



Member Papers' Guide to Working with PDF Files



**Show
Bookmarks**



**Hide
Bookmarks**



Read the Guide

Copyright & Licensing

PDF History



PDF Overview



Line Screen



Custom PPD



PRINTING FROM:

Acrobat v.4

Acrobat v.5

PageMaker

Quark XPress



PAGINATION

Including PDF's

Producing

PostScript



Tech Support



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And the Lord created Desktop Publishing

Once upon a time in the world of Publishing, prepress Operators built Columns of Type on complex Photo-typesetting Machines. They laboured day and night to format these columns of type. Other prepress operators operated giant and mystical Line Cameras to produce Halftones and PMT's. Then, the prepress operators cut the Columns into Strips with sharp knives, at great risk to Life and Limb. They pasted the Columns onto Galleys using great care to leave Spaces for the Halftones and PMT's. Then they pasted the Halftones and PMT's into these Spaces. The most Holy of Operators were allowed to apply Border Tape.

Many prepress operators Drank Heavily.

Then, in the year of our Lord, 1985, God sent us the three A's.

The Three A's were a group of companies whose market offerings in 1985 changed the way we communicate...

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The First "A":

Adobe Systems Incorporated

Adobe brought us Postscript. This was a computer language that could describe the contents of a graphically rich page in such a way that it could be interpreted and presented on nearly any type of computer printer at the highest resolution and best quality that the output device could achieve.

Postscript was **platform-independent**, meaning that it was a language independent of the operating system with which it worked. Postscript-based programs could be written to run on any processor under any operating system. It was also **resolution-independent**, in that the same postscript code could be imaged on a 300 dot-per-inch printer or a 1200 dot per inch imagesetter. Postscript pages always imaged at the highest resolution available on a given output device. This meant that postscript could bridge the gap between a low-resolution computer monitor and a high-resolution printer such as an imagesetter.

```
%%BeginProlog
/md 177 dict def md begin/
currentpacking where {pop /
sc_oldpacking currentpacking def true
setpacking}if
%%BeginFile: lw8_feature-1.01
%%Copyright: Copyright 1990-1998 Adobe
Systems Incorporated and Apple Computer
Incorporated. All Rights Reserved.
/bd{bind def}bind def
/ld{load def}bd
/xs{exch store}bd
/Z{0 def}bd
/T true def
/F false def
/level2
/languagelevel where
{
pop languagelevel 2 ge
}{
F
}ifelse
def
/odictstk Z
```

Postscript Page Description Language

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The Second "A":

Aldus

In 1985 Aldus Corporation released PageMaker, the first widely-distributed, mass-market Postscript page layout program. For the first time, graphically-rich content could be produced on a desktop personal computer.

Professional typesetting houses and the Association of Typesetting Professionals went on record as saying that most people could never learn to work with type and that this "desktop publishing fad" would never catch on.



**Aldus
Corporation
brought us
Adobe
PageMaker
version 1.0**

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The Third "A":

Apple Computer, Inc.

In 1985 Apple produced an innovation that acted as a catalyst for what we now call the "Desktop Publishing Revolution." If you ask most people what that innovation was, they'll probably guess the Macintosh computer.

They're wrong.

The growth of desktop publishing would still have occurred had Apple never released the Mac. In fact, the 1985 Amiga was a dramatically superior machine for desktop publishing work. If Apple had never released the Macintosh, the biggest difference to the publishing world today would be that we would all produce our work on Amiga's.

No, what Apple introduced in 1985 was the LaserWriter, the first desktop PostScript laser printer. For the first time, high quality type and layout could be output from a device that cost, not \$40,000,... not \$20,000,... but \$7,000 or less..



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The Three "A's":

1. Postscript Page Description Language (Adobe)
2. Aldus PageMaker Software
3. Apple Laserwriter Printer

Enter the Imagesetter

These three developments launched the market for desktop publishing in 1985, primarily on the Macintosh platform. As the cost of DTP equipment and software fell, professional designers and publishers jumped on the bandwagon. However, while these new converts lauded the cost-savings that DTP brought them, they didn't want to compromise on the quality that traditional prepress had provided. Thus were born hundreds of service bureaus, whose task it was to provide high-resolution, composite film output from postscript files produced by PageMaker and, later, Quark XPress.

More Fonts - More Programs...

This was when we first began to see problems with Postscript as a universal medium. If a publisher produced a document with Quark XPress, and passed it onto the service bureau, the bureau needed to open the files with the same version of Quark XPress, using the same versions of the same fonts the original designer used. If any part of this process was subject to variation, re-flowing text or completely different page layouts could occur.

Oh No! More Platforms, too!

Furthermore, by 1987 developers like Aldus and Adobe had realized the market potential of all those Intel-based PC-compatible computers out there. The late 80's saw the introduction of Windows versions of all the state-of-the-art publishing programs. Now, service bureaus had to be able to deal with Quark XPress and PageMaker files produced using incompatible fonts on a completely different platform under a completely different operating system.

By 1991, a service bureau could find itself dealing with a job built on a PC in Quark XPress, using both Postscript and TrueType fonts, with graphics developed in Adobe Illustrator, Aldus Freehand and (God forbid!) Corel Draw. The service bureau operator could spend hours – or even days! – solving compatibility problems between his system and the customer's. In order for a job to go smoothly, the service bureau operator needed to be running the same version of the same software as the customer with exactly the same versions of the all the same fonts. It was a nightmare...

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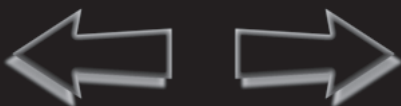
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Birth of the PDF

Then, we saw the dawn of portable digital file (PDF) concept. The basic idea was that graphically-rich content could be converted to a format that precluded the need for common production software and fonts. In this scenario, a freely-available viewing program would interpret the files and the recipient would see exactly what the designer intended. In the early 90's, we saw the birth of three significant contenders in this market: **Common Ground** by *No Hands Software*, **Replica** by *Farallon Computing*, and **Acrobat** by *Adobe Systems*. While both Common Ground and Replica initially had technological advantages over Acrobat, neither Farallon nor No Hands Software could compete with Adobe's development budget or its marketing clout. By 1996, the Acrobat PDF file (now renamed as the Portable Document Format) was the standard in electronic publishing.

What won the format war for Adobe, was its ownership of Postscript. As the original developer of the Postscript language, Adobe was able to develop a PDF format was (almost) 100% compatible with professional-level software in use throughout the graphics industry. With its close connection to the prepress industry, Adobe was able to ensure that the tools it was developing would meet the needs of prepress workflows.

Acrobat v.4 and version 1.2 of the PDF standard are rapidly becoming a staple at every level of the publishing industry. Agencies and designers are using PDF files to distribute advertising to publications in electronic form where the PDF standard ensures that the missing fonts and graphics of the past are no longer a problem. Major publishers and service bureaus now often use PDF-only front-end software to run imagesetter. In many cases, PDF is replacing, rather than merely complementing, Postscript.

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WHAT IS ACROBAT AND HOW DOES IT WORK?

Originally, PDF was merely a variant of the Postscript language. Nearly anything that could be described on a Postscript page could be stored, displayed and printed using PDF. As Adobe developed PDF further, it has developed into a full-fledged page-description language in its own right, with abilities to add hyperlinks, bookmarks, annotations, indexed search capabilities and other enhancements to electronic documents. At its heart, a PDF page still has a lot in common with a Postscript document. PDF either uses or translates almost all standard Postscript commands.

Adobe's primary software package for working with PDF files is Acrobat. Currently in release version 4.0.5, Acrobat is not a program, but rather a set of technologies encompassing several programs:

- **Acrobat (formerly Acrobat Exchange)**
- **Acrobat Reader (a stripped-down view-and-print-only version of Exchange)**
- **Acrobat Distiller**
- **Acrobat Search**
- **Acrobat Capture**
- **CreatePDF (formerly PDFWriter)**

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Acrobat Components

Acrobat Distiller

Distiller is the core of the Acrobat family. It is a full-fledged Postscript interpreter that can take the information normally sent to a Postscript printer and translate it into a PDF file

Acrobat (Exchange)

The PDF-editing program in the suite. It allows a user to view, print, sort pages, add or delete pages, make minor text corrections, add annotations, search, add bookmarks and hyperlinks, establish password-based security restrictions and many other enhancements. As of version 4, Adobe renamed Acrobat Exchange as simply Acrobat. Since that title also refers to the entire suite of applications, this is very confusing. When necessary, this document will refer to the Acrobat editing module as Acrobat Exchange.

Acrobat Reader

Reader is freely-distributable and is available for free download from Adobe's web site. It is very likely now the most commonly-installed computer program in the world. Versions of Reader exist for every major operating system and it ships pre-installed on nearly every new computer system sold today. Reader allows the user to view, search, and print PDF files without requiring the original software, fonts or operating system under which the document was developed.

CreatePDF or PDFWriter

A limited PDF printer driver. Newest versions can work with or without Distiller to maintain Postscript compatibility. Older versions bypassed Distiller at the cost of substituting Postscript graphics with screen-resolution previews. Not recommended for prepress applications.

Acrobat Capture

Capture is an "Optical Character Recognition" module for Acrobat. It will read the content of a scanned document and attempt to recognize it as text. The output is saved as a PDF file either as semi-formatted text or as a graphic with an invisible "text layer" layered over it.

Acrobat Catalog

Reads the text content of a collection of PDF files and creates a searchable index. Particularly useful in a paperless office situation where a user may need to search several hundred PDF files to find a particular reference.

Acrobat Search

A plug-in module for Exchange or Reader that searches Acrobat Catalog indices.

In a prepress environment, we're most concerned with Acrobat (Exchange) and Distiller. To a lesser extent, we're also concerned with Acrobat Reader. However, Reader's functions are essentially identical to the same functions in Exchange. Reader simply doesn't do as much.

