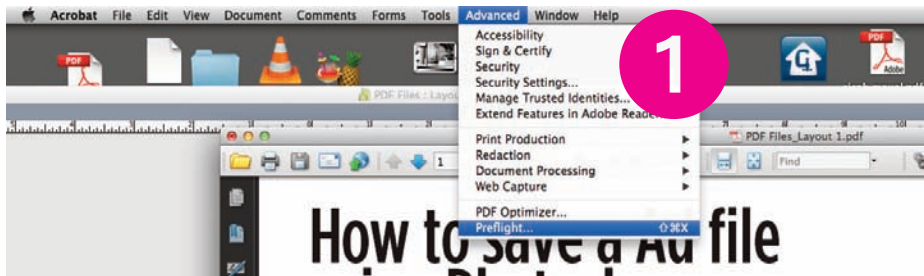


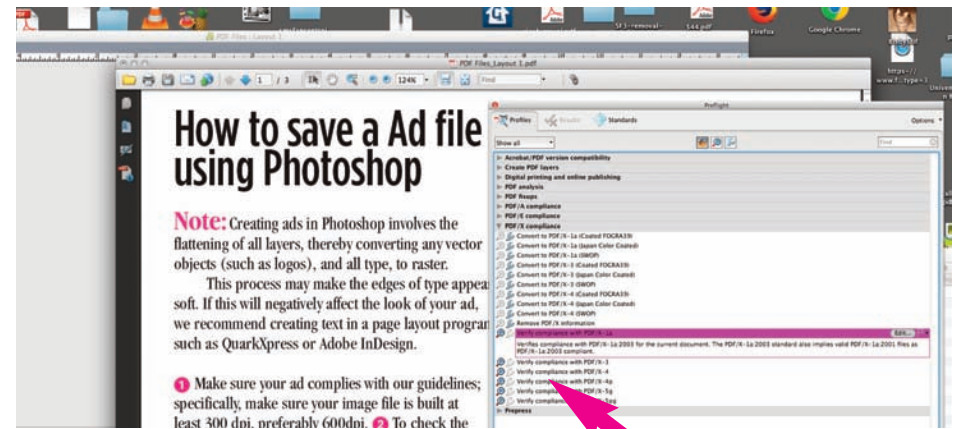
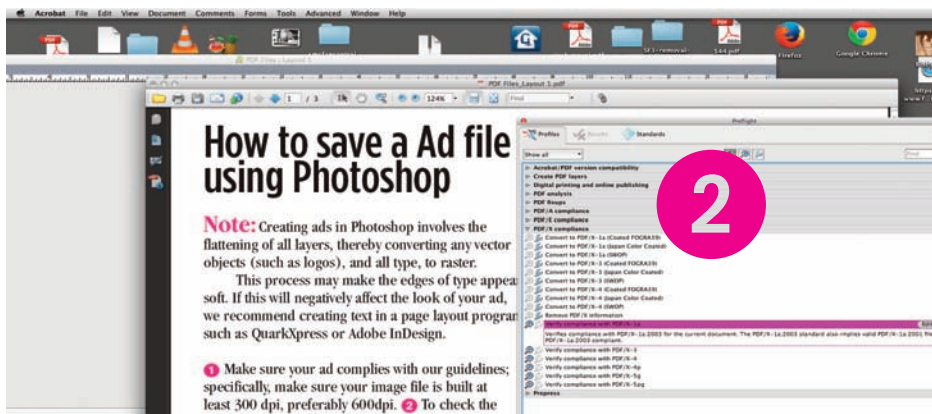
Settings to Create Printer Ready Ads for Publication

How to Preflight with Acrobat Pro

With Adobe Acrobat Pro (not Acrobat Reader) you can check and verify the files you make are PDF/X-1a's. **1** Open the Acrobat program then go to the Advanced tab. Scroll to the bottom and select **Preflight...**

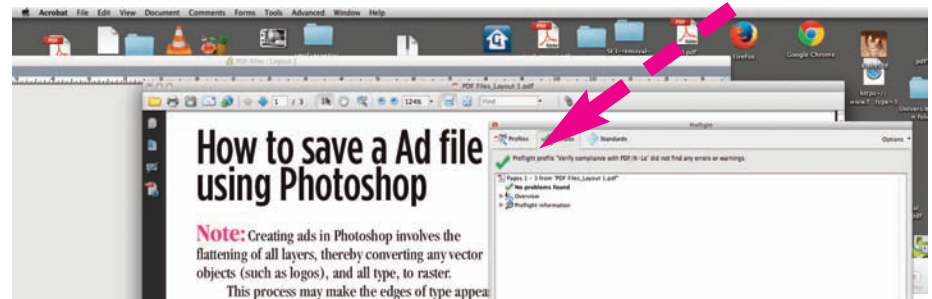


That will open a list of profiles **2**



Select the one labeled:
Verify Compliance with PDF/X-1a
and click on **Analyse**

You should get a green check mark showing the file is compliant PDF/X-1a.



