

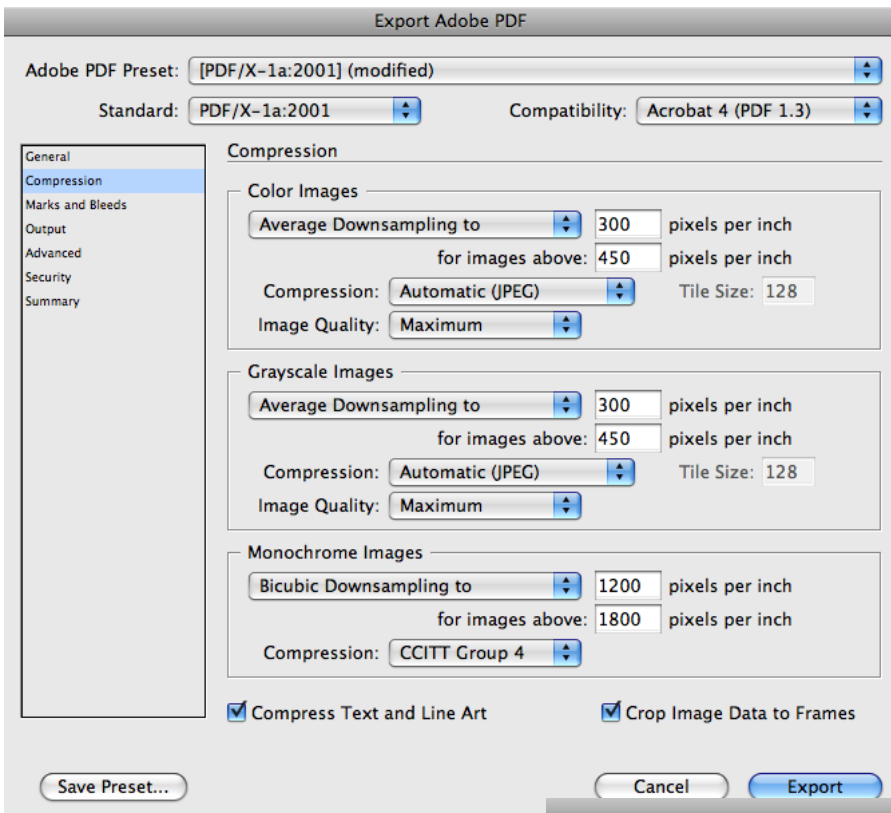
CREATING YOUR PDF FOR CRM

The following setting options should be available in some form as you are creating your PDF. These particular screen captures were taken from InDesign. Pay careful attention to font embedding, image resolution, color settings, crop marks and bleed settings, and destination output settings.

“General” Settings

The screenshot shows the 'Export Adobe PDF' dialog box with the 'General' tab selected. The 'Adobe PDF Preset' is set to '[PDF/X-1a:2001]'. The 'Standard' is 'PDF/X-1a:2001' and 'Compatibility' is 'Acrobat 4 (PDF 1.3)'. The 'Description' field contains text about PDF/X-1a:2001 compliance. Under 'Pages', 'All' is selected. Under 'Options', 'Embed Page Thumbnails', 'Optimize for Fast Web View', and 'Create Tagged PDF' are unchecked, while 'View PDF after Exporting' and 'Create Acrobat Layers' are checked. 'Export Layers' is set to 'Visible & Printable Layers'. Under 'Include', 'Bookmarks', 'Hyperlinks', and 'Visible Guides and Grids' are unchecked, while 'Non-Printing Objects' and 'Interactive Elements' are checked. 'Multimedia' is set to 'Use Object Settings'. Buttons for 'Save Preset...', 'Cancel', and 'Export' are at the bottom.

Under the General Settings PDF/X-1a:2001 is the preferred starting point. All the other defaults in this section, with the exception of the pages, are fine.



“Compression” Settings

Color and Grayscale downsampling to 300, and Monochrome to 1200 should register as defaults.

A note about resolution and compression: If you use a 72 ppi photo in your original layout, it will reproduce as 72 ppi in your final PDF despite these compression settings. In order to assure the desired print results, it is important to start with hi-res artwork.