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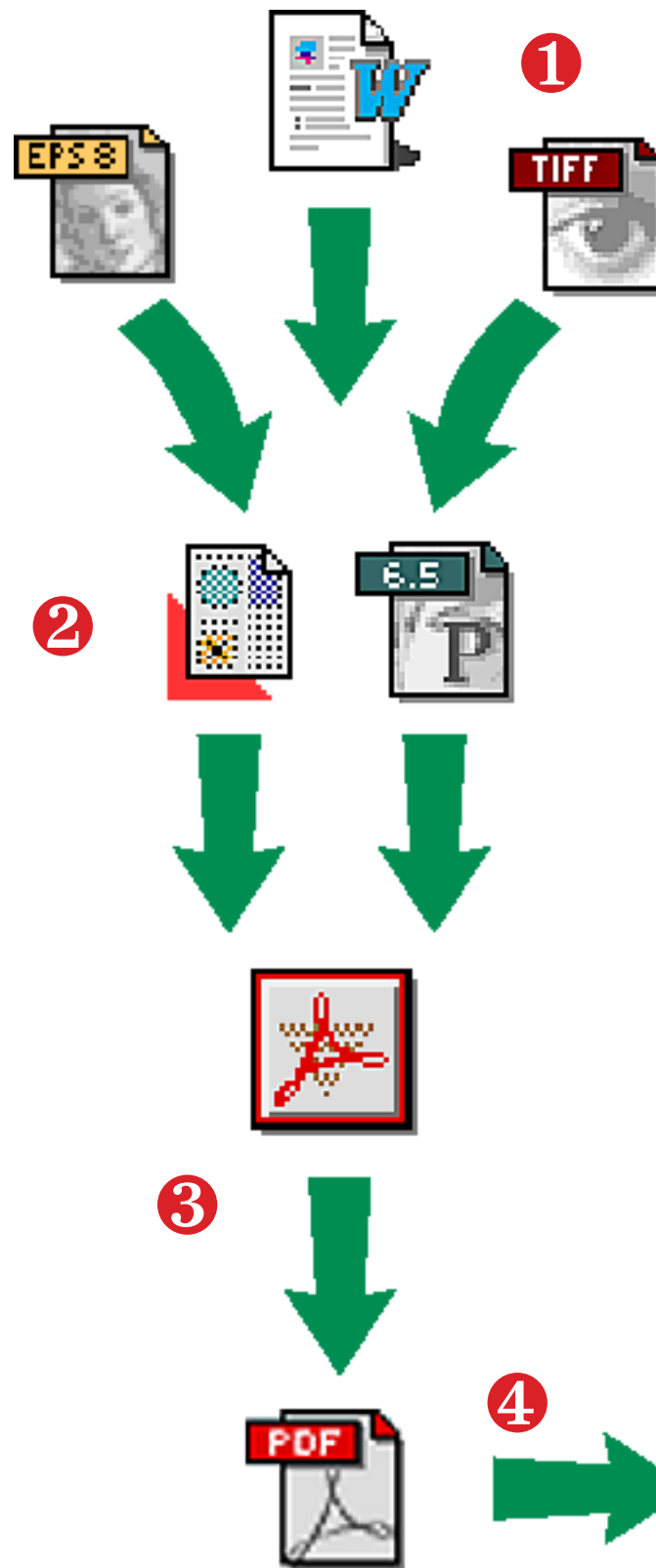
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THE PDF WORKFLOW

- 1 In most publishing environments, graphics (conceived in the designer's imagination) are developed in a drawing program (Adobe Illustrator or Macromedia Freehand) and/or a bitmap editor (Photoshop, Canvas, Painter, etc.)
- 2 Graphics are combined with text in a page layout program such as Adobe PageMaker or Quark XPress.
- 3 Once a document is assembled, the final artwork is printed. In a PDF workflow, the final document is used to produce a postscript file which is converted to the PDF format through Distiller. This PDF file is distributed in place of the final printed artwork.
- 4 The PDF file is output to a high-resolution output device like a laser printer or imagesetter.

The key to a proper PDF workflow is to think of Distiller not as a computer program, but rather as a printer that turns out PDF files.

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PDF Output for Newspaper Reproduction

Controlling Line Screen:

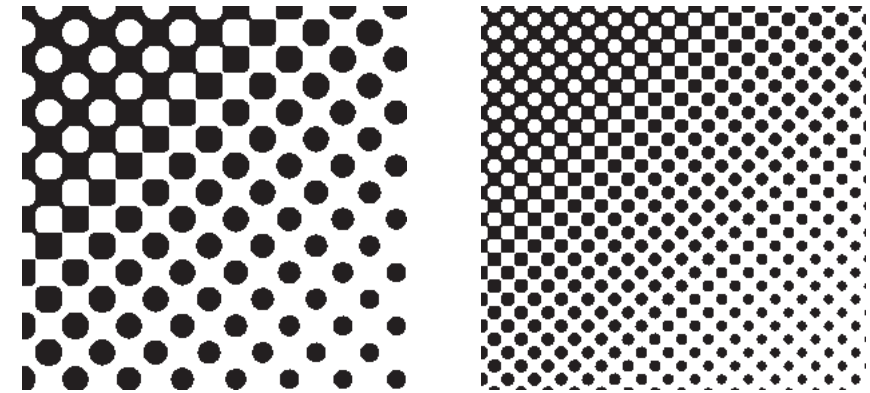
One of the most critical constraints in prepress is the allowance for press gain. This is the tendency for halftone screens to get darker on press. This tendency is especially prevalent when printing on newsprint on a web-offset press. From imagesetter negatives or PMT's, 30% gain is considered standard. Since press gain is measured from a point of 50% ink coverage, this means that a 50% screen with 30% gain is expected to darken on press to be the visual equivalent of an 80% screen without gain. This is under ideal, standard reproduction conditions. It is normal for press gain to be even higher when the original artwork is produced on a laser printer. Since most SWNA members reproduce electronic ads from 600 dpi laser printers, 35-40% gain is a reasonable expectation.

A handful of members use imagesetter output (imaging directly to film at 1200 dpi or higher) and a few use a combination of imagesetter and laser printing. However, since the majority use laser prints as their standard, we'll focus on what to do for laser printer reproduction.

The single most effective method of controlling press gain at the prepress stage is to vary the line screen frequency used to produce the artwork.

Line screen is simply a measure of the size of the dots used to reproduce a halftoned image. Smaller dots (higher line screens) reproduce more detail, but also result in higher press gain. This becomes a trade-off, where you're balancing detail against your ability to reproduce the image on press at all.

In the days of traditional prepress, where most halftones and screens were reproduced on a line art camera, most newspapers used 65 lines per inch (lpi) or 85 lpi as a standard line screen frequency. With the greater control offered by imagesetters (and newer presses), much of the industry has adopted 85 lpi or even 100 lpi as a standard. However, one of the factors to remember when dealing with laser printer artwork is that laser prints will generally incur higher press gain than imagesetter film or camera



Enlarged view of a 71 lpi screen (left) and a 141 lpi screen (right). Higher line screen values mean smaller halftone dots.

shots - **even at the same line screen.**

For newspaper reproduction, we recommend that laser printed artwork on 600 dpi or 1200 dpi laser printers should be reproduced at 70.7107 lines per inch. Some printer drivers or printer profiles will give the option of 71 lpi, or 70.7 lpi or even 70.711 lpi. For all intents and purposes, these are being reproduced at 70.7107 lpi. For the sake of convenience, we'll refer to this as a 71 line screen.

Why a 71 line screen? Think of it as a compromise. 71 lines per inch is fine enough to provide a reasonable level of detail while still keeping press gain to a manageable level. This, in most cases, is the optimal line screen frequency for laser printed artwork that is intended for reproduction on a newspaper press.

**Throughout this manual,
when we refer to a
71 line screen, we mean
70.7107 lines per inch (lpi)**

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The Importance of Line Screen Frequency

Arguing for a 71-line screen

To illustrate this, try a simple experiment. Included on this CD-ROM is a file titled SCREENS.PDF. Open this file in Acrobat Reader or Exchange and print to your laser printer at its highest quality settings. This file contains several images that have been pre-screened at various common halftone frequencies. Depending on your particular laser printer, you'll probably find that the 141 lpi image or the 133 lpi image look best on the laser print. If, however, you were to use any of the images on this laser print as final artwork in your newspaper, you're still going to see some amount of press gain on the final print job. The question is, how much?

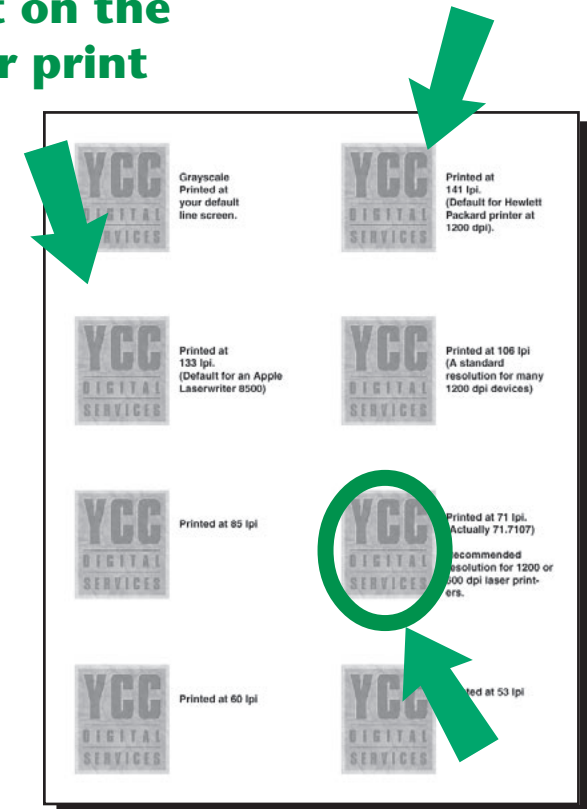
To emulate press gain on a newsprint press, try this simple trick. Place the artwork onto your photocopier, and copy it. Adjust the exposure on the photocopier to get progressively darker copies. This will emulate a range of press gain and give you a good idea of how each of these laser-printed line screen frequencies can reproduce. Once you've made several copies, have a look at "post-gain" images and decide which of these looks best. The odds are good that the 71 lpi image is one of the best, if not the best across a range of press gain. Note especially that the amount of gain increases dramatically as the line screen frequency get higher (i.e. - the dots get smaller).

Another way to think of this, is that images need to be flat (low-contrast) and light in order to allow for the amount of press gain we experience in newsprint reproduction. If your image looks good and "balanced" coming off the laser printer, you haven't got a hope. The good-looking laser print will fill in so much on press that it will be unrecognizable.

Now that you're convinced (we hope) of the benefits of a 71 lpi screen, let's talk about how to achieve one. The alert operator using Adobe Acrobat Reader or Acrobat Exchange to print PDF files will have noticed by now that neither of these programs offers the ability to control line screen frequency when printing. In fact, that's the most critical shortcoming of the entire Acrobat suite. Fortunately,

Print the file: SCREENS.PDF

One of these two will probably look best on the laser print



Watch for this one on the photocopy.

we have several options that can allow us to influence the line screen frequency at print time. Since none of them are a "cure everything" solution, we'll discuss them all briefly.

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Controlling Line Screen

Import Filters

In most cases, **the best way to control line screen frequency is through the use of the import filter for Adobe PageMaker or Quark XPress.** Both PageMaker and Quark give the operator control over line screen frequency in their print dialogue and one or the other is currently in use at every SWNA paper. These filters will allow the operator to place the PDF file directly into a page layout as if it were a normal graphic, and then print at the line screen frequency of their choice. As an added benefit, those papers that have implemented full, electronic pagination can incorporate PDF ads into their existing page galleys. Unfortunately, not all PDF files can be imported by these filters:

- PDF files that are Acrobat v.4 compatible cannot be imported properly.
- Files with security features enabled cannot be imported at all.
- Colour separations from colour PDF files are not reliable.
- PDF files with subsetted fonts can be unreliable.
- PDF files that have been altered with Acrobat's TouchUp functions are not reliable.

