

**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.

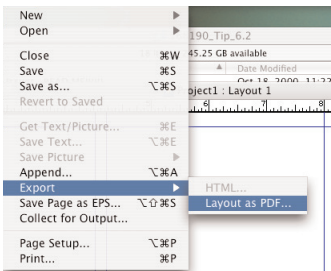
The purpose for this instruction guide is to help you generate a high-resolution PDF document for Hess Print Solutions. Content editing is extremely limited in PDF documents. Supplied PDF documents will also require ripping and trapping unless otherwise specified.

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

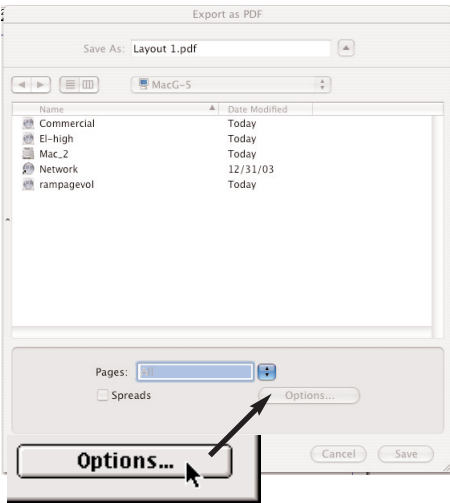
- All PDF page content must be centered (horizontally & vertically). Distance from final trim to edge of PDF page must be equal, top to bottom & left to right.
- All pages must have full 1/8" bleed beyond final trim at head, face, & foot.
- All marks (registration, crop, color bars, etc) in PDF must 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.

**NOTES ABOUT QUARKXPRESS**

QuarkXPress 6 is capable of supporting “DeviceN” color spaces for spot colors. In the screen shots that follow, we suggest that the output color be set to “DeviceN”. This will leave all CMYK elements in their original colors, but will also keep any spot color in the proper “DeviceN” color space. Before writing Postscript, ensure that all image data is in the proper colorspace or it will be converted to CMYK when the Postscript is written using “DeviceN”. The same is true for “Composite CMYK”. If you wish to have QuarkXPress perform color conversion for any non-CMYK elements, then select “Composite CMYK”. We recommend “DeviceN” for the best color reproduction. For QuarkXPress 7 we are recommending the use of “Composite CMYK and Spot”.



- Select: File...Export...Layout As PDF

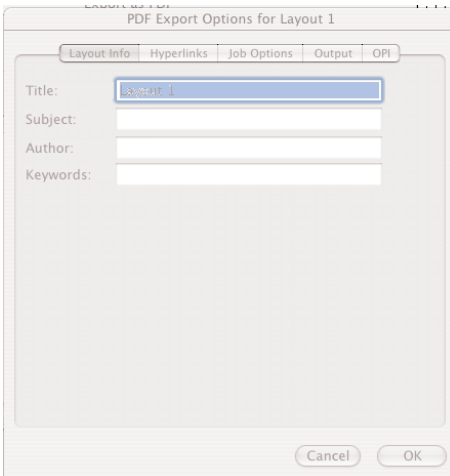


- Pages:  
Select "All" or type desired page range  
Deselect "Spreads"
- Save as: Type desired PDF name
- Choose desired location for PDF to be saved

- Select "Options"

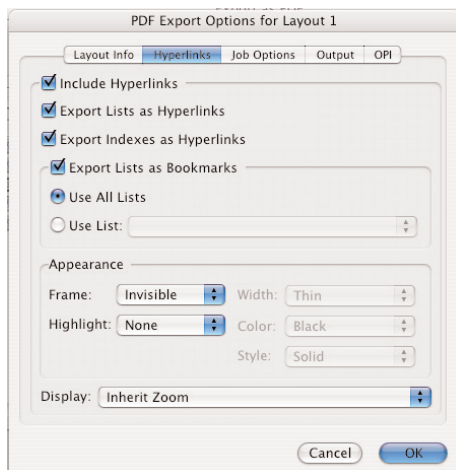
**DOCUMENT INFO**

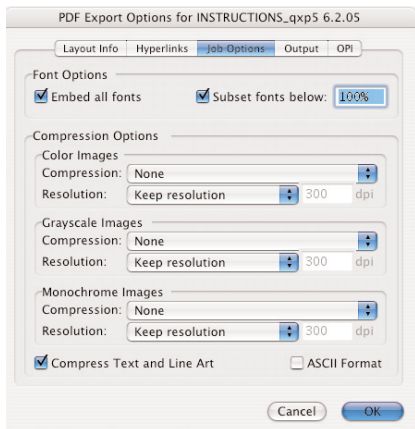
- This window is purely optional.



**HYPERLINKS**

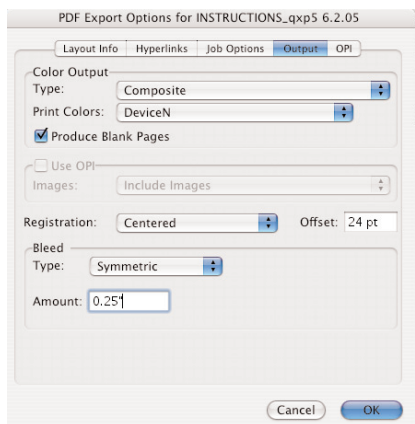
- Select "Include Hyperlinks"
- Select "Export Lists as Hyperlinks"
- Select "Export Indexes as Hyperlinks"
- Select "Export Lists as Bookmarks"
- Select "Use all Lists"
- Appearance:  
Frame: Invisible  
Highlight: None
- Display: Inherit Zoom





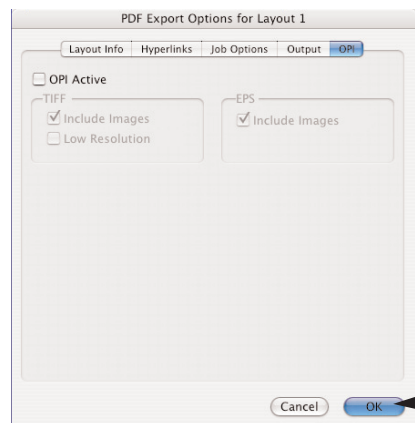
**JOB OPTIONS**

- Select: Embed all fonts
- Select: Subset fonts below: 100%
- Color Images:
  - Compression: None
  - Resolution: Keep Resolution
- Grayscale Images:
  - Compression: None
  - Resolution: Keep Resolution
- Monochrome Images:
  - Compression: None
  - Resolution: Keep resolution
- Select: Compress Text and Line Art
- Deselect: ASCII Format



**OUTPUT**

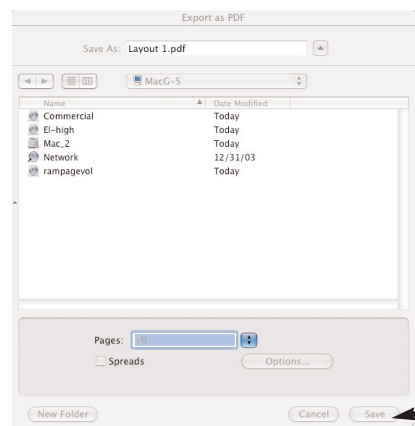
- Color Output:
  - Type: Composite
  - Print Colors: DeviceN
- Select: Produce Blank Pages
- Deselect: Use OPI
- Registration: Centered
- Offset: 24 pt
- Bleed:
  - Type: Symmetric
  - Amount: .25"



**OPI**

- Deselect: OPI Active
- TIFF:
  - Should be grayed out
- EPS:
  - Should be grayed out

- Select "OK"



- Select "Save"