

Tips for Creating a High Quality PDF file for Printing

- 1. Single Pages, Not Spreads:** You can send in one multi page PDF file as single pages in order as intended to read, or single page PDF files, named in order as intended to read.
- 2. Fonts Must Be Embedded:** Please make sure all fonts are embedded before submitting your PDF file for print.
- 3. Image Resolution:** Please check the effective image resolution and make sure the resolution is acceptable for your project before submitting your PDF file for print. *Effective* resolution is the image resolution after placed at an enlargement or reduction. We recommend an effective resolution of 300 dpi or higher.
- 4. Bleeds:** Make sure all items that are to print to the trimmed edge of your book, have been extended .125” beyond the final trim. Please check your PDF file to make sure your bleed was exported correctly and now extends .125” beyond the final trim marks on the PDF file before submitting your PDF file for print.
- 5. Offset Final Trim Marks:** Final trim marks should be on every PDF page and should be offset .1667” away from the final trim all allow for variance in the production process.
- 6. Colors:** PDF files must have the color managed to print as quoted. For example, if quoted to print 4-color process, all Pantone colors should be converted to 4-color process. If quoted to print as a Pantone color all elements must be built as that spot Pantone color with no additional Pantone colors or 4-color process. Colors not allowed are RGB, LAB, Cal Gray and Cal RGB.
- 7. Acrobat Trim Box:** The trim box on every page must be set to match the final trim size and binding style quoted.
- 8. Excessive Anchor Points:** Please avoid coping Illustrator art directly from Illustrator and pasting directly into InDesign or Quark, this causes excessive anchor points that can cause the plating process to stall or fail. Please use the place image method instead.
- 9. Naming PDF files:** Please avoid special characters when naming your PDF files. Use only letters and numbers. Never have a space at the beginning or end of a name and use underscores in place of spaces in between words when ever possible.
- 10. Safety Margins:** Please keep all art that is not intended to bleed and all type at least .25” away from the final trim.
- 11. Country of Origin and Printer:** If country of origin and printer info appears in the project it must be correct and up to date.
- 12. Application File Layers:** When exporting to PDF, all layers that are to print must be turned on and any layers that you do not intend to print much have all components on all layers turned off.
- 13. Cross Gutter Images:** When placing an image across a two page spread please keep any focal points of that image away from the gutter area where the pages meet.