

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.

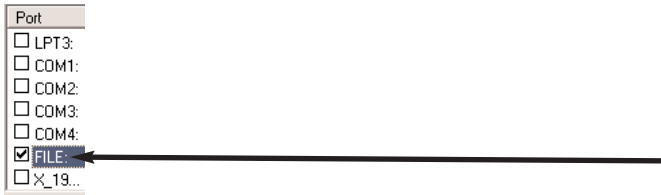
The purpose for this instruction guide is to help you generate a high-resolution PDF document for Hess Print Solutions. Content editing is extremely limited in PDF documents. Supplied PDF documents will also require ripping and trapping unless otherwise specified.

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.

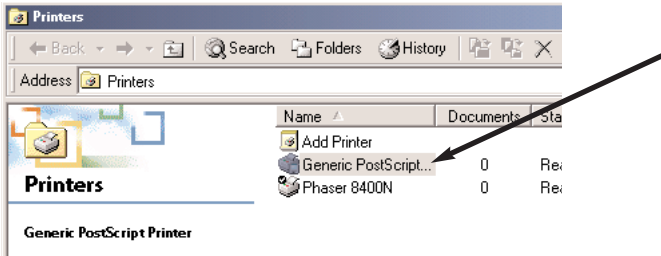
NOTES ABOUT QUARKXPRESS

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”.

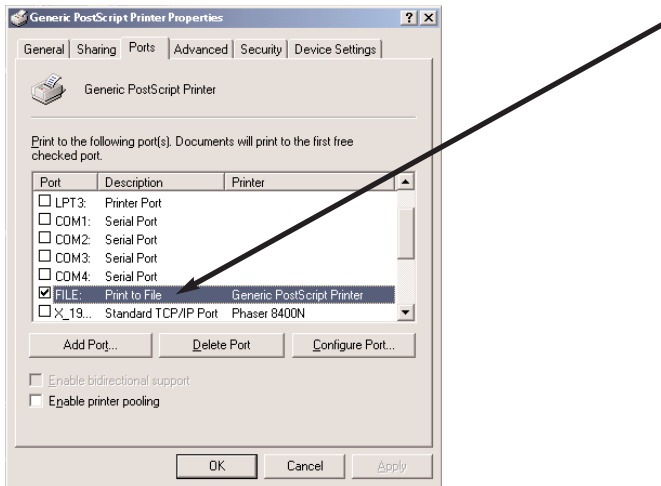


INSTALL PRINT DRIVER

- Go to www.adobe.com to download a postscript print driver for your operating system.
- The file will be a step-by-step application for installation of print driver. (***)Be sure to select "FILE" Port when installing/creating new printer)
- A new printer will be created in your system settings. (Start:Settings:Printers)



- Select Generic Postscript Printer
- Right-click and select **Properties**

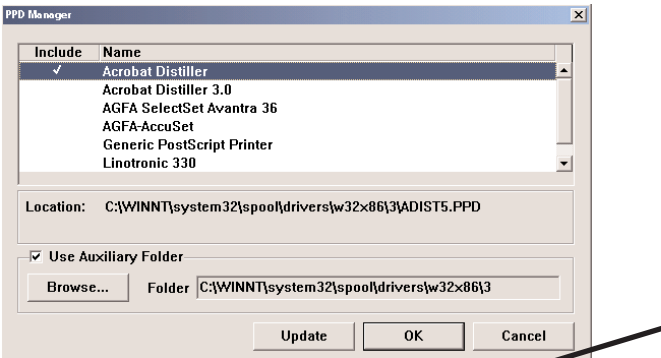


- Make sure printer uses "FILE" port
(you now have the option to print to a file when this is chosen as a printer in your application)

- Open the Quark 6 document you wish to postscript.

SELECT: UTILITIES..PPD MANAGER

- Select Acrobat Distiller (needed to create postscript) and any other printer you may need to use.
- **If Acrobat Distiller is not available, download this .PPD file from www.adobe.com and install on your system with other PPD's.

