* Press – High Quality/High Resolution 🔷
Verification:	None
Pages Meta Data Hyperlinks Compression Color Fonts Marks Bleed Layers Transparency OPI JDF Summary	OPI Options OPI Active TIFF Options Include Images Low Resolution EPS Options Include Images

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

/erification: Non	e 🗘
Pages	JDF Options
Meta Data Hyperlinks	Output JDF
Compression Color Fonts Marks Bleed Layers Transparency OPI JDF	Include Job Jacket Contact: None 🗘
Summary	

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.

)ptions for Lay	out 1	
Layout	Info Hyperlinks	Job Options	Output	OPI
Title:	Layout 1			
Subject:				
Author:				
Keywords:				

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.

✓ Include Hyperli ✓ Export Lists as				
Export Indexes				
Export Lists a				
• Use All Lists				
O Use List:				A V
Appearance				
Frame: Invis	ible 🛟	Width:	Thin	*)
Highlight: None	•	Color:	Black	* *
		Style:	Solid	* *
Display: Inherit				

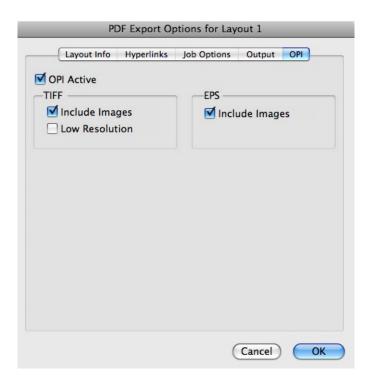
3. In the Job Options tab, Subset fonts below 0% and edit the Compression options to look like those shown below. Finally, check the box to Compress Text and Line Art.

ont Options -				
Embed all for	nts	Subset fon	ts below:)%
ompression Op	tions —			
Color Images				
Compression:	Manual JPEG High Downsample to: 300			\$
Resolution:				dpi
Grayscale Imag	es 👘			
Compression:	Manual JPEG High			
Resolution:	Downsample to: 🗘 300 dr			dpi
Monochrome I	mages			
Compression:	CCITT Gro	up 4		+
Resolution:	Downsample to: 1200			dpi
Compress Te	xt and Line	Art		ormat

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

Color Ou Type:		Composit	e			\$
Print Colo	ors:	СМУК				
Produ	ce Bla	nk Pages				
Use O	PI					
Images:		Include In	nages			÷
egistratio	n: (Off		•	Offset: 6	pt
Bleed —						
Type:	Asy	mmetric	÷			
Top:	0.12	5"		Inside:	0"	
Bottom:	0.12	5"		Outside:	0.25"	

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.

