Designing for Print

How to build a file for successful printing



www.serviceprinters.com

127 East Second Street Duluth, MN 55805 1.800.877.4684

Contents

Building Your File	1
Step 1: Choose your Design/Layout program(s)	· i
Step 2: Download/Create the Template	i .
Step 3: Watch Out for Common Mistakes	2
otop of Waton out for common whotakee	_
About Bleed	2
What is Bleed?	2
Why is adding a Bleed necessary?	3
How do I add bleed to my design?	3
Trimming & Bleed Guidelines	3
Examples	4
Product Specification Quick Sheet	4
Guidelines for Images and Color in Printing	5
Images	5
Color	6
All About Fonts	6
PostScript® Fonts	6
TrueType® Fonts	7
OpenType® Fonts	7
Knowing which fonts are PostScript, TrueType, or OpenType	7
Sending the Correct Fonts to your Print Provider	8
Converting to PDF	9
Color Separations	9
PDF Presets	9
Creating a PDF from Adobe InDesign	9
Creating a PDF from Quark 6.5	12
Packaging in InDesign	15
More about the Package function	15
Common Mistakes in Print Design	16
Mistake 1: No Bleed	16
Mistake 2: Text too close to the edge	17
Mistake 3: Low Resolution	17
Mistake 4: Borders aren't thick enough	17
Mistake 5: Designed in RGB	18
Mistake 6: Fonts not converted or included	19
Adobe PDF Settings Preset	20
To download the PDF Settings Preset	20
To Install the PDF Settings Preset	20
To Use the PDF Settings Preset	20
<u> </u>	

Building Your File

Step 1: Choose your Design/Layout program(s)

Choosing the right program for designing your project is key. Follow these guidelines when choosing the programs you will use.

Adobe Photoshop

- For photographs and rasterized images only.
- Text is best left to other applications like Illustrator or InDesign.
- When using Photoshop it is NOT recommended to enlarge images because this will result in pixelated images and poor print quality.

Adobe Illustrator

- Illustrator works with vector images which are based on mathematical formulas. This means images created in Illustrator can be scaled up or down without loss of quality, as can happen with rasterized images in Photoshop.
- Illustrator is great for text that will be used as a design element, or logos.

Adobe InDesign

- This is a layout program that is used to combine text and graphics.
- It is best to compose large areas of text in InDesign rather than Illustrator or Photoshop.
- Place images designed in Photoshop or Illustrator into your InDesign layout to bring everything together and get it ready for print production

Microsoft Word

Word can be useful when creating large bodies of text, however as a design/layout tool it is not nearly as powerful as InDesign. If your product is going to have images we do not recommend using Microsoft Word as your primary design tool because quality can be a concern. In addition, when Word documents are opened on different computers, with different operating systems or different versions of Word, the layout could be changed, fonts may not appear correctly and images may have lost quality. For these reasons we recommend using InDesign for final layout purposes.

Quark XPress

Service Printers can open files from Quark, however Adobe products are preferred.

Step 2: Download/Create the Template

Download a template (from http://www.serviceprinters.com/help/free-templates.html) or build your file from scratch.

Adobe Photoshop

- 1. Open Photoshop and click File > New...
- 2. Enter the full bleed dimensions¹. That is, 1/4" extra both vertically and horizontally.
- 3. Set the Resolution at 300 pixels/inch

4. Set your Color Mode at CMYK2

Adobe Illustrator

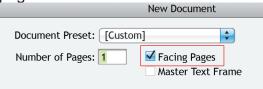
- 1. Open Illustrator and click File > New...
- 2. Enter the trim dimensions³ in the Width and Height boxes (for example, the trim dimension on a standard business card would be 3.5" x 2")
- 3. Enter 0.125 for the top, bottom, left and right bleed
- 4. Set your Color Mode at CMYK
- 5. Set your Raster Effects at High (300ppi)

Adobe InDesign

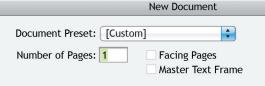
- 1. Open InDesign and click File > New > Document...
- 2. Enter the trim dimensions under Page Size (for example, a standard business card would have trim dimensions of 3.5" x 2")
- 3. If you do not see "Bleed and Slug" at the bottom of the window, click the "More Options" button.
- 4. Enter 0.125 for the top, bottom, left and right bleed

Keep in mind:

 For Saddle-stitched (stapled) booklets: Build your document to have reader's spreads with facing pages



For Perfect-bound or Wire-bound books: Build as single pages



Step 3: Watch Out for Common Mistakes

See *Common Mistakes in Print Design* to learn what common print design mistakes to avoid so your final printed piece will be 100% successful!

About Bleed

What is Bleed?

In printing terms, "bleed" refers to an area, usually 1/8" on each side, beyond final trim size, into which images are extended.

² See Common Mistakes in Print Design

The trim dimension is the final size of a product before any folding is applied. For more information see *Trimming & Bleed Guidelines*

Why is adding a Bleed necessary?