In order to achieve the best possible output from PDF advertising, most SWNA member papers need a strategy for controlling the line screen frequency of their PDF output. Whatever the cause, there will always be at least a small percentage of PDF files that must be printed from within Acrobat Exchange or Acrobat Reader. This is where a custom PPD (Postscript Printer Description) comes in.

What is a PPD?

A PPD, or Postscript Printer Description file, is a specially-formatted text file that provides information about a particular printer to the printer driver program. Normally, PPD's tell the printer driver what sizes of paper the printer can use, how much memory is installed, what paper trays are available, and other useful information about printing options. The PPD also tells the printer driver, in the absence of further instructions from the host program, what line screen to use when printing tints or halftones.

Why A Custom PPD?

The problem is that Adobe Acrobat does not, by itself, allow the user to specify line screen frequencies when printing. Instead, Acrobat prints PDF files at whatever line screen happens to be the default on the chosen laser printer. These default line screen values are almost invariably too high for the resolution of the printer and the nature of the reproduction environment (often 100 lpi or even 141 lpi - depending on the model of printer). These excessively high line screen frequencies are a major factor contributing to inappropriate levels of gain on press.

A custom PPD changes the default line screen frequency for print jobs sent to the laser printer. This only affects printing from within programs, like Acrobat or Microsoft Word, that don't allow the operator to control line screens from within the PRINT dialogue.

A custom PPD, supplied by Printmaster and SWNA, has been altered to tell the printer to print at 70.7107 lines per inch. This tends to produce better results than the default line screen frequencies on most laser printers.

On the CD-ROM accompanying this manual, you will find custom PPD files for most of the printers in common use among SWNA members. When you install it according to the instruction in this manual, it will take control of the line screen frequency at your laser printer. If you can't find a PPD for your printer on the disk, contact Printmaster.

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Using a Custom PPD

**Installing a custom PPD is a simple process,
no matter what system you are using...**



I use a Mac



I use a Windows

**Click on the system you
use for further instructions**

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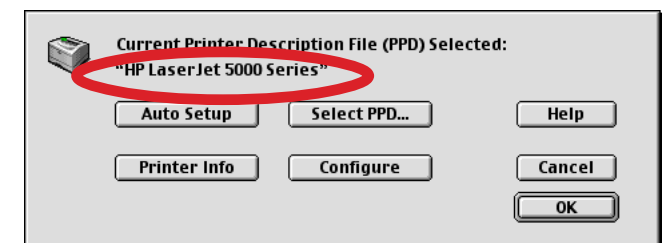
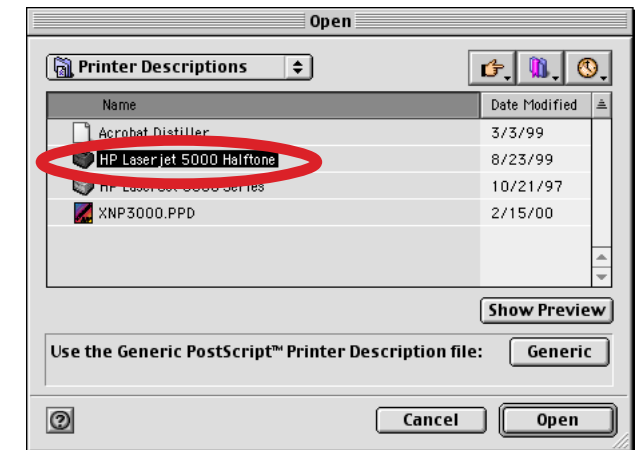
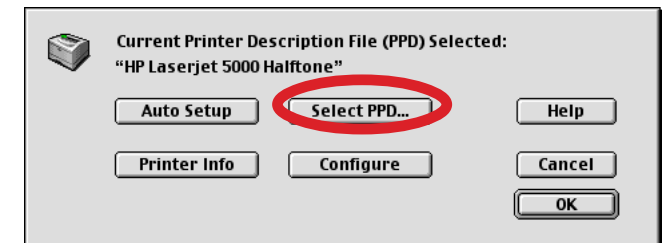
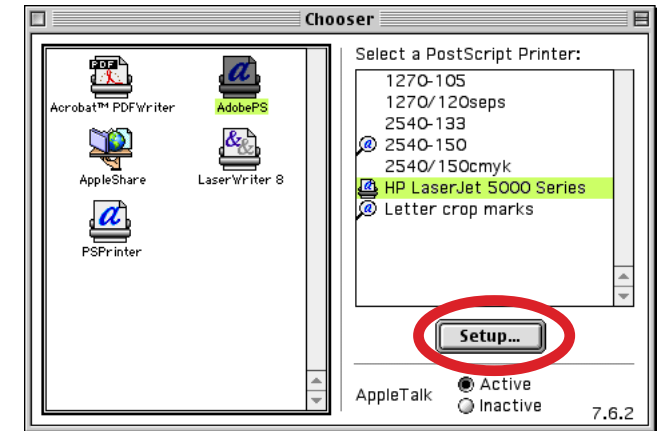
Using a Custom PPD with Macintosh



On a Macintosh system, you simply copy the desired PPD file into the SYSTEM⇒EXTENSIONS⇒PRINTER DESCRIPTIONS folder. The PPD is immediately available for use by your printer driver. To specify that you want to use that PPD from now on:

1. Open the CHOOSER
2. Select your desired printer driver from the icons on the left.
3. Select your desired printer from the list on the right.
4. Click SETUP
5. Click SELECT PPD
6. Choose the custom PPD from the list shown and click OPEN.
7. Click OK.
8. Close the CHOOSER.

From this point on, the system will automatically print at the line screen specified in the custom PPD until you change the selected PPD.



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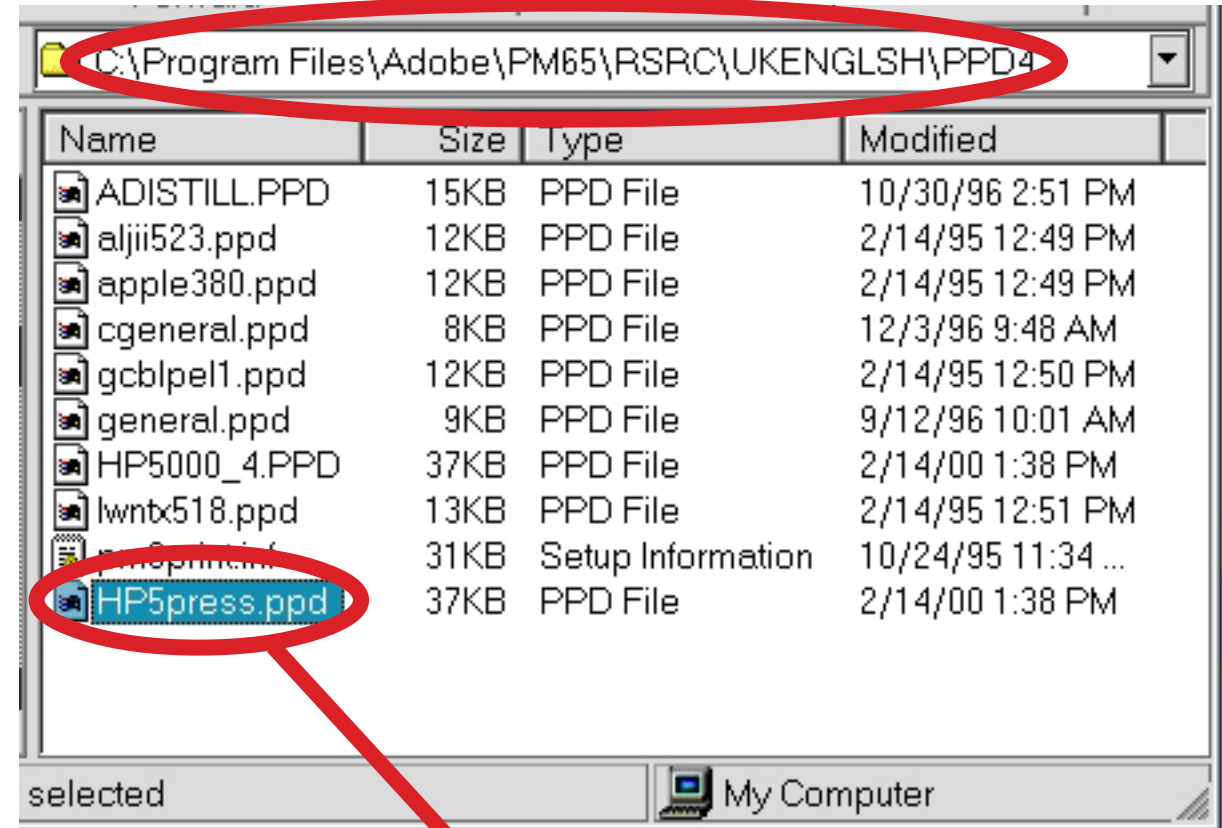


Using a Custom PPD with Windows 95/98



Make sure that a copy of your PPD is installed at this location if you're using PageMaker

1. Identify the custom PPD you wish to install from the accompanying CD-ROM
2. If you're using Pagemaker, copy this PPD into your PM65⇒RSRC⇒**LANGUAGE**⇒PPD4 folder, where **LANGUAGE** is whatever linguistic version of Pagemaker you installed (probably UKENGLSH or USENGLSH).
3. Double-click on the AdobePS installer. As of this writing, the most current version is v.1.0.4 of the AdobePS Universal Installer. This version is supplied on the CD-ROM hosting this manual. Updates are available from Adobe's web site at <http://www.adobe.com/supportservice/custsupport/download.html> in the Printer Drivers section.
4. Follow the instructions that appear on the screen. When you're prompted to locate the PPD you wish to install, navigate either to the appropriate file on the CD-ROM or to the one that you copied into your Pagemaker folder. Either one will do.
5. Click NEXT to finish installing.
6. Once the installation process is done, click EXIT to close the installer or click ADD ANOTHER to install a driver and PPD for any other printers you may wish to use.