If your file doesn't pass preflight, use the following pages as a guide to producing files that meet our printing requirements.

Ad file Settings for Photoshop

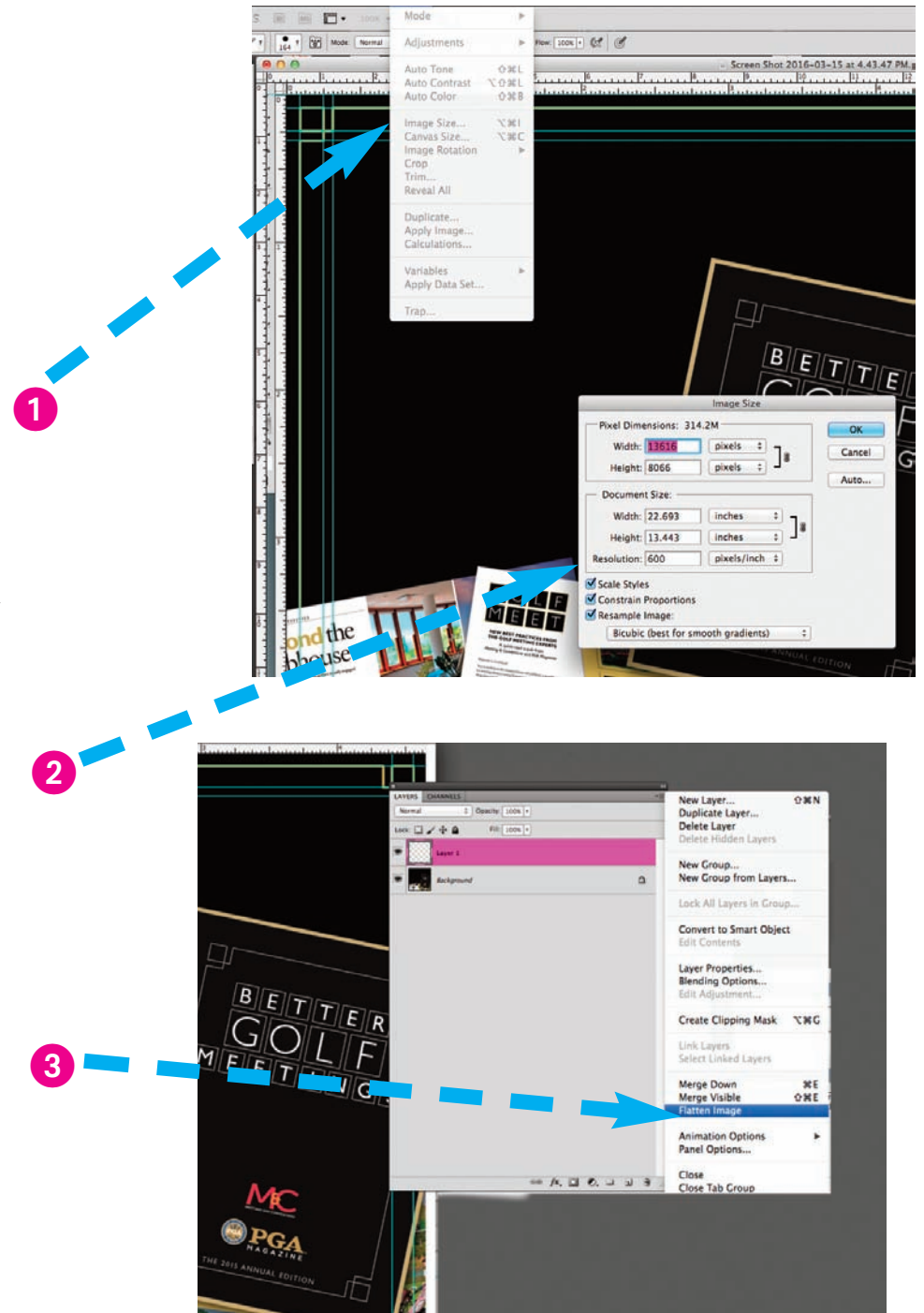
Note: Creating ads in Photoshop involves the flattening of all layers, thereby converting any vector objects (such as logos), and all type, to raster.