Small mechanical variations can end up leaving a white edge where there should be no white edge if the image is not extended beyond the final trim size. Extending images 1/8" beyond the final trim size guarantees that images truly will print to the edge of the paper.



How do I add bleed to my design?

Build your files 1/8" larger than the final trim size. For example, if you have designed a standard 3.5" x 2" business card with a red background covering the whole area, you will need to enlarge that red background to 3.75" x 2.25". This will make the red background extend 1/8" on every side of the page.

Adobe Photoshop

- 1. Open Photoshop and click File > New...
- 2. Enter the full bleed4 dimensions. That is, 1/4" extra both vertically and horizontally.
- 3. Set the Resolution at 300 pixels/inch
- 4. Set your Color Mode at CMYK

Adobe Illustrator

- 1. Open Illustrator and click File > New...
- 2. Enter the trim⁵ dimensions in the Width and Height boxes (for example, the trim dimension on a standard business card would be 3.5" x 2")
- 3. Enter 0.125 for the top, bottom, left and right bleed
- 4. Set your Color Mode at CMYK
- 5. Set your Raster Effects at High (300ppi)

Adobe InDesign

- 1. Open InDesign and click File > New > Document...
- 2. Enter the trim dimensions under Page Size (for example, a standard business card would have trim dimensions of 3.5" x 2")
- 3. If you do not see "Bleed and Slug" at the bottom of the window, click the "More Options" button.
- 4. Enter 0.125 for the top, bottom, left and right bleed

For a more in-depth tutorial on how to set up your document to accommodate for bleed, see "Page Bleeds," an article from PrepressX.com: http://www.serviceprinters.com/help/tutorials/prepressx01.html

Trimming & Bleed Guidelines

When building your file, please follow the guidelines below to ensure your project is printed correctly.

Trim Edge

This is the edge of the final printed product. For a standard business card the trim dimensions would be 3.5" x 2"

⁴ see Trimming & Bleed Guidelines

The trim dimension is the final size of a product before any folding is applied. For more information see *Trimming & Bleed Guidelines*

Bleed Edge

Images should be pushed out to the Bleed Edge, 1/8" past the trim edge on every side.

Safe Edge

Text and other important elements should be placed within the Safe Edge which is 1/8" inside the Trim Edge. This will ensure that no text is cut off due to variation in the trimming process.

Examples

Correct



The background image has been extended 1/8" past the Trim Edge and the text is within the Safe Edge.

Incorrect



The background image has not been extended to the Bleed Edge. This could result in strips of white around the edges of the business card.

Incorrect



The text has not been kept within the Safe Edge. This could result in text being cut off due to tolerances during trimming.

Product Specification Quick Sheet

Here is a quick reference for the specifications of all the products in our online store. You can download free templates at: http://www.serviceprinters.com/help/free-templates.html.

Product	Flat Size	Bleed	Resolution	Submit Size	
	WxH			Inches	Pixels
Tri-Fold Brochures	8.5" x 11"	.125"	300dpi	8.75" x 11.25"	2625 x 3375
Half-Fold Brochures	8.5" x 11"	.125"	300dpi	8.75" x 11.25"	2625 x 3375
4x9 Half-Fold Brochures	8" x 9"	.125"	300dpi	8.25" x 9.25"	2475 x 2775
Standard Business Card	3.5" x 2"	.125"	300dpi	3.75" x 2.25"	1125 x 675
Envelopes (No. 10)	9.5" x 4.125"	0	300dpi	9.5" x 4.125"	2850 x 1238
Flyers	8.5" x 11"	.125"	300dpi	8.75" x 11.25"	2625 x 3375
Greeting Cards, Fold Down	6.25" x 4.5"	.125"	300dpi	6.5" x 4.75"	1950 x 1425
Greeting Cards, Side Fold	4.5" x 6.25"	.125"	300dpi	4.75" x 6.5"	1425 x 1950
Letterheads	8.5" x 11"	.125"	300dpi	8.75" x 11.25"	2625 x 3375
Post Cards - 6x4	6" x 4"	.125"	300dpi	6.25" x 4.25"	1875 x 1275
Post Cards - 5.5x3.5	5.5" x 3.5"	.125"	300dpi	5.75" x 3.75"	1725 x 1125
Posters - 11x17	11" x 17"	.125"	300dpi	11.25" x 17.25"	3375 x 5175
Posters - 12x18	12" x 18"	.125"	300dpi	12.25" x 18.25"	3675 x 5475
Rack Cards	4" x 9"	.125"	300dpi	4.25" x 9.25"	1275 x 2775

Guidelines for Images and Color in Printing

Images

- 1. Resolution for all images should be at least 300 pixels/inch
- 2. Preferably, all images should be saved to .eps files
- 3. Images that are to be at the edge of the page should be extended 1/8" beyond that final size⁶
- 4. Images should be created in/converted to CMYK⁷, not RGB.