Your custom PPD file

PRINTING

Printing From Acrobat v.4 (Macintosh)

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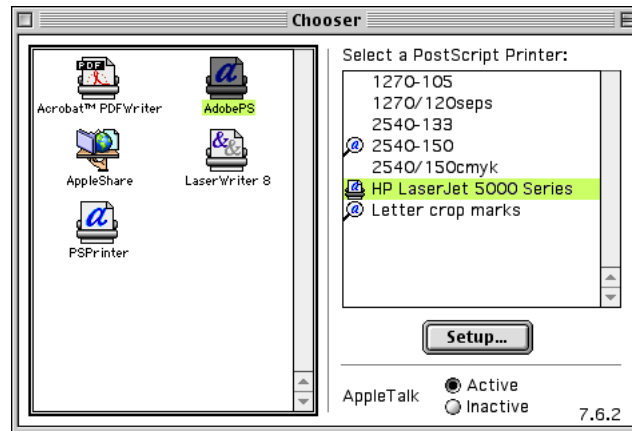
PageMaker

Quark XPress

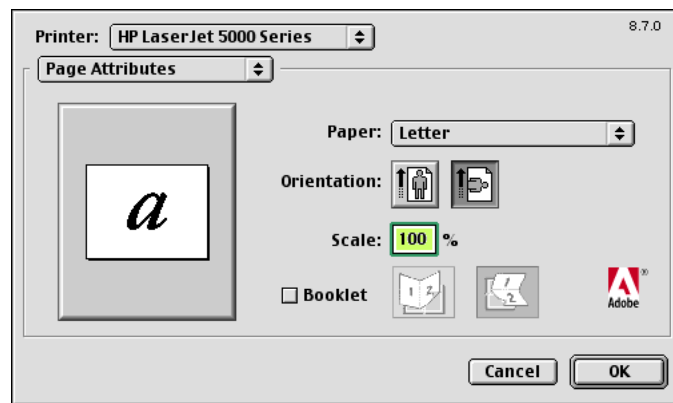
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In the CHOOSE
Select the required printer from the Chooser

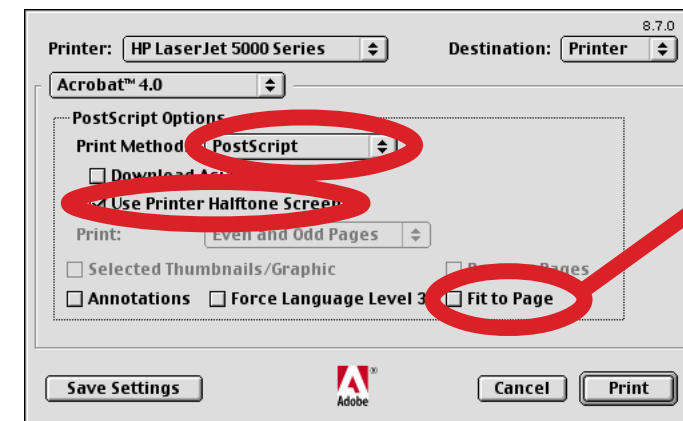


In PAGE SETUP
Make sure that the paper size you've chosen will accommodate the entire image area required.

NOTE: In some PPD files we have been able to provide a menu option that will allow you to specify a 71-line screen. If this option is available, it will show up in your PRINT OPTIONS dialog box. It will be labelled "YCC Prepress 71 lpi" or something very similar (depending on space constraints). In Hewlett-Packard printers, it is available in the Imaging Options. **CLICK HERE TO SEE AN EXAMPLE.**

Adobe PS Printer v.8.7 or Apple Laserwriter v. 8.7

1. Select Chooser
2. Select your chosen printer driver
3. Select your target printer in the printer list
4. Click Setup
5. Click SELECT PPD
6. Choose your supplied PPD file (e.g. - Laserjet 5000 halftone). Click OPEN.
7. Click "OK" and close the Chooser
8. Select FILE⇒PAGE SETUP.
9. Specify your paper size, orientation, etc. Scaling should be set to 100%.
10. In the POSTSCRIPT OPTIONS TAB, turn off all options. Click OK.
11. Select FILE⇒PRINT (command-P). Select ACROBAT 4.0 options from the popup menu.
12. Select PRINT METHOD⇒POSTSCRIPT.
13. Click the USE PRINTER HALFTONE SCREENS button.
14. Ensure that FIT TO PAGE is not selected.
15. Click and hold the mouse on the ACROBAT 4.0 tab in order to see the other option pages for your printer. Select other appropriate options for your printer as they are available.
16. Click PRINT.



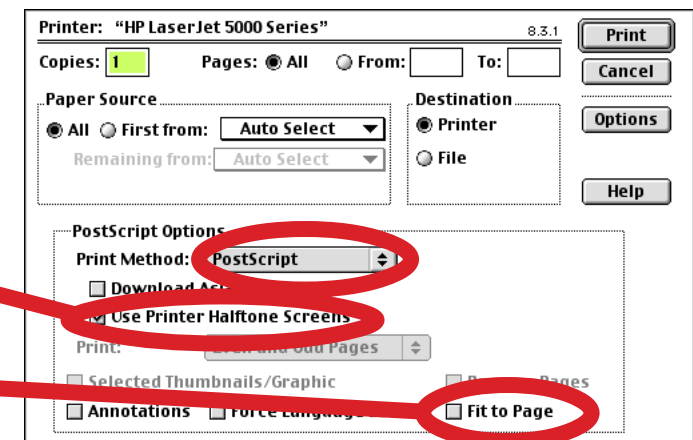
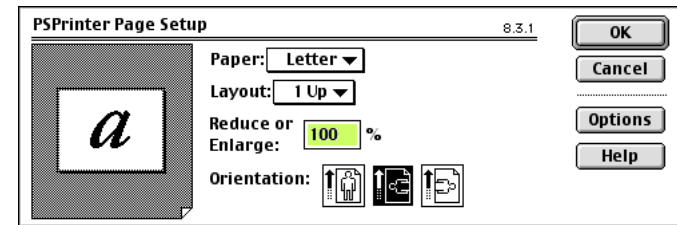
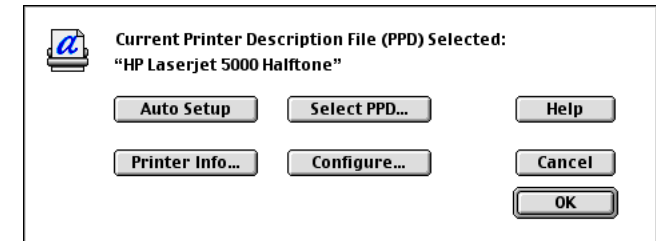
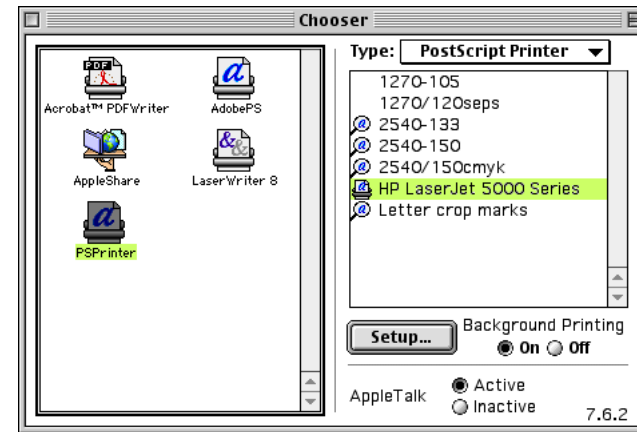
In the PRINT dialogue: Select POSTSCRIPT as your printing method and turn on "USE PRINTER HALFTONE SCREENS"

Acrobat to Older Printer Drivers.

In this example, we'll use Adobe's PSPrinter v.8.3.1 driver. Other Laserwriter and Adobe drivers will have similar considerations. Adapt these instructions to your specific driver. These instructions require Laserwriter 8.1 or Adobe PS Printer v.8.1 or later. Earlier drivers will not support the Level 2 Postscript content required by most PDF files.

1. Select the CHOOSEER
2. Select your preferred driver from the list of Chooser devices on the left.
3. Select your target printer in the printer list
4. Click Setup
5. Click SELECT PPD
6. Choose your supplied PPD file (e.g. - Laserjet 5000 halftone). Click OPEN.
7. Click "SELECT" and close the Chooser
8. Select FILE⇒PAGE SETUP.
9. Specify your paper size, orientation, etc. Scaling should be set to 100%.
10. Click the OPTIONS button and turn off all options. Click OK.
11. Select FILE⇒PRINT (command-P). Select ACROBAT 4.0 options from the popup menu.
12. Select PRINT METHOD⇒POSTSCRIPT.
13. Click the USE PRINTER HALFTONE SCREENS button.
14. Ensure that FIT TO PAGE is not selected.
15. Click the OPTIONS button.
16. Select other appropriate options for your printer as they are available.
17. Click PRINT.

NOTE: In some PPD files we have been able to provide a menu option that will allow you to specify a 71-line screen. If this option is available, it will show up in your PRINT OPTIONS dialog box. It will be labelled "YCC Prepress 71 lpi" or something very similar (depending on space constraints). In Hewlett-Packard printers, it is available in the Imaging Options.



Turn this on

Don't click this!

PDF History

PDF Overview

Line Screen

Custom PPD

PRINTING FROM:

Acrobat v.4

Acrobat v.5

PageMaker

Quark XPress

PAGINATION

Including PDF's

Producing

PostScript

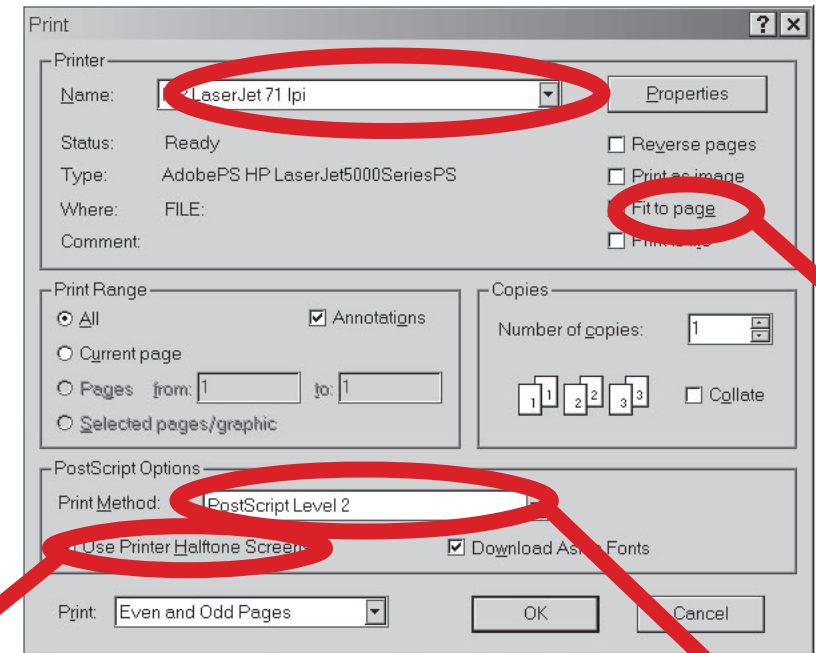
Tech Support

PRINTING

Printing From Acrobat v.4 (Windows)

Printing from Acrobat under Windows is relatively simple because most of the necessary setup takes place when you install the printer driver.