This process may make the edges of type appear soft. If this will negatively affect the look of your ad, we recommend creating text in a page layout program such as QuarkXpress or Adobe InDesign.

❶ Make sure your ad complies with our guidelines; specifically, make sure your image file is built at least 300 dpi, preferably 600dpi and in a CMYK colorspace. ❷ To check the resolution of your file, choose Image > Image Size.

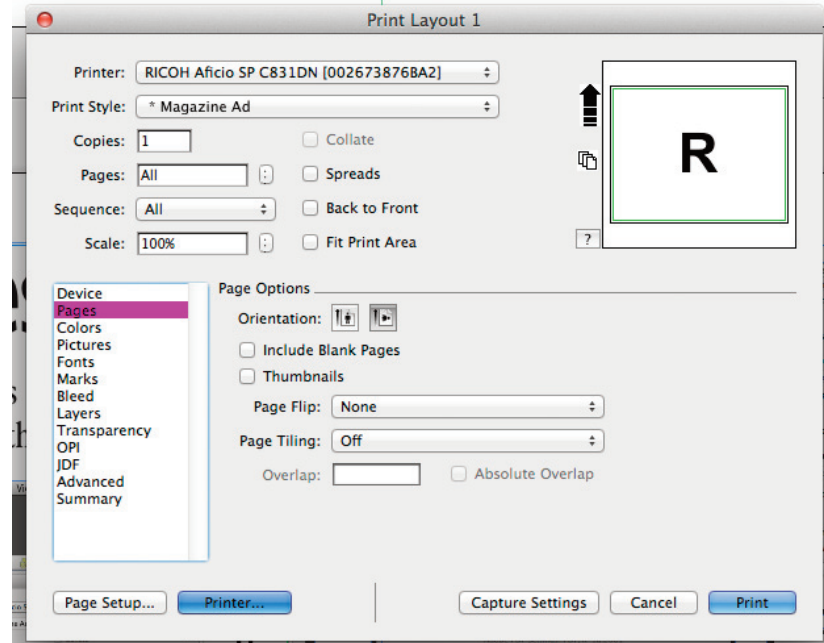
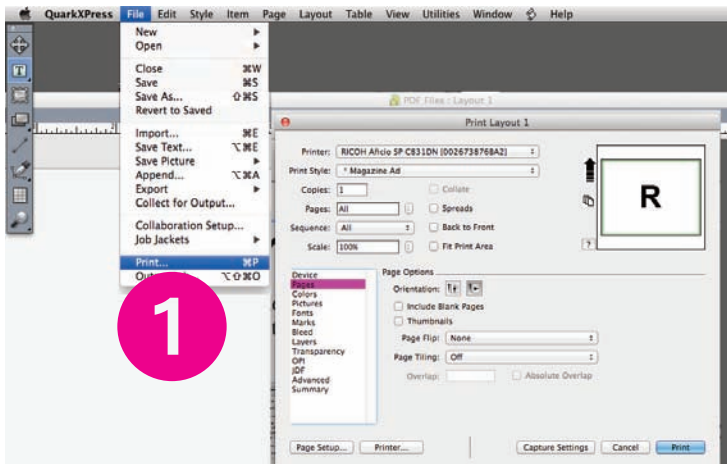
Then flatten all layers. ❸ To do this, choose Layers > Flatten Image.

Next choose File > Save As..., a Save As dialog box will appear. Save your Advertisement as a TIF(F) file *not* as a JPEG.