Vector Images (Illustrator, Freehand)

ALWAYS "Create Outlines" (Illustrator) or "Rasterize Type" (Photoshop) to avoid font issues when submitting files for printing. Click here to find out more about creating outlines and rasterizing type.

Pixel-Based (Photoshop)

- Avoid over-scaling images (125% or more) when placing into your layout program.
- Sample down (reduce the size) a copy of larger images and link them to your file to save disk space and processing time.

⁶ See About Bleed

⁷ See Common Mistakes in Print Design: Designed in RGB

Color

- NEVER use RGB
- Always create or convert all text, images, and files to CMYK or Spot Color values
- · Avoid transparency effects when working with spot colors
- Use the Pantone names for spot colors and avoid calling them things like, "Company X Yellow"
- Keep in mind that the colors you see on your screen may not match the printed result. Work with your printer to make sure colors turn out the way you want them to.

All About Fonts

PostScript® Fonts

PostScript fonts have two important files. Each of these files must be present in order to render the font properly both on screen and in print.

The "screen" font

The "screen" font is a font suitcase containing all the information necessary to render a scalable font on your computer monitor. Often the name of this file will be the full font name (Futura-Bold). In addition to this screen font you must also include the linked printer font (the blue and red lines show the relationship between two printer and screen fonts).

The two "screen" PostScript fonts in this example are Futura-Bold and Futura-Book.

Note: The description for the "Kind" attribute in the Preview pane (on the right in the image) is "Font Suitcase."

The "printer" font

The "printer" font contains vector outlines of the font and is often named with an abbreviation of the full font name (FuturBol). In addition to this printer font you must also include the linked screen font (the blue and red lines show the relationship between two printer and screen fonts).

The two "printer" PostScript fonts in this example are FutuBo (linked to Futura-Bold) and FuturBoo (linked to Futura-Book).

Note: The description for the "Kind" attribute in the Preview pane (on the right in the image) is "PostScript Type 1 outline font."

When you use a PostScript font in your design, make sure you include each of these files with your output. This is quite easy to do in InDesign (see *Packaging in InDesign*).



"Screen Font": The Red and Blue lines show the relationship between the two parts of the PostScript fonts.



"Printer Font": The Red and Blue lines show the relationship between the two parts of the PostScript fonts.

TrueType® Fonts

TrueType fonts were designed to eliminate the need for multiple files. They incorporate both PostScript fonts into one file.

When packaging (see *Packaging in InDesign*) your file, you will not see two files for each font as you will when you use PostScript fonts. The two TrueType fonts used for this example are Futura-CondensedMedium and Futura-MediumItalic

Note: The description for the "Kind" attribute in the Preview pane (on the right in the image) is "Font Suitcase." This is the same as with a PostScript font. To tell the difference between the two, see "Knowing Which Fonts are PostScript, TrueType or OpenType" below.

OpenType® Fonts

OpenType was built on TrueType and also contains, in one file, all the information necessary to render fonts correctly both on screen and in print. It's main benefit is that it is cross-platform. The same file will work on both a Windows and Macintosh system. OpenType fonts with the .otf extension contain PostScript information while those with the .ttf extension are TrueType-based. For more information on OpenType fonts visit the Adobe Fonts website:

http://www.adobe.com/type/opentype/

When packaging (see *Packaging in InDesign*) your file, you will not see two files for each font as you will when you use PostScript fonts. The two OpenType files used in this example are ACaslonPro-Bold.otf and ACaslonPro-Regular. otf.



OpenType fonts are only one file and have a .otf extension.

Note: The description for the "Kind" attribute in the Preview pane (on the right in the image) is "OpenType Font"

Knowing which fonts are PostScript, TrueType, or OpenType

You can tell what most font types are by looking at the extension.

Mac

.ttf = TrueType .otf = OpenType with PostScript Content .dfont = a version of TrueType No extension = PostScript (either screen or printer)

Windows

.ttf = TrueType

.otf = OpenType with PostScript Content

.pfb and .pfm = PostScript

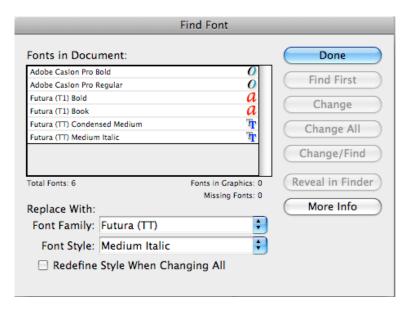
.CompositeFont or .cff = compressed .pfb and. pfm PostScript files

.fon = For use in on-screen menus and Graphical User Interface (GUI). NOT for printing

Another, more visual, way to tell which type of font you are using InDesign is to open your file and click Type > Find Font...

A window listing all the currently used fonts will open. It may look something like this:

All About Fonts



In the above example, six fonts are used. These are the same fonts used in the other examples given on this web page.