1. Select FILE⇒PRINT
2. From the PRINTER NAME popup menu, select the postscript printer driver (with custom PPD) that you installed earlier.
3. Turn off FIT TO PAGE
4. Click PROPERTIES. Select the PAPER tab and select a page size big enough to accommodate your artwork. Click OK.
5. Select POSTSCRIPT LEVEL 2 from the PRINT METHOD pop-up.
6. Select USE PRINTER HALFTONE SCREENS
7. Click OK

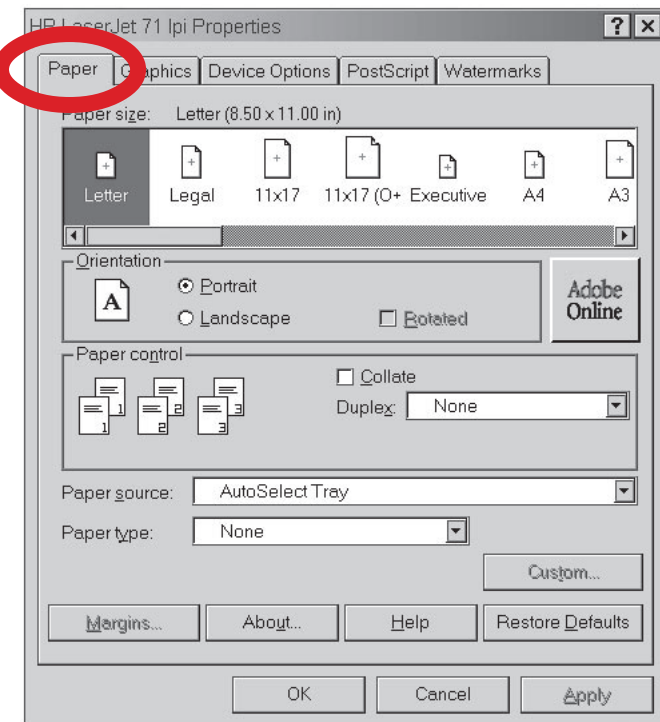


TURN THIS OFF!

TURN THIS ON!

Print Method: Postscript

Select a paper size large enough for your artwork



NOTE: In some PPD files we have been able to provide a menu option that will allow you to specify a 71-line screen. If this option is available, it will show up in your PRINT OPTIONS dialog box. It will be labelled "YCC Prepress 71 Ipi" or something very similar (depending on space constraints). In Hewlett-Packard printers, it is available in the Device Options Tab. [CLICK HERE TO SEE AN EXAMPLE.](#)

PDF History

PDF Overview

Line Screen

Custom PPD

PRINTING FROM:

Acrobat v.4

Acrobat v.5

PageMaker

Quark XPress

PAGINATION

Including PDF's

Producing

PostScript

Tech Support



PRINTING

Printing From Acrobat v.5 (Macintosh)

PDF History

PDF Overview

Line Screen

Custom PPD

PRINTING FROM:

Acrobat v.4

Acrobat v.5

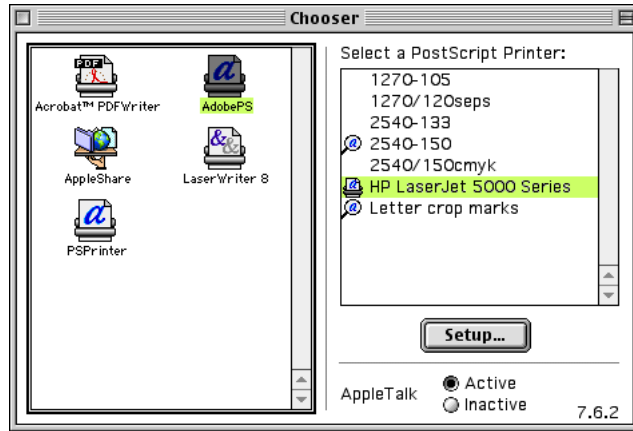
PageMaker

Quark XPress

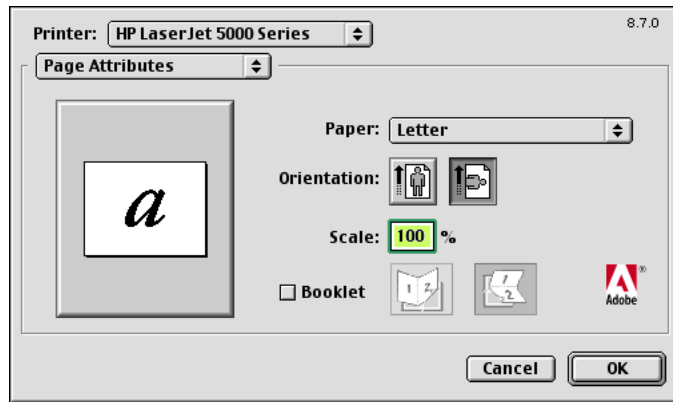
PAGINATION
Including PDF's

Producing
PostScript

Tech Support



In the CHOOSER
Select the required printer from the Chooser



In PAGE SETUP
Make sure that the paper size you've chosen will accommodate the entire image area required.

NOTE: In some PPD files we have been able to provide a menu option that will allow you to specify a 71-line screen. If this option is available, it will show up in your PRINT OPTIONS dialog box. It will be labelled "YCC Prepress 71 lpi" or something very similar (depending on space constraints). In Hewlett-Packard printers, it is available in the Imaging Options. **CLICK HERE TO SEE AN EXAMPLE.**

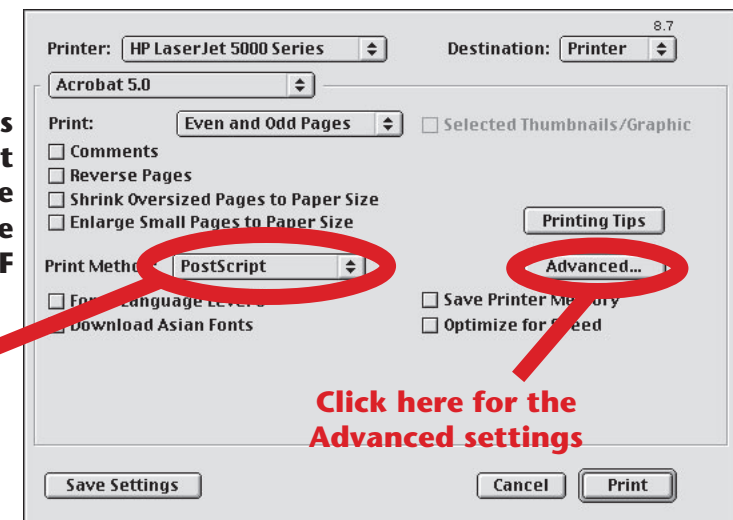
Adobe PS Printer v.8.7 or Apple Laserwriter v. 8.7

1. Select Chooser
2. Select your chosen printer driver
3. Select your target printer in the printer list
4. Click Setup
5. Click SELECT PPD
6. Choose your supplied PPD file (e.g. - Laserjet 5000 halftone). Click OPEN.
7. Click "OK" and close the Chooser
8. Select FILE⇒PAGE SETUP.
9. Specify your paper size, orientation, etc. Scaling should be set to 100%.
10. In the POSTSCRIPT OPTIONS TAB, turn off all options. Click OK.
11. Select FILE⇒PRINT (command-P). Select ACROBAT 5.0 options from the popup menu.
12. Select PRINT METHOD⇒POSTSCRIPT.
13. Click on the ADVANCED... button to see the Advanced Printing settings. (Click here to see those settings)
14. Click OK to return to the PRINT dialogue.
15. Click and hold the mouse on the ACROBAT 5.0 tab in order to see other option pages for your printer. Select other appropriate options for your printer as they are available.

All options on the print dialogue should be turned OFF

Select "PostScript" as the print method

Click here for the Advanced settings



PRINTING

Printing From Acrobat v.5 (Macintosh)

PDF History

PDF Overview

Line Screen

Custom PPD

PRINTING FROM:

Acrobat v.4

Acrobat v.5

PageMaker

Quark XPress

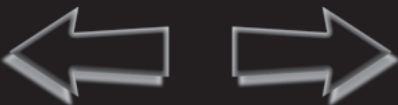
PAGINATION

Including PDF's

Producing

PostScript

Tech Support



Printing From Acrobat v.5 (Macintosh)

No Tiling

In most cases, these should all be turned OFF

COLOR PROFILE should be set to: "Same as Source (No Color Management)"

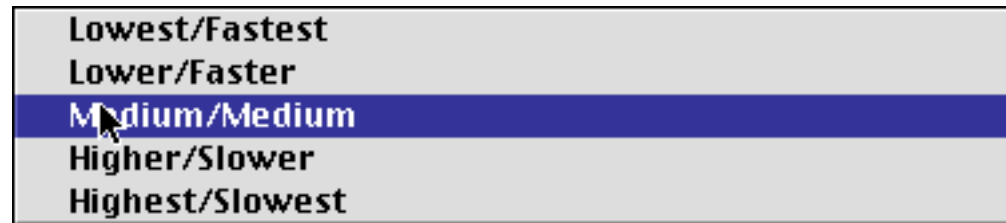
Scaling should be set to 100%

Preferred setting unless your printer is having trouble with this document

Acrobat 5's printing hints are verbose, but very informative.

Click "OK" to return to the PRINT dialogue

About Transparency:



Acrobat 5's Transparency/Quality setting provides a popup menu with settings that trade off between speed and quality.

Generally, the best setting for prepress usage is the "Highest/Fastest" setting. This will reproduce graphics that use transparency (e.g. - placed graphics from Illustrator 9) at the highest possible quality for your output device. However, this setting is one that can also be used for trouble-shooting when you're having problems printing a given file.

If your printer is "timing out" or reporting PostScript errors, try setting this to "Higher/Slower" or even "Medium/Medium".

Remember that these settings are "sticky" settings and will stay in place until you change them again. If you do adjust the transparency setting, make a point of resetting it next time you print.

