

**HESS PRINT SOLUTIONS**

**PDF**

**I N S T R U C T I O N**

**GUIDE**

## INTRODUCTION

- These instructions are to assist you with producing PDF files from both PC and Mac based application files.
- These instructions vary from other suppliers using a PDF workflow; however, if you plan to use a different set of instructions to create your PDF files, it is recommended that a test file be submitted for our testing.

### Adobe Acrobat and PDF

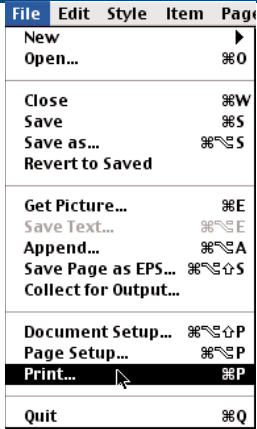
Adobe has created technology that has captured the attention of many in the graphic arts field. The Portable Document Format (PDF) is a means of creating and distributing documents that are platform independent, and they may also be viewed and manipulated in a variety of computer environments while retaining the original form of its design and layout.

PDF documents may be created in a variety of different ways. These range from using the tools provided in the Adobe Acrobat software to saving out files in PDF documents from applications such as Adobe Pagemaker and InDesign. Adobe products are not the only software that is able to convert files into PDF documents. Any software that is able to produce a Postscript file can create a PDF document by sending the file through Adobe Distiller, software that Adobe created to convert Postscript into PDF.

The purpose for this instruction guide is to help you generate a high-resolution PDF document for Hess Print Solutions. Content editing is extremely limited in PDF documents. Supplied PDF documents will also require ripping and trapping unless otherwise specified.

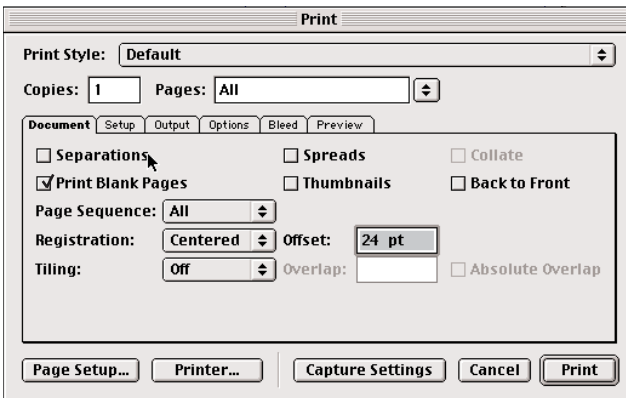
**To avoid processing delays and additional charges, please review all PDF documents generated for the following requirements:**

- All PDF page content must be centered (horizontally & vertically). Distance from final trim to edge of PDF page must be equal, top to bottom & left to right.
- All pages must have full 1/8" bleed beyond final trim at head, face, & foot.
- All marks (registration, crop, color bars, etc) in PDF must be offset a full 1/8" from final trim.
- PDF documents can be supplied as single page files or multiple page files. (be sure multiple page documents descend in proper order from front of book to back)
- PDF documents should not be supplied as 2-page spreads. Files supplied in readers spreads cannot be used. Files supplied in Printers spreads can be used, but extra charges may be incurred.



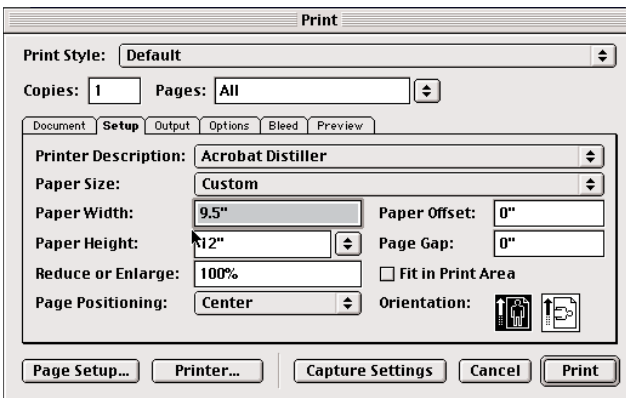
**FILE...PRINT**

- Print Style: Default
- Copies: 1
- Pages: All (unless you want a single page or range of pages)



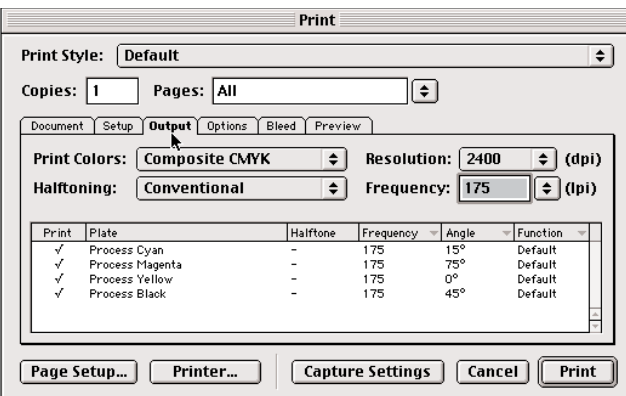
**DOCUMENT**

- Separations: Deselect
- Include Blank Pages: Select
- Spreads: Deselect
- Thumbnails: Deselect
- Back to Front: Deselect
- Page Sequence: All
- Registration: Centered
- Tiling: Off
- Collate: Deselect (this should be grayed out)
- Back to Front: Deselect
- Offset: 24 pt (this is roughly 1/4")
- Overlap: should be grayed out
- Absolute Overlap: should be grayed out