- Adobe Caslon Pro Bold (OpenType)
- Adobe Caslon Pro Regular (OpenType)
- Futura (T1) Bold (PostScript)
- Futura (T1) Book (PostScript)
- Futura (TT) Condensed Medium (TrueType)
- Futura (TT) Medium Italic (TrueType)

The OpenType fonts appear with an "O" icon next to them, the PostScript fonts have a red "a" icon and the TrueType font icon has a gray and a blue "T."

A third way to tell is by using font management software, such as Suitcase Fusion. Such programs should list the type of font next to it's name.

Sending the Correct Fonts to your Print Provider

The File > Package... command in InDesign will create a folder containing all the information necessary for a commercial printer to print your document. See *Packaging in InDesign* for more information.

More Information

- Adobe provides an in-depth resource for fonts on their website: http://www.adobe.com/type/topics/info9.html
- PC Magazine has a great encyclopedia with definitions and explanations of the different font types, especially for Windows users. Visit this web page: http://www.pcmag.com/encyclopedia/ and type in any of the terms you've seen here
- PrepressX.com provides a helpful guide on finding and storing your fonts

Converting to PDF

Before creating a PDF from InDesign, please keep in mind:

- Fonts: Ensure that all fonts are loaded and active prior to creating your PDF
- Image Resolution: As a rule, all Photoshop images should have a resolution of 300 dpi. Any bitmap should be at 600 dpi
- Color Separations (see below): Run off laser separations to be certain your document will separate correctly
- Color Space: ALL RGB images should be converted to CMYK
- Spot Colors: If you've used Pantone spot colors in your design but do not require them to be
 printed as spot colors, convert Spot Colors to Process by clicking the Ink Manager button in the
 Output Menu and checking the "All Spots to Process" checkbox
- Color Separations: Run off laser separations to be certain your document will separate correctly
- Bleeds: Extend all elements that run off the edge of the page an additional 1/8" beyond the final trim size
- Document Size: Create your document at the final size you would like it produced. Avoid building on an oversized layout (for example, don't build a 3.5"x2" rectangle on an 8.5"x11" page if you want a business card). Pay particular attention to panel sizes where one panel may need to be narrower to accommodate a fold (for instance, a tri-fold brochure)
- Transparency & Drop Shadows: Set the Transparency Flattener to High Resolution

Color Separations

Separations are ways to make sure the proper colors are going to print where they should. This is especially important when using spot colors. When you print separations you will be printing one page for each color in your document. For documents that have no spot colors, you will be printing 4 pages - Cyan, Magenta, Yellow, and Black. For documents with spot colors you'll be printing the four CMYK pages plus pages for each spot color.

In Quark:

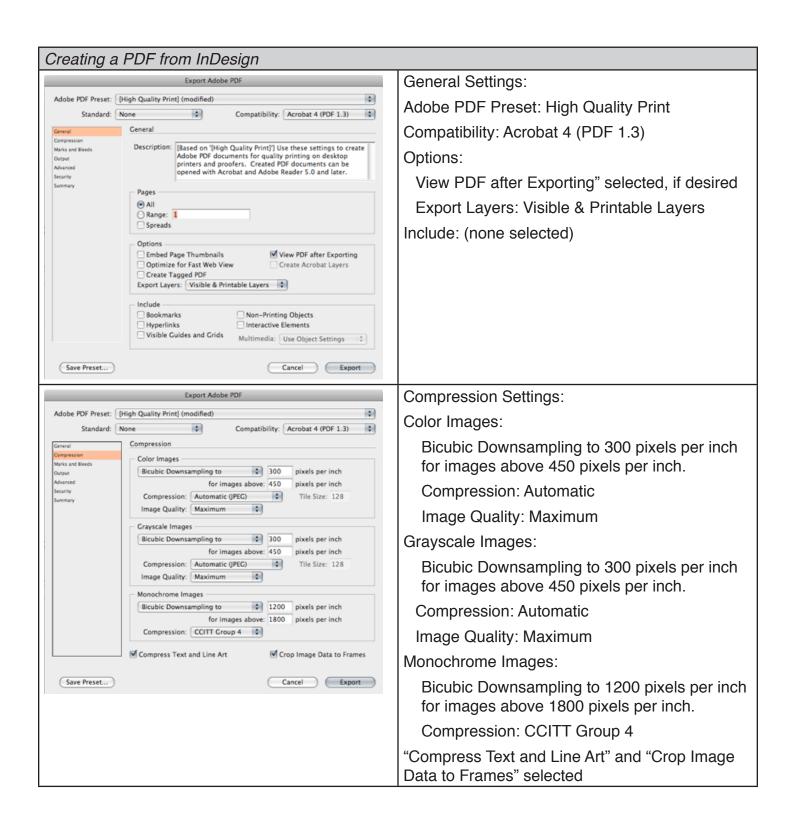
- 1. Click File > Print...
- 2. Under the Layout tab, select the "Separations" check box
- 3. Under the Output tab make sure "Print Colors" is set to Composite CMYK