PRINTING

Printing From PageMaker (Macintosh)

PDF History

PDF Overview

Line Screen

Custom PPD

PRINTING FROM:

Acrobat v.4

Acrobat v.5

PageMaker

Quark XPress

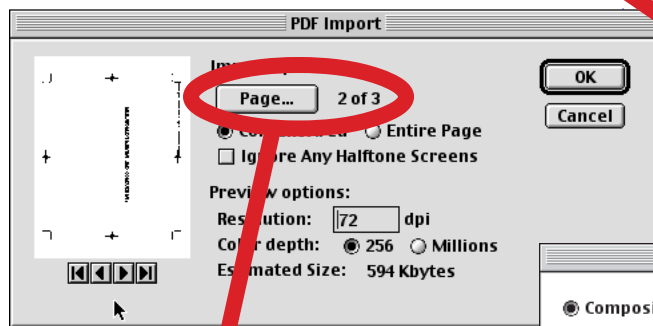
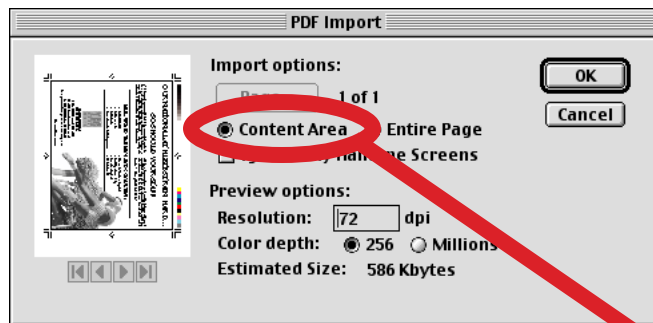
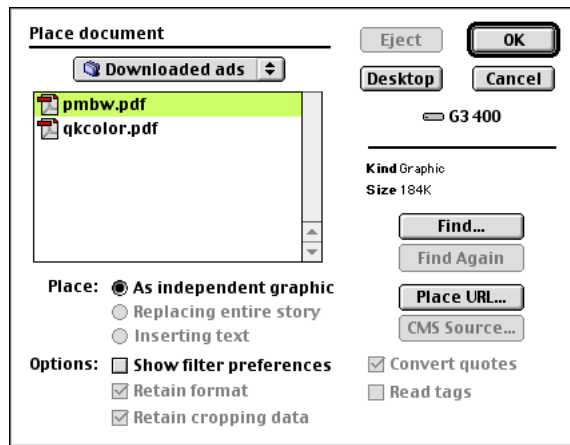
PAGINATION

Including PDF's

Producing

PostScript

Tech Support



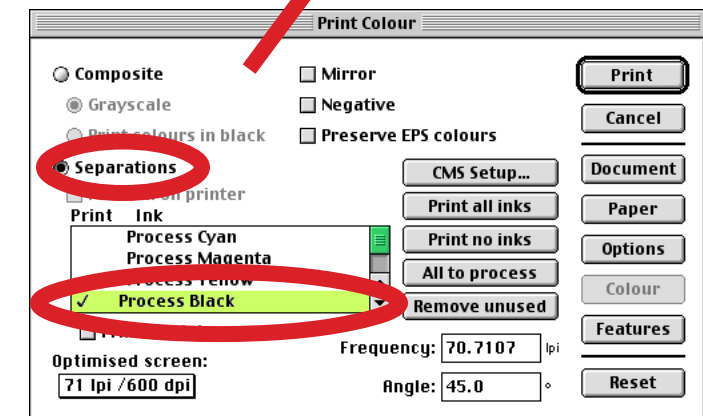
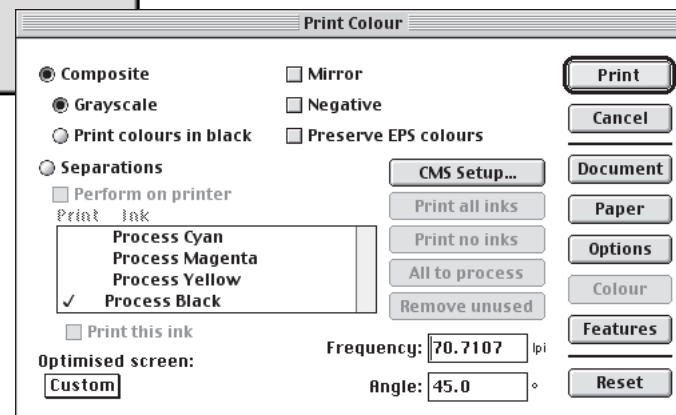
Place subsequent pages and print them to reproduce pre-separated colour ads.

1. Download the file
2. Launch PageMaker. Create a new document large enough to accommodate the PDF.
3. Select FILE⇒PLACE (command-D)
4. Locate and select the downloaded PDF file. Click OK
5. Select the CONTENT AREA button
6. Click OK
7. If the PDF file is a pre-separated colour ad, repeat steps 3-6 for each page in the PDF file, placing each import onto a new, blank page in the same PageMaker file.
8. Select FILE⇒PRINT (command-P)
9. Click the COLOUR button.
10. In the COLOR panel, specify the appropriate line screen.

NOTE: PageMaker suffers from minor printing idiosyncrasies on some printers. Some users will need to print a black-only color separation in order to gain control over the line screen and screen angle. If your composite grayscale prints come out of the printer with the halftone pattern running at a 90-degree angle instead of at a 45-degree angle or at the printer's default line screen frequency instead of your custom frequency, print color separations, specifying only the BLACK plate.

Selecting CONTENT AREA will make it easier to fit the ad to your paper size when printing

If your printer doesn't print the proper halftone screens, print a black-only separation



PRINTING

Printing From PageMaker (Windows)

PDF History

PDF Overview

Line Screen

Custom PPD

PRINTING FROM:

Acrobat v.4

Acrobat v.5

PageMaker

Quark XPress

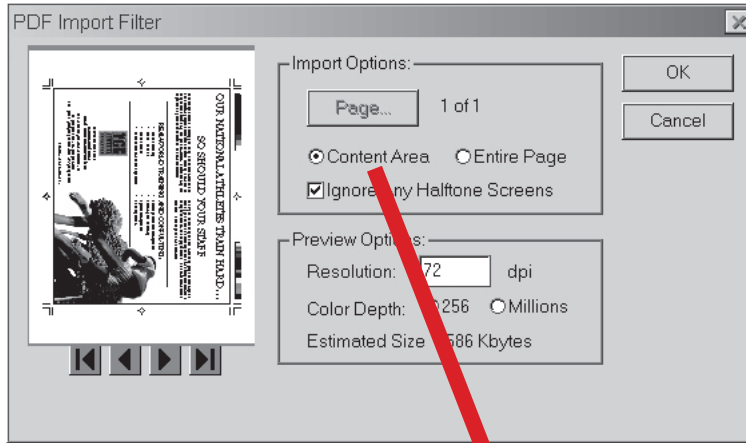
PAGINATION

Including PDF's

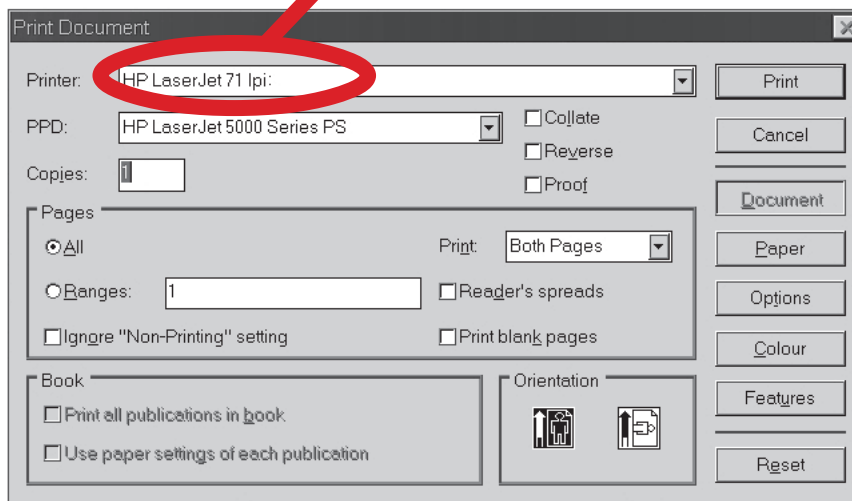
Producing

PostScript

Tech Support



Selecting **CONTENT AREA** will make it easier to fit the ad to your paper size when printing

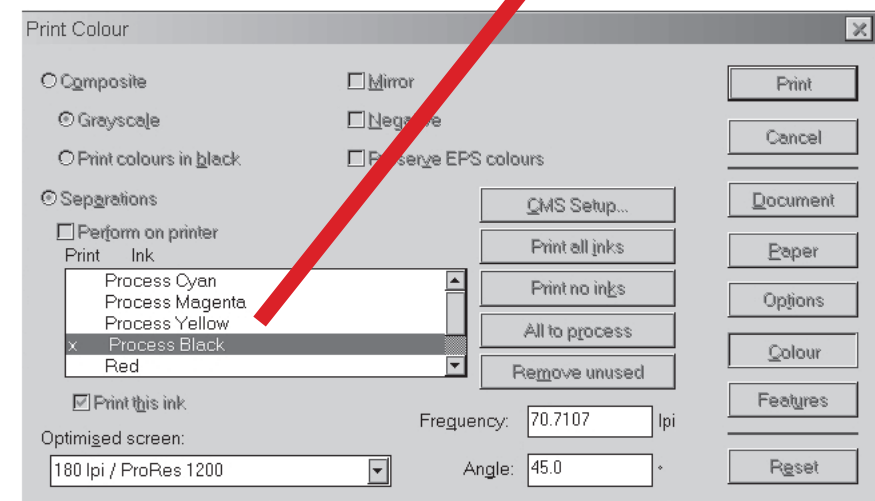


Select your PostScript printer

1. Download the file
2. Launch PageMaker. Create a new document large enough to accommodate the PDF.
3. Select FILE⇒PLACE (command-D)
4. Locate and select the downloaded PDF file. Click OK
5. Select the CONTENT AREA button
6. Click OK
7. If the PDF file is a pre-separated colour ad, repeat steps 3-6 for each page in the PDF file, placing each import onto a new, blank page in the same PageMaker file.
8. Select FILE⇒PRINT (command-P)
9. Click the COLOUR button.
10. In the COLOR panel, specify the appropriate line screen.

NOTE: PageMaker suffers from minor printing idiosyncrasies on some printers. Some users will need to print a black-only color separation in order to gain control over the line screen and screen angle. If your composite grayscale prints come out of the printer with the halftone pattern running at a 90-degree angle instead of at a 45-degree angle or at the printer's default line screen frequency instead of your custom frequency, print color separations, specifying only the BLACK plate.