**SETUP**

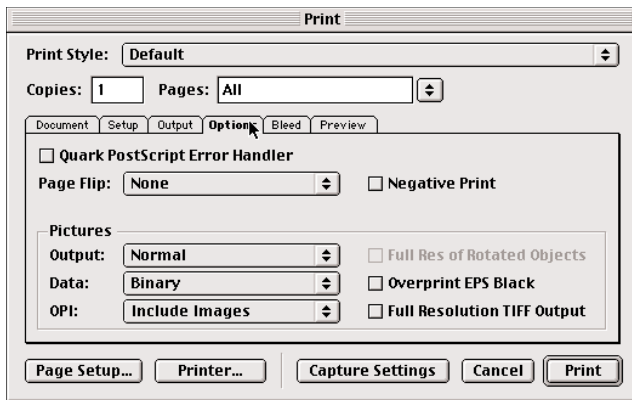
- Printer Description: Acrobat Distiller
- Paper Size: Custom
- Paper Width: This should be 1" larger than your document page size.
- Paper Height: This should be 1" larger than your document page size.
- Reduce or Enlarge: 100%
- Page Positioning: Center
- Paper Offset: 0"
- Page Gap: 0"
- Fit in Print Area: Deselect
- Orientation: Portrait



**OUTPUT**

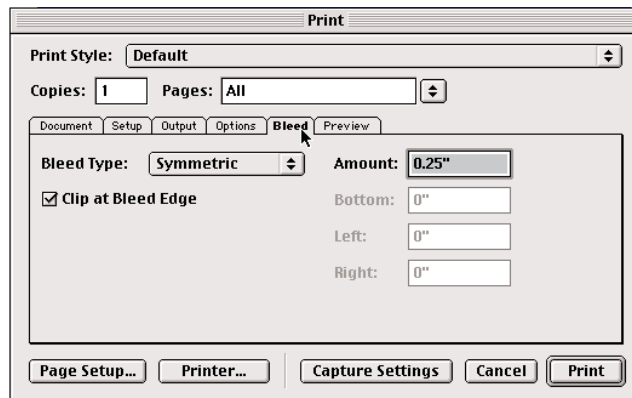
- Print Colors: Composite CMYK
- Halftoning: Conventional
- Resolution: 2400 dpi
- Frequency: 175 lpi

\*\*Be sure all colors are selected in print colors box.



**OPTIONS**

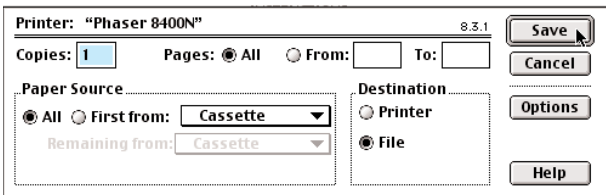
- Quark Postscript Error Handler: Deselect
- Page Flip: None
- Negative Print: Deselect
- Pictures: Output: Normal  
Data: Binary(if Mac) ASCII(if PC)  
OPI: Include Images  
Overprint EPS Black: Deselect  
Full Resolution TIFF Output: Deselect



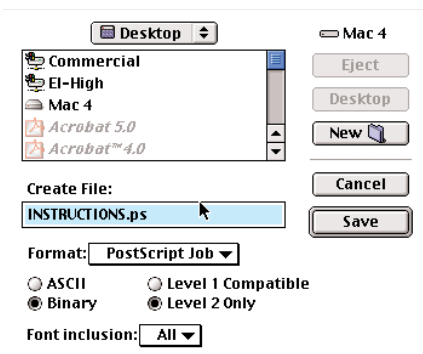
**BLEED**

- Bleed Type: Symmetric
- Clip at Bleed Edge: Select
- Amount: .25"
- Select "Printer" (NOTPRINT!)

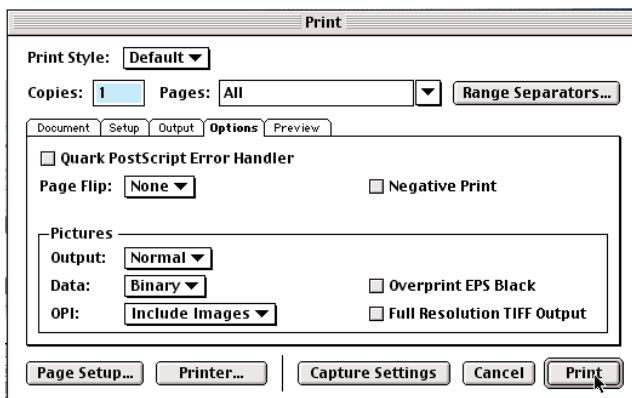
*Printer: This will show the printer description currently active on your computer. If Adobe Acrobat printer description was selected in setup tab, the printer indicated in this window will not matter.*



- Copies: 1
- Pages: All (unless a single page or particular range only is needed)
- Paper Source: All
- Destination: File
- Select "Save"



- Select a destination for your PS files to be saved.
- Create File: Type in file name desired
- Format: Postscript Job
- Select ASCII if PC/ Select Binary if Mac.
- Level 1 Compatible: Deselect
- Level 2 only: Select
- Font Inclusion: All
- Select "Save"



- Select "Print"

A postscript file will be generated to the location you designated.

- You must next distill your postscript file through Acrobat Distiller to produce a PDF.