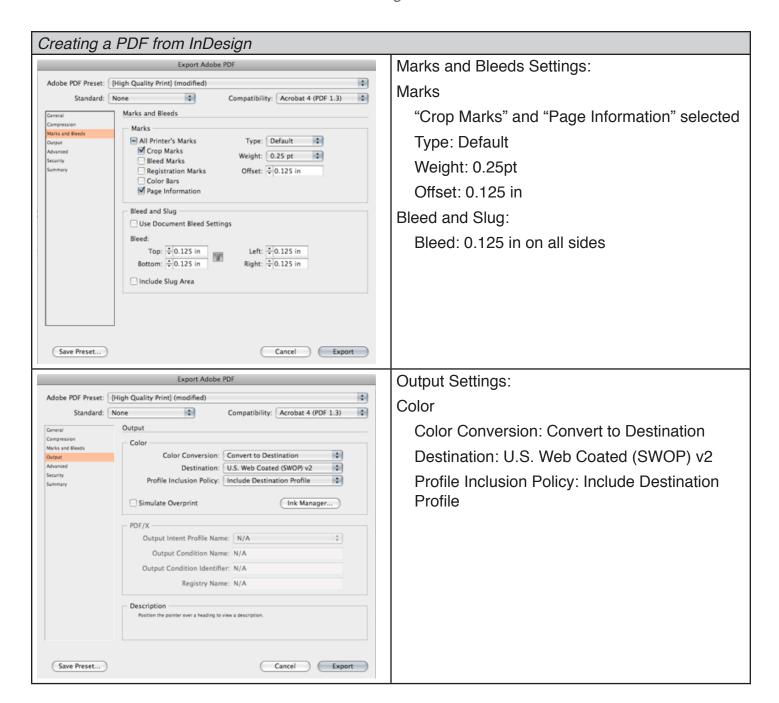
PDF Presets

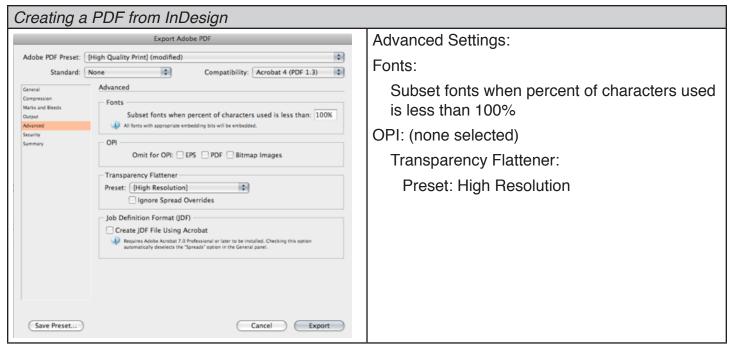
You can easily use Service Printers' preferred PDF settings when exporting your files. This means we will have to spend less time with your file in PrePress and you will save money! See the Adobe PDF Settings Preset section for more information.

Creating a PDF from Adobe InDesign

Under the File menu, choose Export, name your PDF file, and choose "Adobe PDF" as the format. Click "Save" and use the following settings in the Export PDF dialogue box:





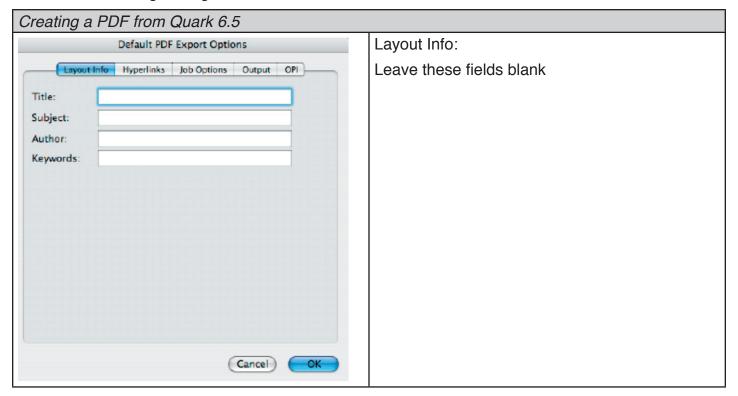


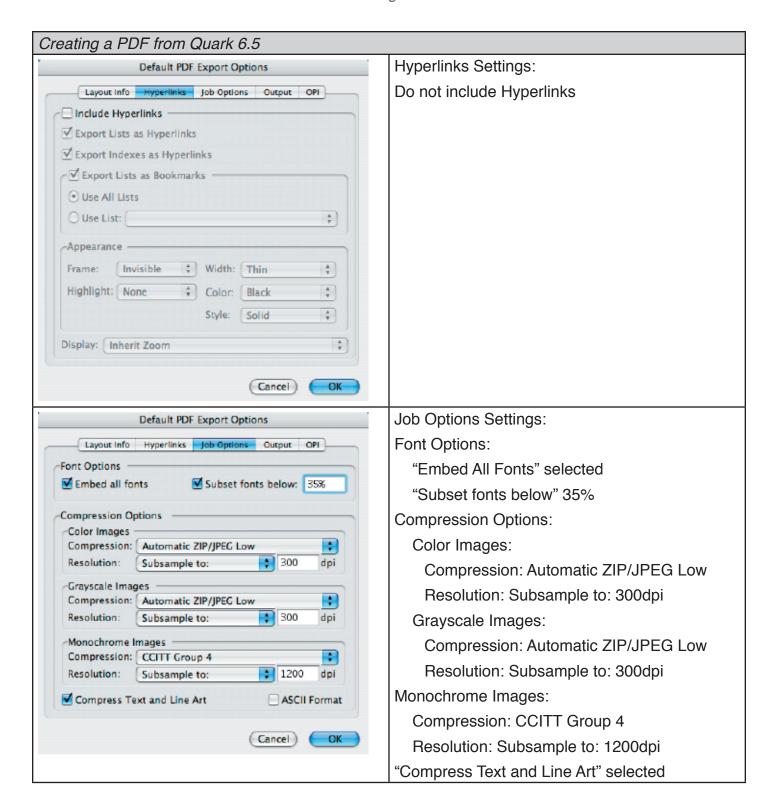
When all these settings are correct, click Export

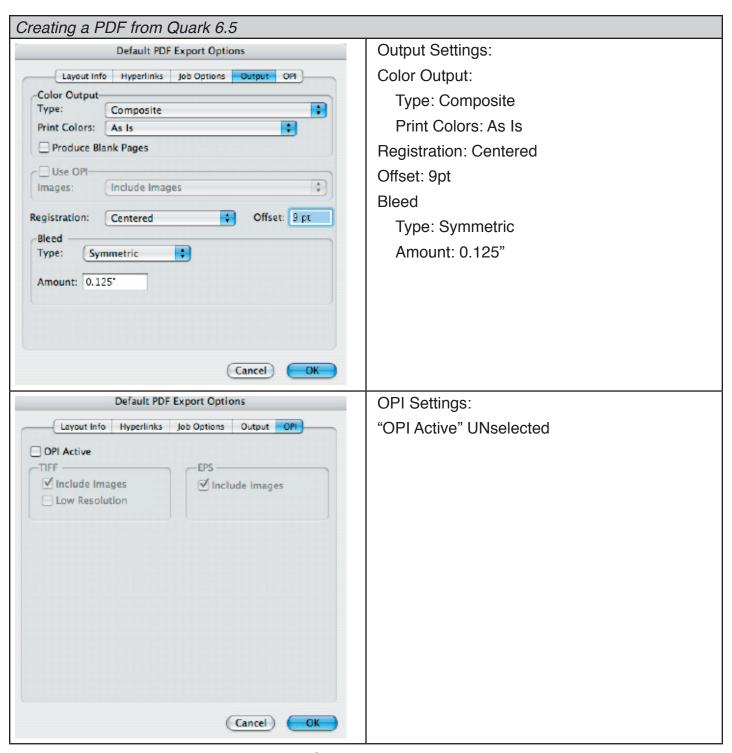
Creating a PDF from Quark 6.5

Initially you'll have to set up some presets in Quark. This is a one-time setup.

- 1. Go to the QuarkXpress 6 Preferences dialogue box WITH NO WINDOW OPEN.
- 2. Select "PDF" then click on "Direct to PDF", then on "Default Options"
- 3. Use the following settings:







When the above settings are correct, click OK.

After the PDF Export Options are set, go to File > Export/Layout. Click the Options button to ensure your new default settings are being applied. Name the file, then click Save.

Packaging in InDesign

When using InDesign, a great way to make sure your printer will receive everything they need to correctly print your document is to create a "Package" containing all of the necessary files. Fonts, images and other necessary items are put in one folder that you can easily send to your printer.

InDesign does this automatically with it's "Package" function. To package your InDesign file:

- 1. Open your file in InDesign
- 2. Click File > Package...
- 3. Go through the menu options on the left and check:
 - a. Fonts: All the fonts you want to use are in the list and the status for each one is OK. Click "Find Font..." if anything is missing.
 - b. Links & Images: Make sure each image type says "CMYK" and not RGB and that the status of each image is "Linked." We prefer linked, rather than embedded, images because it saves disk space. If any of the images are missing, click on them in the list and then click "Relink"
- 4. Click the "Package..." button
- 5. Choose a descriptive name for the text file that will be included with the package. This file will contain instructions for the Prepress team. It is also helpful if you fill out the other requested information (Contact, Company, Address, Phone, Fax, Email). Click Continue
- 6. Select a destination for the packaged folder (preferably the same folder your original InDesign file is located in) and give it a descriptive name. Click Save.
- 7. The packaged folder will be created in the location you specified. Make sure it contains:
 - a. A .txt file
 - b. An InDesign file
 - c. A Fonts folder containing all the fonts you used (there may be "extra" fonts in this folder. See "PostScript Fonts" above)
 - d. A Links folder containing all the images you used
- 8. Compress or "zip" this folder and send it to your Print Provider

More about the Package function

The Package dialogue box has several menu options that will help you ensure all fonts and images are linked or embedded, and that the colors are correct. These options can help you locate issues in your InDesign document you may not have been aware of.