If your printer doesn't print the proper halftone screens, print a black-only separation



PRINTING

Printing From Quark XPress

PDF History

PDF Overview

Line Screen

Custom PPD

PRINTING FROM:

Acrobat v.4

Acrobat v.5

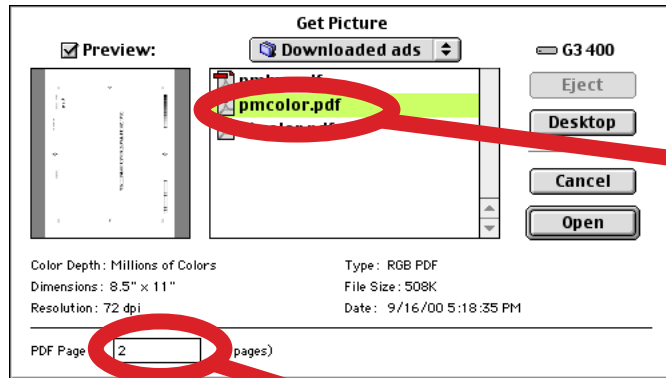
PageMaker

Quark XPress

PAGINATION
Including PDF's

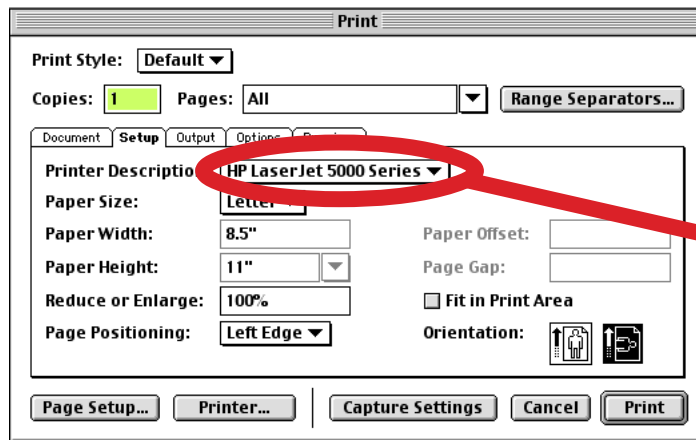
Producing
PostScript

Tech Support



Select the file you wish to import

For pre-separated files, repeat this process for each page (plate) in the PDF file

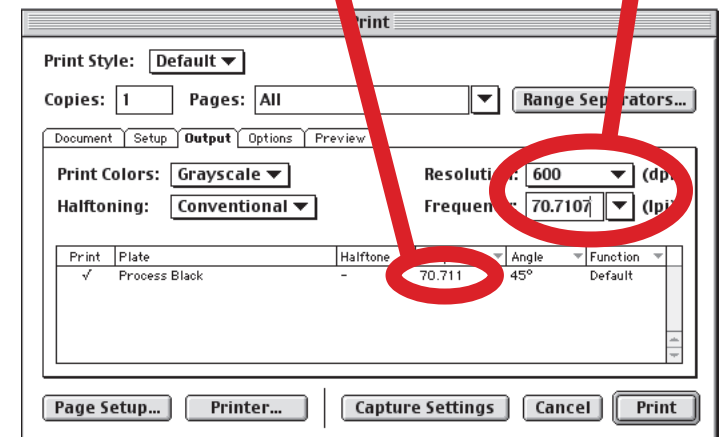


PPD or Quark Printer Description matching your printer

1. Download the file
2. Launch Quark XPress. Create a new document large enough to accommodate the PDF.
3. Draw a new rectangle picture box. Click on the CONTENT TOOL and select FILE⇒GET PICTURE... (command-E)
4. Locate and select the downloaded PDF file. Click OPEN
5. If the PDF file is a pre-separated colour ad, repeat steps 3 and 4 for each page in the PDF file, placing each import onto a new, blank page in the same Quark file. Due to a bug in the import filter, you will need to:
 - a) select the PDF file in the FILE⇒OPEN dialogue
 - b) click in the PAGE box and change to the desired page number from the PDF, and
 - c) click on the name of the PDF file again.
6. Select FILE⇒PRINT (command-P)
7. Click on the SETUP tab
8. Choose the PPD or Quark Printer Description File that matches your printer
9. Click on the OUTPUT tab.
10. In the COLOR panel, specify the appropriate line screen and printing resolution.
11. Click PRINT

Set your resolution and line screen frequency

Quark rounds off to three decimal places



These illustrations are Macintosh screen captures. The Quark for Windows interface is functionally identical.

TECH SUPPORT

PDF History



PDF Overview



Line Screen



Custom PPD



PRINTING FROM:

Acrobat v.4

Acrobat v.5

PageMaker

Quark XPress



PAGINATION

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Tech Support



Why a Postscript Printer Driver?

In most cases, Macintosh users won't even have a choice between Postscript and non-Postscript drivers. Postscript is the default printing method for nearly any Mac-compatible high-resolution printer. However, many printers also provide non-postscript options for Windows systems. For example, Hewlett-Packard networked printers allow the option of printing using a different page description language called PCL.

Why not use PCL (or other methods of printing)? Simply put, these other methods don't provide for the control and quality over halftone screening. As long as the print settings are correct, quality is simply better from a postscript print path.

This also applies to the creation of PDF files. Users of older versions of Acrobat will remember a printer driver called PDFWriter. PDFWriter was a non-postscript PDF generator that was most useful with word processors and other text-oriented software environments. It didn't embed high resolution bitmap images and it didn't process vector-based graphics. Instead, it embedded a screen resolution thumbnail of any graphics. The result would look good on screen, but would print bitmapped.

TECH SUPPORT

PDF History

PDF Overview

Line Screen

Custom PPD

PRINTING FROM:

Acrobat v.4

Acrobat v.5

PageMaker

Quark XPress

PAGINATION
Including PDF's

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Tech Support



Common PDF Output Problems

1. Page prints reduced or enlarged

You've selected FIT TO PAGE in the PRINT dialogue.

2. Type appears "wavy".

For PRINT METHOD, you've selected PRINT AS GRAPHIC rather than POSTSCRIPT. This has the effect of turning the entire ad (not just the graphics) into a single halftoned image. As you can see from the sample below, this hurts the reproduction quality of the type. Using PRINT AS GRAPHIC may be grounds for a client to dispute payment for your placement.

Type!
Type!

Enlarged type
printed
as PostScript

Enlarged type
printed
as graphic

3. Image is cut off

If the entire image appears on the on-screen page, then you've selected a paper size in your print dialogue that is too small. Select a larger paper size. If you're printing from PageMaker or Quark XPress, you also have the options of either tiling your page or cropping out any marginal information such as job slugs or crop marks.

You can also tile from Acrobat (Exchange - not Reader) by using the CROP command.

Do not, under any circumstances, enable the FIT TO PAGE option in the print dialogue. That will actually alter the size of the ad and may affect how much (or if!) you get paid for running the ad.

4. The PDF file won't import

In some cases, PDF files won't import properly into PageMaker or Quark XPress. The most common reason for this is when the originating agency has enabled security options for the PDF file. It can also happen when the postscript code used to create the PDF file is particularly complex or if the PDF file is very large. In these circumstances, you'll need to print from Acrobat (Reader or Exchange).

5. My printer or my computer freezes

Your printer has received data that it cannot process or doesn't recognize. The most common reason for this is printing PDF files containing images that are JPEG compressed to an older laser printer. In some cases, Printmaster is able to eliminate JPEG compression at the pre-flighting stage. Whenever possible, we are discouraging agencies from using JPEG compression when they make PDF files. However, you will still see some PDF files with JPEG compression.

This can also signify a badly-authored PDF file. If you can, try printing to a different printer or contact Printmaster to see if we can provide a simplified PDF file. You can also ask your print vendor to output these PDF files for you. As a last resort, SWNA office can provide you with a camera-ready print.

TECH SUPPORT

PDF History

PDF Overview

Line Screen

Custom PPD

PRINTING FROM:

Acrobat v.4

Acrobat v.5

PageMaker

Quark XPress

PAGINATION
Including PDF's

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PostScript

Tech Support



PDF Output Tips

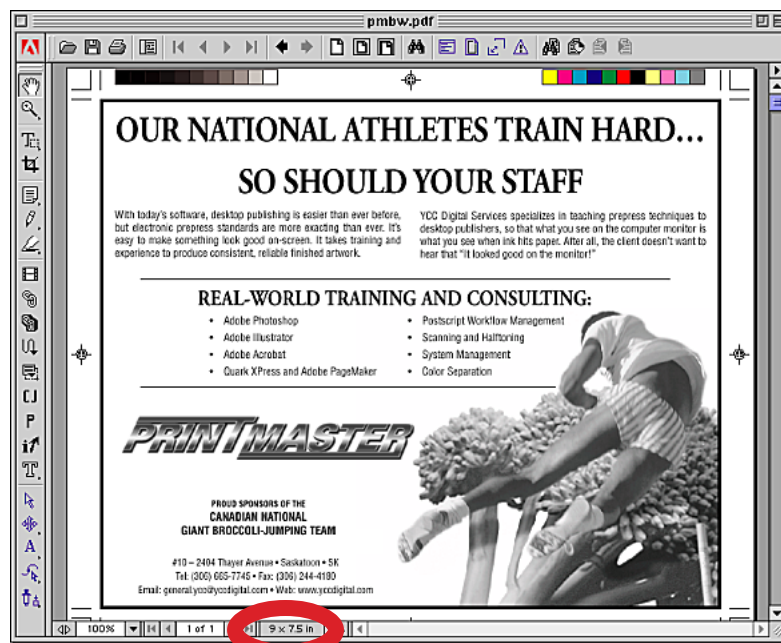
1. **Don't use Acrobat's PRINT AS GRAPHIC option.** This has the effect of turning the entire ad (not just the graphics) into a single halftoned image. As you can see from the sample below, this hurts the reproduction quality of the type. *Using PRINT AS GRAPHIC may be grounds for a client to dispute payment for your placement.*
3. **Don't photocopy ads to re-size, lighten, or darken the print.** Print quality suffers dramatically.
4. **Do use a high-quality laser-compatible paper.** Halftone screens will appear much sharper and dot gain will be reduced compared to prints on plain, 20# bond paper.

Type!
Type!

Enlarged type
printed
as PostScript

Enlarged type
printed
as graphic

2. **Don't scale the ad or use the FIT TO PAGE option.** This will actually alter the size of the ad and may affect how much (or if!) you get paid for running the ad. Check the document size at the bottom of the Acrobat window. This tells you how big the artwork is and can guide you in choosing a paper size.



5. **Do use a postscript printer driver.** Halftone screens will be superior to those from nearly any non-postscript printer driver.
6. **Do check your print settings periodically.** All settings in Acrobat are "sticky settings." Meaning that if you turn something on by accident, it stays on forever until you change it again.
7. **Don't open PDF ads in Photoshop and print from there.** Yes, Photoshop can open (and save) PDF files, but the minute you take a PDF file into Photoshop you've *rasterized* everything in that PDF. In other words, you've turned everything, including the type into a halftone (see item #1).
8. **Don't open PDF ads into Illustrator and print from there.** Don't open them in Illustrator in order to export an EPS file for Quark or PageMaker, either. Embedded fonts will be discarded and substituted with either whatever Adobe Type Manager thinks is the closest similar font on your system or - worse - with your default system font. If fonts are substituted on a properly-built PDF file, *the client may be within their rights to dispute payment for the placement.*
9. **Don't use transfer curves.** Some printing systems use transfer curves to allow for press gain. Since SWNA PDF ads are generally already altered for press gain, your normal transfer curves will make the image print too light.