QuarkXpress Settings

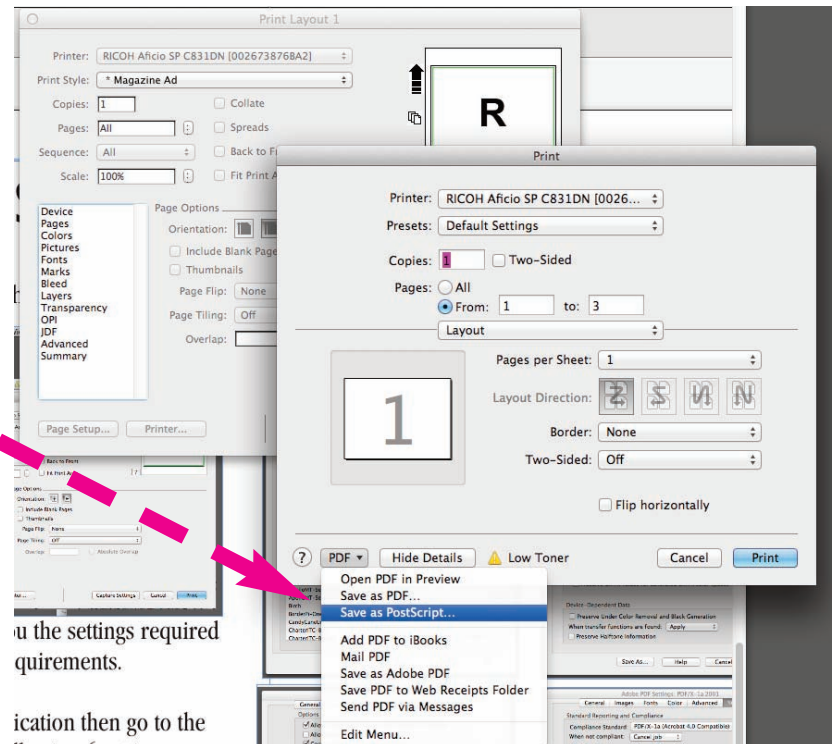
Creating a PDF/X-1a file is a simple process. When your ad is finalized... go to the **1** Print pulldown



These images show you the settings required to meet our production requirements. The intention is to create a Postscript(not a PDF)file. The Postscript file will be processed through the Distiller application to create your PDF/X1-a file. See Distiller settings page for details.

If you do not have Adobe Distiller—just send the Postscript file and we will process it for you.

Note: When creating ad images should be at least 300dpi—in a CMYK color space and not RGB, saved as TIF(F)s not JPEG. Vector files(Illustrator, etc.)files should have type converted to outlines. Change all spot colors to CMYK.