Summary

Information about the document is displayed here, including any errors that are found (such as images that are not in CMYK, missing fonts and images).

Fonts

This lists all the fonts that are used in the document. It tells you the name of the font, what type it is (postscript, TrueType, etc), and if it is present or missing. If there are errors select the specific font and then click "Find Font..." to see available options. You can change the font in the "Find Font" window, if you wish. Each instance of the original font will be changed to the new font you specify in the "Replace With" section of the "Find Font" dialogue box.

Links and Images

This section will tell you if there is anything wrong with your images. Make sure there are no missing images (if there are, select the image and click "Relink" to find the image). If you have images that were created in the RGB color space, a warning will appear here. You can edit your images in Photoshop or Illustrator and convert them to CMYK if you wish, or you can let your printer's Prepress department do this.

Colors and Inks

Process (CMYK) and spot colors are listed in this view. You should see Process Cyan, Process Magenta, Process Yellow, and Process Black. If there are spot colors listed you may want to go back to your document and convert those colors to process, unless your printer knows you intend to use spot colors. You can change spot colors in your InDesign document by canceling out of the Package window and right clicking on the spot color in the "Swatches" palette. Select "Swatch Options," then change the Color Type to "Process." Go back to the Package window by clicking File > Package...

Print Settings and External Plug-ins

These are a list of settings and plug-ins that are used in the document. They cannot be changed in the Package dialogue box.

For more information, visit Adobe InDesign's Help page

Common Mistakes in Print Design

Everyone makes mistakes but Service Printers is dedicated to informing our customers about the design and printing process so you will always have a great printed product. Avoid the following common pitfalls when designing your brochure, business card, flyer, or any other printed project.

Mistake 1: No Bleed

Be sure you extend images 1/8" beyond the final trim edge. For more information on this see *Trimming & Bleed Guidelines* and *About Bleed*



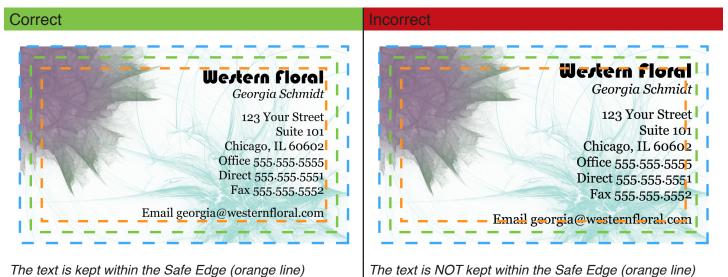
The background image is extended to the Bleed Edge (blue line)



The background image is NOT extended to the Bleed Edge (blue line)

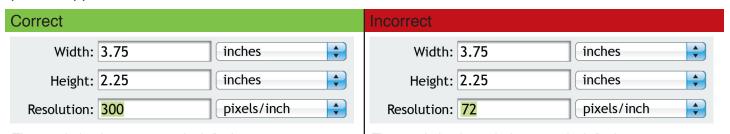
Mistake 2: Text too close to the edge

Text and other important elements like logos should be placed no closer to the Trim Edge than 1/8". For more information on this see *Trimming & Bleed Guidelines*



Mistake 3: Low Resolution

The resolution for anything that is to be printed should be at least 300dpi. Anything less than this could result in pixelated images and fuzzy text. Images captured from the web are NOT suitable for printed applications.



The resolution is set at 300 pixels/inch

The resolution is set below 300 pixels/inch

Mistake 4: Borders aren't thick enough

This is really a combination of Mistakes 1 and 2. If you want a border around the edge of your page, they should start within the Safe Edge and extend out to the Bleed Edge. This will ensure the border is not trimmed off.

Correct



The purple border has been placed within the Safe Edge (orange line)

Correct



The purple border has been thickened and extended from within the Safe Edge (orange line) to the Bleed Edge (blue line)

Incorrect



The purple border has been placed outside the Safe Edge (orange line)

Mistake 5: Designed in RGB

Designing in RGB is appropriate for graphics that will only be displayed on screen, website graphics for example, but is NOT appropriate for printed applications. When designing for print you should always create or convert your images to CMYK.

Adobe Photoshop

Create file in CMYK:

- 1. Click File > New...
- 2. Set the size of your image, then select "CMYK Color" from the Color Mode drop-down menu. Make sure your resolution is set at least 300 pixels/inch.

