

The publishing company needs your print documents as PDF files for publishing ads. The data must conform to the PDF -1.3 or PDF 1.4 standard. Older or newer versions of PDF files can result in incorrect results in the printing of your ads.

The PDF format has become a type of standard for platform-overlapping data exchange between ad customers and publishing companies. All the various error sources, that can result from the exchange of open files (Xpress, Freehand, Illustrator, PageMaker, InDesign, CorelDraw, etc.), can be avoided while exchanging PDF files. Simply observe the most important rules when generating PDF files.

You can generate PDF files using various programs. However, to create PDF files for magazines or newspapers, you can currently use Acrobat Distiller only. Acrobat Distiller is a component of the Adobe Acrobat, which should be purchased (not to be confused with the free Acrobat Reader). Only use Acrobat Distiller in Version 4 or higher.

## You can generate a PDF file in six steps:

**1<sup>st</sup> Step:** Create an ad in any graphics or layout program.

Correct layout files are a prerequisite for correctly created PDF files. You should pay attention to the following points for print ads:

- Set the paper size of the document corresponding to the actual ad size.
- Create one-page documents only.
- Provide for a trim of 25 mm (for ads with bleed only)
- When possible, use PostScript Type1 fonts and avoid using TrueType and OpenType fonts.
- Do not modify the fonts electronically, e.g., no bold or italics.
- Do not use any hairlines. Never compose frames with individual lines, but create them with frame tools instead.
- Pay attention to the limiting values for grid surfaces (minimum 5%; maximum 95%).
- Remove all unnecessary elements.
- Do not use any images as jpg-compressed EPS files.
- Load the image files in the correct resolution if possible (min. 300 dpi for magazines; min 200 dpi for newspapers) and in the correct size; you might want to edit these in an image editing program in advance.

**2<sup>nd</sup> Step:** Configure the PostScript printer with the PPD file “Acrobat Distiller”

Use Acrobat Distiller for generating the PDF file for ads only.

Do not use the PDF-Writer or shareware programs; this will not result in printable PDFs. Create the PostScript files with the PPD file “Acrobat Distiller”. This PPD file is supplied with the Acrobat software and is normally located in the Xtras folder in the Acrobat program folder.

**3<sup>rd</sup> Step:** You generate a PostScript file as follows:

Pay attention to the following points:

- PostScript Level 3
- File format: binary
- Include all character sets
- Resolution: 2400 dpi
- Provide for crosshair marks (for ads with bleed only)
- No colour separation

**4<sup>th</sup> Step:** You convert a PostScript file into a PDF file as follows:

Pay attention to the following points for the settings of Acrobat Distiller:

- Compatibility: Acrobat 5.0
- Bicubic recalculation of the colour bitmap images to 300 dpi (magazines) or 200 dpi (newspapers)
- Bicubic recalculation of the gray level bitmap images to 300 dpi (magazines) or 200 dpi (newspapers)
- Bicubic recalculation of the black & white bitmap images to 1500
- Compression: CCITT Group 4
- Compress text and vector graphics.
- Imbed all fonts.
- Do not change the colour.
- Maintain settings for imprinting.
- Maintain settings for Under Colour Reduction (UCR) and black generation.
- Maintain transfer functions.
- Maintain halftone information.

**5<sup>th</sup> Step:** You check a PDF file as follows:

Errors can occur while creating a PDF file and can only be detected in the PDF file itself. Please check the files in advance, to avoid disappointments. It is most effective by using appropriate programs, which are available either as separate programs or as Acrobat plug-ins.

**6<sup>th</sup> Step:** You transmit PDF files as follows:

The data volume of ads in the form of PDF files is relatively small if you have paid attention to all points during generation of the PDF files. Transmission per FTP is the fastest option. You can also send data with a maximum size of two megabytes per e-mail to the appropriate ad department.

You can find additional information on the topic of PDF at the websites of [Adobe](#).

## Transmission

Attach a text file with the file name info.txt to the PDF file with the ad subject, which must contain the following information about the print document:

- Name, address, contact person and telephone of the ordering party
- Number of the order confirmation
- For which object and which issue
- For colour ads, whether 4c colours or decorative colours and which decorative colours
- Placement specifications
- Name of the PDF file

Save the PDF file and the information file in a folder. In order to avoid errors during file transfer, the name of the folder should not contain any foreign or special characters. If possible, the folder should be sent as a ZIP archive.

## *Transmission per FTP*

For the file transmission you should use a FTP program. The FTP server of Holzmann Medien GmbH & Co. KG is usually available day and night and seven days a week. For transmitting the PDF files via FTP server, please request the necessary access data by calling or emailing us.

## *Sending the data on data carriers*

The data can be sent on the following media:

- CD Rom
- DVD
- USB Stick

## *Transmission per e-mail*

Data should only be transmitted per e-mail in exceptional cases, because we have had unpleasant experiences with the attached files. However, if you prefer sending us the print documents per e-mail, please contact us by phone in advance.