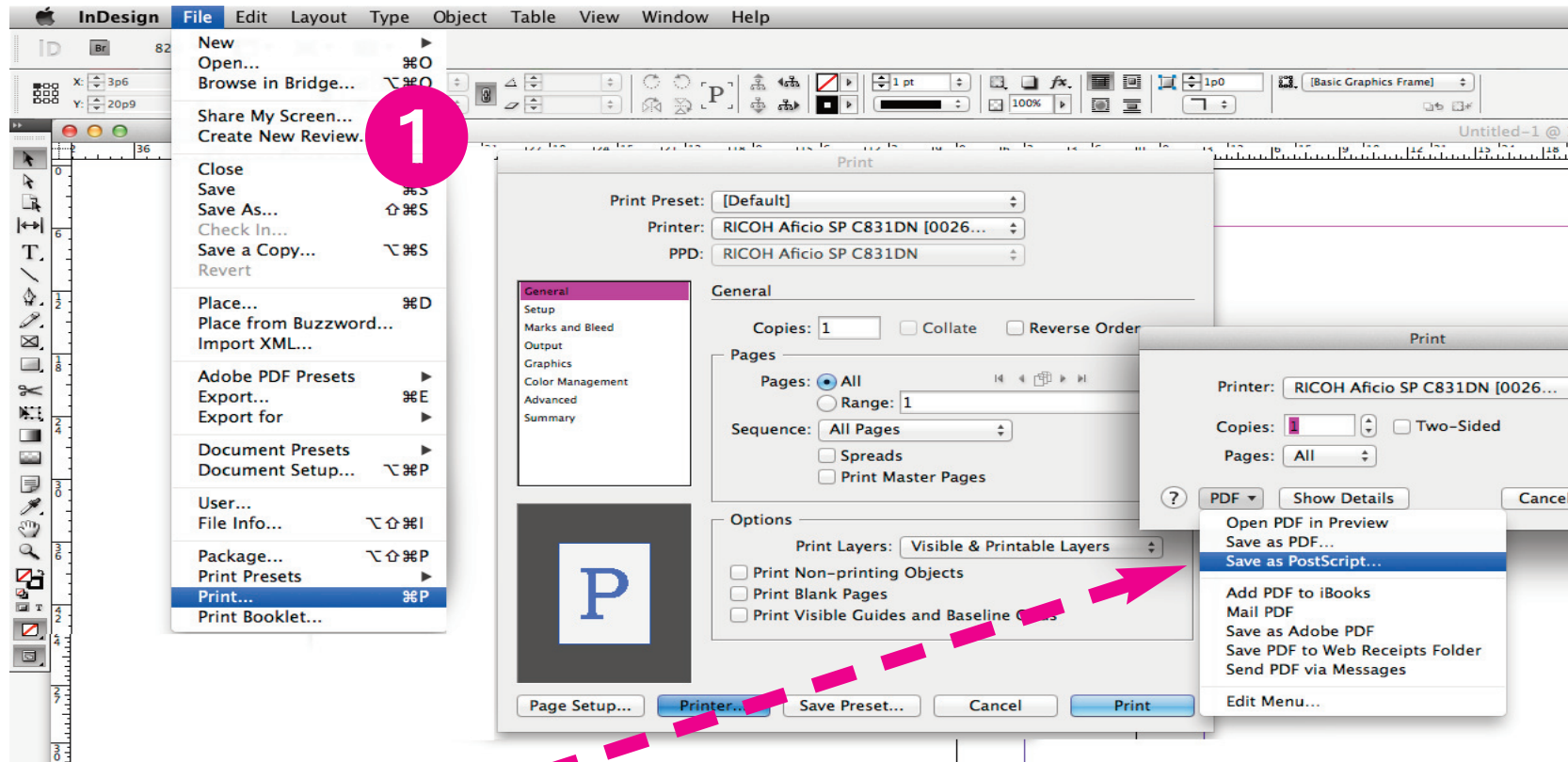


the settings required requirements.

ication then go to the

InDesign Settings

Creating a PDF/X-1a file is a simple process. When your ad is finalized... go to the **1** Print pulldown



These images show you the settings required to meet our production requirements. The intention is to create a Postscript (*not a PDF*) file. The Postscript file will be processed through the Distiller application to create your PDF/X1-a file. See Distiller settings page for details.

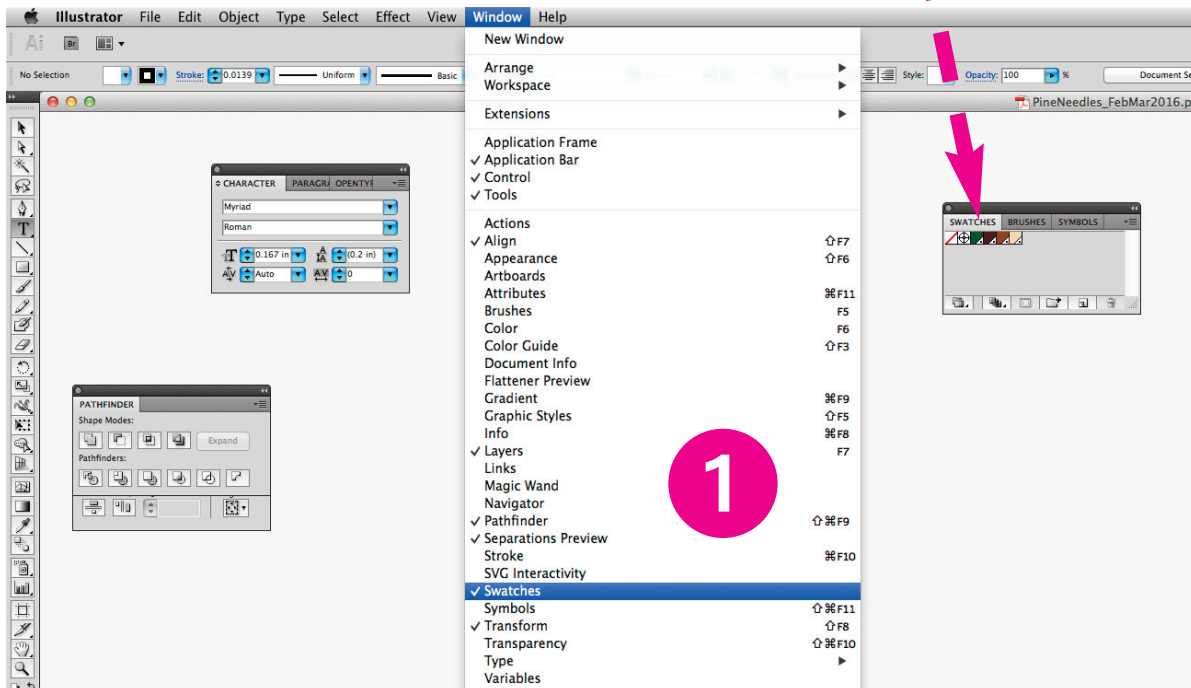
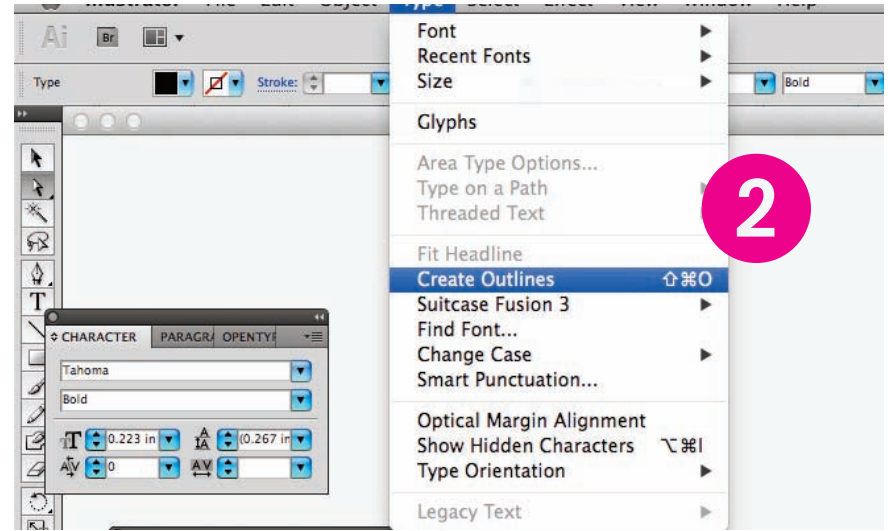
Note: When creating ad images should be at least 300dpi – in a CMYK colorspace – not RGB, saved as TIF(F)s not JPEG. Vector files (Illustrator, etc.) files should have any type converted to outlines. Change all spot colors to CMYK.