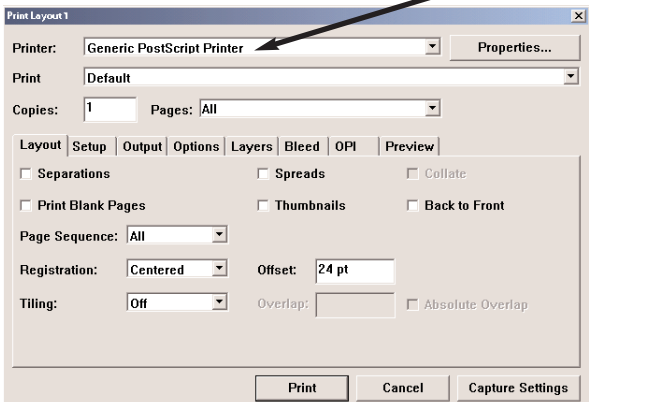


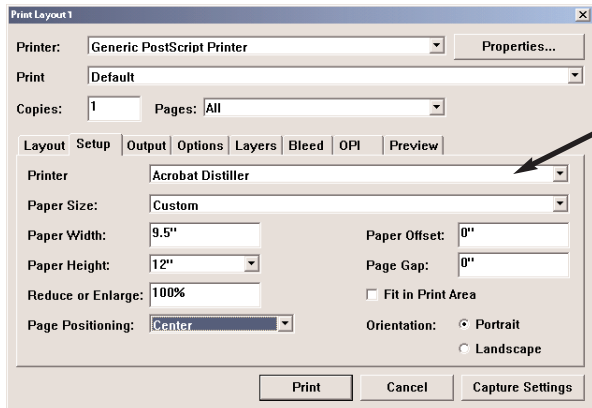
SELECT: FILE...PRINT

- Printer: Select Printer set to Print to "File"
- Print style: Default
- Copies: 1
- Pages: All (unless you want a single page or range of pages)

LAYOUT

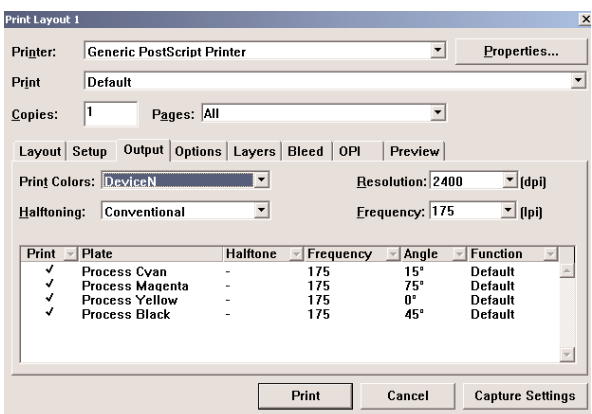
- Separations: Deselect
- Print Blank Pages: Select
- Spreads: Deselect
- Thumbnails: Deselect
- Collate: Deselect
- Back to Front: Deselect
- Page Sequence: All
- Registration: Center
- Offset: 24 pt (this is roughly 1/4")
- Tiling: Off
- Overlap: should be grayed out





SETUP

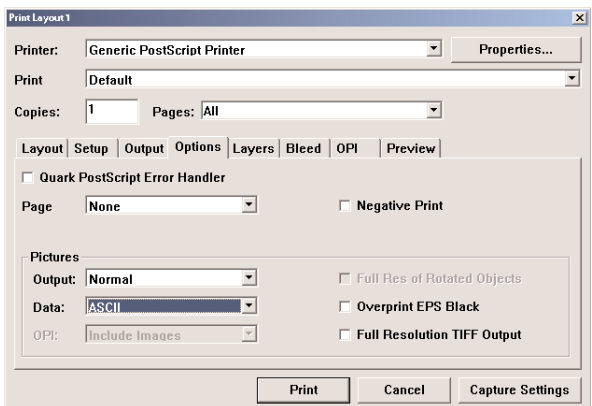
- Printer Description: Acrobat Distiller
- Paper Size: Custom
- Paper Width: This should be 1" larger than your document page size.
- Paper Height: This should be 1" larger than your document page size.
- Reduce or Enlarge: 100%
- Page Positioning: Center
- Paper Offset: 0"
- Page Gap: 0"
- Fit in Print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