Convert to CMYK after design/creation of file:

- 1. Click Edit > Convert to Profile...
- 2. Under "Destination Space" select "U.S. Web Coated (SWOP) v2"

Adobe Illustrator

Create File in CMYK:

- Click File > New...
- 2. If Advanced Options are not visible, click the arrow next to "Advanced" at the bottom of the window
- 3. For Color Mode, select CMYK

Convert to CMYK after design/creation of file:

- 1. Click Edit > Assign Profile
- 2. Select "Profile" and in the drop-down menu select "U.S. Web Coated (SWOP) v2

Adobe InDesign

Convert to CMYK after design/creation of file:

Adobe InDesign defaults to a CMYK color profile. There is no need to convert your InDesign document to CMYK or to set a color mode when creating the file. However, you should make sure the working CMYK profile is set to U.S. Web Coated (SWOP) v2. Do this by:

- 1. Click Edit > Convert to Profile...
- 2. Under "Destination Space" select U.S. Web Coated (SWOP) V2 in the CMYK Profile drop-down menu

Mistake 6: Fonts not converted or included

When text is created in Photoshop or Illustrator it should be flattened for final output. In Illustrator this is called "Create Outlines" and in Photoshop it is "Rasterize Type." Text is no longer editable, but errors related to missing fonts when sending files to your printer are eliminated. You can also create outlines from text in InDesign, however this is not necessary if you Package³ your file before sending it to the Printer.

Adobe Photoshop

- 1. Select the text layer in the Layers Palette
- 2. Click Layer > Rasterize > Type OR right-click on the text layer and select "Rasterize Type"
- 3. It is highly recommended you Save As... to a different file name after you create outlines as you will no longer be able to edit any of the text.

Adobe Illustrator

- 1. Select the text box
- 2. Click Layer > Create Outlines
- 3. It is highly recommended you Save As... to a different file name after you create outlines as you will no longer be able to edit any of the text.

Adobe InDesign

It is not necessary to Create Outlines from text in InDesign if you Package (see *Packaging in InDesign*) the file (an InDesign tool that collects all fonts and linked images into one easy-to-send folder for your Printer).

Adobe PDF Settings Preset

Different print shops have different work flows and prefer to receive PDF files with varying settings. It's not always easy to know what settings to apply when exporting your PDF. Service Printers makes it easy for you. You can download our preferred PDF Settings preset right from our website, ensuring your PDF file comes to us just the way we like it. This means your file spends less time being "fixed" by PrePress, and you save money!

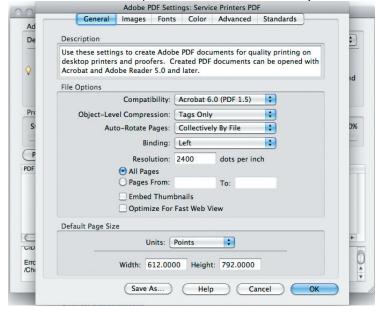
To download the PDF Settings Preset

- 1. Ensure you have Adobe Acrobat Distiller installed on your computer
- 2. Visit http://www.serviceprinters.com/help/free-templates.html and click on "Download the Adobe PDF Settings preset" link. You'll be asked to save or open the Service Printers PDF-joboptions.zip file. Save it to your hard drive and unzip the file.

To Install the PDF Settings Preset

Choose one of these methods to install the PDF preset:

 Double click on the Service Printers PDF.joboptions file (unzipped from the zip file you downloaded above). Acrobat Distiller will open. Click "OK" to install the preset.

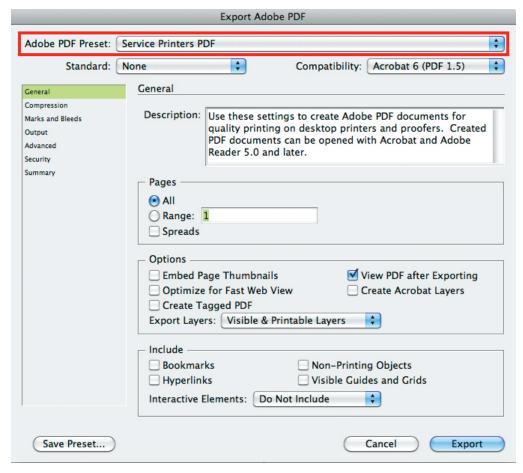


- OR drag the .joboptions file onto the Distiller window
- OR Open Acrobat Distiller, choose Settings > Add Adobe PDF Settings, browse to the Service Printers PDF.joboptions file, select it, and click Open.

To Use the PDF Settings Preset

When you are ready to export to a PDF (or "save as..." or "Print to PDF", depending on the program) just select "Service Printers PDF" from the preset drop-down menu:

Adobe PDF Settings Preset



For more information on PDF settings, visit the Adobe Acrobat X Pro * Adobe PDF presets help page at http://adobe.ly/173dTzS