If you do not have Adobe Distiller – just send the Postscript file (.eps) and we will process it for you.

Illustrator Settings

PDF/X-1a: The least flexible delivery method for PDF content data; it **requires** that the color of all objects be CMYK (Cyan, Magenta, Yellow, Black) No spot colors, Elements in RGB (Red, Green Blue) or Lab color spaces or tagged with (ICC) profiles they are prohibited. The small black dot in the lower corner of the swatch indicates a **SPOT** color and should be converted to a CMYK value. **1**

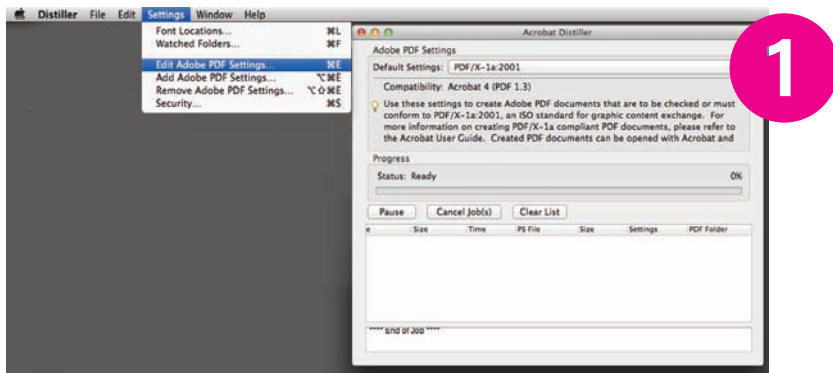
2 All fonts used in the job must be embedded (preferably made into outlines)in the Postscript file.



After this is complete save the file as an **.eps** file, no need to make a PDF/X1-a. (Do NOT save as a native **.ai** file)

Distiller Settings

Creating PDF/X-1a files require the use of the program Adobe Distiller, which is part of the Adobe Acrobat Pro suite.



These images will show you the settings required to meet our production requirements.

1 Open the Distiller application then go to the settings dropdown. The following 6 setting pages will appear. Adjust the settings to match those pictured here. When finished you can save these settings with a file name that can be used for future ads. The saved file name will appear in the **Default Settings** menu shown above.