“Marks and Bleeds” Settings

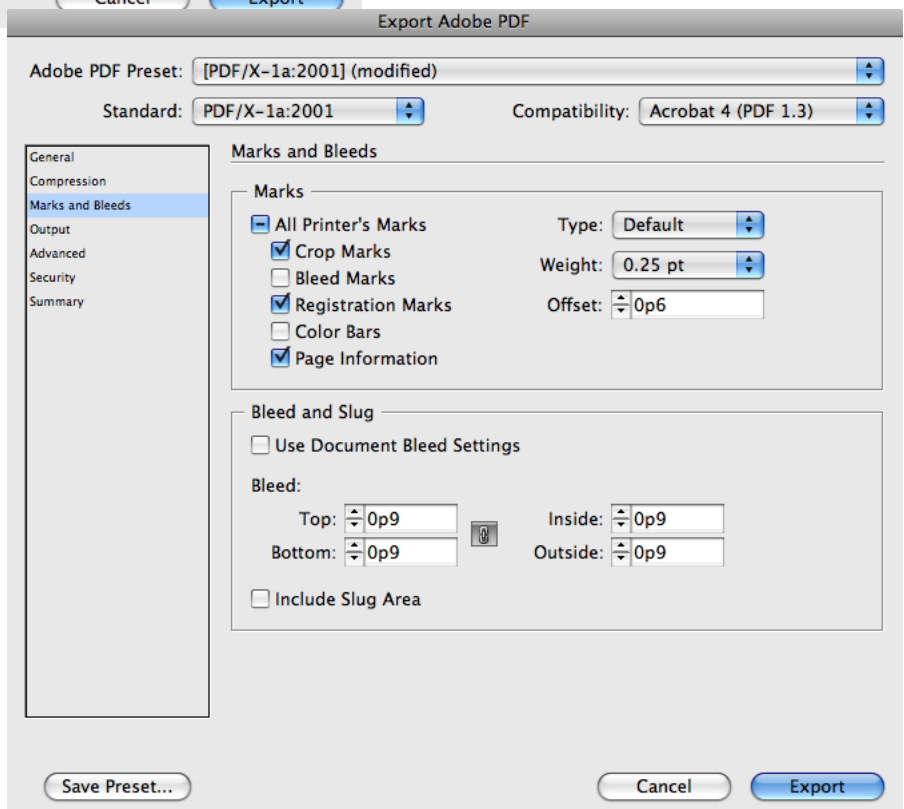
For covers and full-page ads intended to bleed

Under Marks select **crop marks, registration marks** and **page information**

The default offset of 6 points is fine.

Set **bleed to 9 points** (just under .25”) in all directions.

For quarter- and half-page ads, crop marks and bleed settings are unnecessary, so you can leave the defaults



"Output" Settings

Change Destination to
Coated GRACoL 2006 (ISO 12647-2:2004)

The screenshot shows the 'Export Adobe PDF' dialog box with the 'Output' tab selected. The 'Adobe PDF Preset' is set to '[PDF/X-1a:2001] (modified)'. The 'Standard' is 'None' and 'Compatibility' is 'Acrobat 4 (PDF 1.3)'. The 'Color' section includes 'Color Conversion' set to 'Convert to Destination (Prese...', 'Destination' set to 'Coated GRACoL 2006 (ISO 12...', and 'Profile Inclusion Policy' set to 'Don't Include Profiles'. There is a checkbox for 'Simulate Overprint' and an 'Ink Manager...' button. The 'PDF/X' section has 'Output Intent Profile Name', 'Output Condition Name', 'Output Condition Identifier', and 'Registry Name' all set to 'N/A'. The 'Description' section has a placeholder text: 'Position the pointer over a heading to view a description.' At the bottom are buttons for 'Save Preset...', 'Cancel', and 'Export'.

The screenshot shows the 'Export Adobe PDF' dialog box with the 'Advanced' tab selected. The 'Adobe PDF Preset' is '[PDF/X-1a:2001]', 'Standard' is 'PDF/X-1a:2001', and 'Compatibility' is 'Acrobat 4 (PDF 1.3)'. The 'Fonts' section has 'Subset fonts when percent of characters used is less than:' set to '100%' and an information icon with the text 'All fonts with appropriate embedding bits will be embedded.' The 'OPI' section has 'Omit for OPI:' with checkboxes for 'EPS', 'PDF', and 'Bitmap Images'. The 'Transparency Flattener' section has 'Preset:' set to '[High Resolution]' and a checkbox for 'Ignore Spread Overrides'. The 'Job Definition Format (JDF)' section has a checkbox for 'Create JDF File Using Acrobat' and an information icon with the text 'Requires Adobe Acrobat 7.0 Professional or later to be installed. Checking this option automatically deselects the "Spreads" option in the General panel.'

"Advanced" Settings

Default settings ok.

"Security" Settings

Please make sure this is grayed out—indicating no security.

Thank you!