OUTPUT

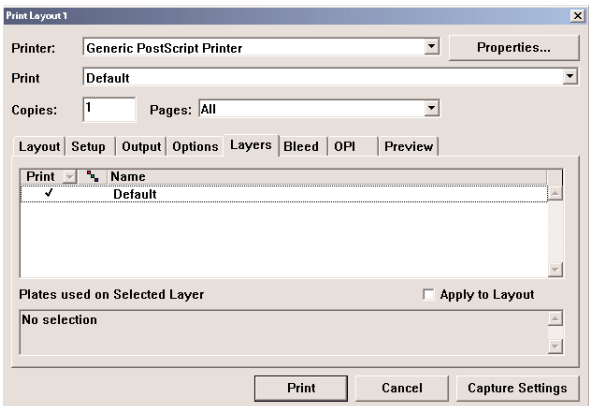
- Print Colors: DeviceN
- Halftoning: Conventional
- Resolution: 2400 dpi
- Frequency: 175 lpi

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



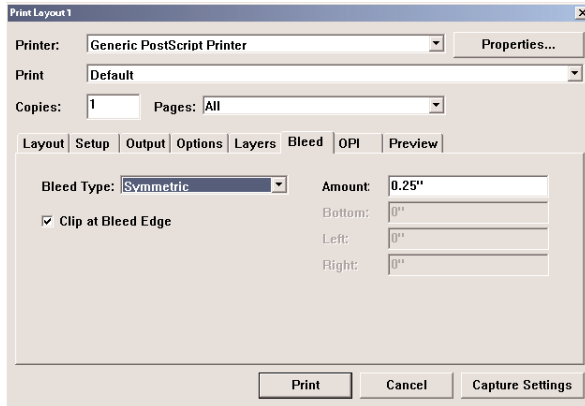
OPTIONS

- Quark Postscript Error Handler: Deselect
- Page Flip: None
- Negative Print: Deselect
- Pictures: Output: Normal
Data: ASCII
OPI: Include Images
Full Res of Rotated Objects: Deselect
Overprint EPS Black: Deselect
Full Resolution TIFF Output: Deselect



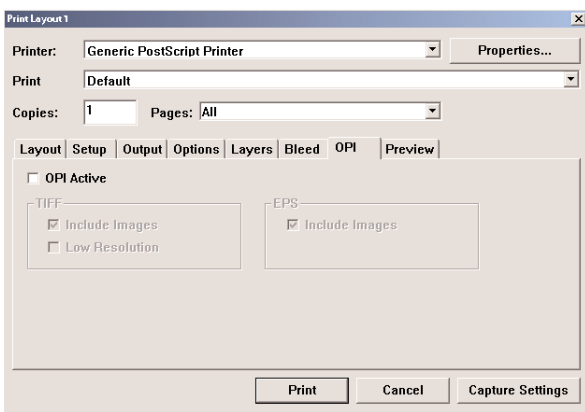
LAYERS

- All layers need to be selected to print.



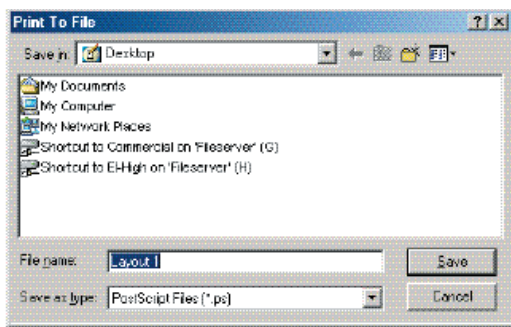
BLEED

- Bleed Type: Symmetric
- Clip at Bleed Edge: Select
- Amount: .25"



OPI

- OPI Active: Deselect



SELECT "Print"

Select a destination to save your PS file.

- File name: set desired name for this postscript file.
- Save as type: Postscript Files (*.ps)

•Select "Save"

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.