TECH SUPPORT

PDF History



PDF Overview



Line Screen



Custom PPD



PRINTING FROM:

Acrobat v.4

Acrobat v.5

PageMaker

Quark XPress



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Imagesetter Users

If you're outputting your final artwork to a high-resolution imagesetter, you're among the privileged elite of the community newspaper industry. Sharper type, crisper halftones, and better overall reproduction are just a few of the benefits you enjoy as compared to your less privileged colleagues.

You also know that you deal with significantly less press gain than those who print finished art from laser printers. Now, here's the bad news. In working with agencies and designers to try to achieve better reproduction across the whole of the SWNA membership, we have to recommend to those designers that they optimize their graphics for the average amount of gain among member papers.

What does this mean to you?

Overall, it means that SWNA ads will be built to require more press gain than you normally see. Therefore, your reproduction of these ads will be considerably lighter than the designer intended if you continue to output these ads as you have in the past.

In order to achieve an appropriate level of press gain, we are recommending to imagesetter users that they image SWNA ads at a higher line screen than they would normally use for in-house ads. Our suggestion is to try a 100 lpi screen and to fine-tune from there.

If you have any questions about this recommendation, please call or email us at Printmaster.

TECH SUPPORT

PDF History

PDF Overview

Line Screen

Custom PPD

PRINTING FROM:

Acrobat v.4

Acrobat v.5

PageMaker

Quark XPress

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Including PDF's

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PostScript

Tech Support



Preflighting

What is preflighting?

Preflighting is the process of reviewing the content of a print job for completeness and quality before committing it to the printing process. Printmaster Ltd. has been retained by the SWNA to preflight blanket display ads before they are distributed to the individual member newspapers as PDF files. When we review a PDF file, we look for several things:

Fonts

Are all necessary fonts embedded in the PDF?

Graphics

Is each graphic placed at sufficient resolution (150-200 pixels per inch).

What colour space(s) are they in? Black & White (1-bit) and Grayscale images are fine, but many agency-produced PDF files end up with RGB images or spot colour graphics placed in black&white ads.

Are graphics placed at excessive resolution? What method of compression was used, JPEG or ZIP?

Page size

Is the PDF distilled at an odd paper size? If so, this may cause problems at individual papers. If possible, we'll crop it down or re-distill it to a standard size?

Compatibility

Acrobat v.3 compatible files work best with import filters and in-RIP PDF-handling.

Security

Were security features used in making this PDF file? If so, we may be able to remove them, allowing those using import filters with PageMaker and Quark Xpress to still be able to work with the file. If we can't remove the security features we can at least send a warning that this file must be printed from Acrobat.

Press Gain

This is the most difficult area to preflight. Depending on the layout, it may be very difficult to spot a potential problem with respect to press gain without individually measuring every flat tint in a given layout. However, we try to check all flat tints (especially those with type on them) and skin tones for reproducibility. We assume a common 40% gain in the midtones at this stage. Caucasian flesh tones are targeted between 10-20%, depending on lighting. Background screens for text are red-flagged if they are heavier than 20%.

Spelling

No, we don't spell-check at the preflighting stage. However, if we happen to spot an obvious typo we will fix it. For the most part, though, we're reading the programming content of the ad, not the copy.

Solutions

Once a problem has been spotted, we have the problem of deciding what to do about it. Often, we can adjust out-of-range screen values. However, in doing so we need to be very sure of what the designer intended the element to look like in print. If we can't fix the problem or we aren't sure of how it should be altered, we'll send it back to the designer and ask for a replacement PDF. In certain circumstances, we'll send it to the papers unaltered, but with a warning that reproduction will take extra care.

PDF History



PDF Overview



Line Screen



Custom PPD



PRINTING FROM:

Acrobat v.4

Acrobat v.5

PageMaker

Quark XPress



PAGINATION

Including PDF's

Producing
PostScript



Tech Support



Pagination Overview

Since the inception of desktop publishing, one of DTP's potential benefits was the ability to paginate an entire newspaper and to produce complete, composite pages rather than individual elements that had to be assembled by hand. Think of it. No more cutting, pasting, waxing, cropping, or trimming. No more X-Acto knives, border tape or grid sheets. Unfortunately, most publishers have been limited in their ability to take advantage of this boon. Most of the problems have been on the hardware side. Computers, printers and network hardware were just too slow to make such complex print jobs viable in most publishing offices.

In recent years, though, printing technology has improved dramatically. A lot of newspapers have gone to complete pagination. More are using pagination for at least part of their paper. Now, the industry's trend toward the use of PDF files demands that we examine how pagination works in an environment that uses PDF files and how PDF files affect the pagination process.

There are two main issues for newspapers using pagination. First, how do we incorporate ads supplied as PDF files into our pagination? Second, how do we produce PDF files from a paginated newspaper to hand off to a commercial printer?

For the most part, these questions are already answered in this manual and in its companion, *The Designer's Guide to PDF Production*. What we mean is that the issues involved in outputting PDF files supplied as ads also apply to incorporating those same PDF documents into a master layout. And the issues involved in producing a viable PDF advertisement are pretty much the same as those involved in producing a viable PDF publication.

However, it's worthwhile to have a brief look at some of the idiosyncrasies of the process. Most users won't see these differences unless and until they adopt pagination.

1. Incorporating PDF into Pagination

2. Producing PostScript from paginated content

Adding PDF's to Pagination

In the vast majority of cases, incorporating a PDF file into a paginated newspaper involves precisely the techniques we discussed earlier in this manual.* However, there are some specific occasions when things aren't quite that simple.

For the most part the biggest problem with pagination lies with spot colour and how to deal with it. Because of some bugs in Quark XPress and in Distiller 4 in particular, we need to be aware of some less-than-ideal behaviours in the process and we need to have strategies in place to deal with them.

In a perfect world, we would have a single, simple process. That would be for us to place *composite* PDF files into our layout and then produce separations (either CMYK or spot) on demand. That's it. No muss, no fuss. In the real world (the one where we have to pay taxes and wear shoes), it's not quite that simple. Both Quark XPress and Adobe PageMaker workflows have problems. The issues we run into depend entirely on which page layout software we're using.

QUARK XPRESS PROBLEM

Quark XPress doesn't see spot colours in PDF files.

When you place a PDF file into Quark XPress or PageMaker, it's supposed to behave like a placed EPS file. If a placed EPS file contains a spot colour, Quark XPress recognizes that colour, adds it to the document's colour palette and allows you to produce either spot or process separations from that colour. Unfortunately, what actually happens is that Quark *doesn't* recognize the colour and automatically separates it into its CMYK components. This is fine if that particular page is running in process colour, but it's awfully inconvenient on a spot colour flat.

The problem is a limitation built into Quark's PDF filter. Quark will undoubtedly get around to solving this (eventually), but as of the most recent release of that filter (v.1.6) it still hasn't been fixed.

PAGEMAKER PROBLEM

Non-spot images print on spot colour plates

This isn't really a PageMaker problem. At least, PageMaker isn't responsible for the bug. However, PageMaker is where we can see the problem so we'll call it a PageMaker issue.

The real culprit is Acrobat Distiller v.4.x. A bug in the postscript interpreter in Distiller causes raster images to appear (in composite form) on the spot colour plates. When you place a PDF file containing, for example, a grayscale photo then that photo will print on both the black and the spot colour plate. This only occurs when you pre-separate out of PageMaker (sending directly to a printer is okay) and it doesn't happen with PDF files that were distilled with Distiller v.5.

Two Problems: One Solution

For both of these issues, the solution is pretty straightforward as long as you have the full version of Acrobat (not just the free Reader). Simply export an EPS file from the PDF file and place the EPS file into your layout, instead. In fact, exporting an EPS file is generally a pretty good trouble-shooting technique for any PDF file that's giving you trouble. The resulting EPS file needs to incorporate any embedded fonts and a few other features in order to work. [Click here to see the process illustrated for Acrobat 4 or Acrobat 5.](#)

* If, at this point, you're staring at this page with a blank look on your face and saying, "Huh?", then you probably haven't read the section of this very manual that talks about printing PDF files from your favourite page layout software. Please do so as soon as possible.

PDF History

PDF Overview

Line Screen

Custom PPD

PRINTING FROM:

Acrobat v.4

Acrobat v.5

PageMaker

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PDF History

PDF Overview

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Custom PPD

PRINTING FROM:

Acrobat v.4

Acrobat v.5

PageMaker

Quark XPress

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Exporting EPS Files

From Acrobat 4:

1. Select FILE⇒EXPORT⇒POSTSCRIPT OR EPS...
2. In the resulting dialogue box, select the following settings.

FORMAT: EPS with Preview
(PICT for Macintosh and
TIFF for Windows users)

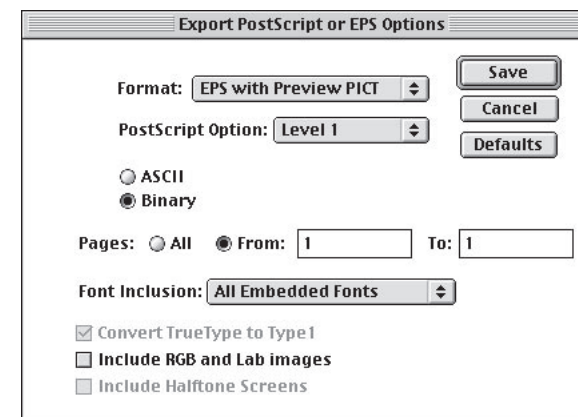
POSTSCRIPT OPTION: Level 1 : Binary

FONT INCLUSION: All Embedded Fonts

INCLUDE RGB AND LAB: Off

All other settings should be turned OFF

3. Click on SAVE to export your EPS file.



Set up according the settings shown, then click SAVE.

These are general-purpose settings that will work for most circumstances. However, you need to be aware of the fact that there's no such thing as a magic bullet. These settings can lose elements that make use of state-of-the-art features (like transparency) that designers may use. Whenever possible, you're better off placing the PDF file into your layout.

PDF History

PDF Overview

Line Screen

Custom PPD

PRINTING FROM:

Acrobat v.4

Acrobat v.5

PageMaker

Quark XPress

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Exporting EPS Files

From Acrobat 5:

1. Select FILE⇒SAVE AS...
2. In the resulting dialogue box, select ENCAPSULATED POSTSCRIPT and click the SETTINGS... button.
3. In the next dialogue box, select the following settings.

POSTSCRIPT: Language Level 1 : Binary
POSTSCRIPT OPTION: Level 1

INCLUDE PREVIEW: On
(PICT for Macintosh and
TIFF for Windows users)

FONT INCLUSION: All Embedded

TRANSPARENCY QUALITY: Medium

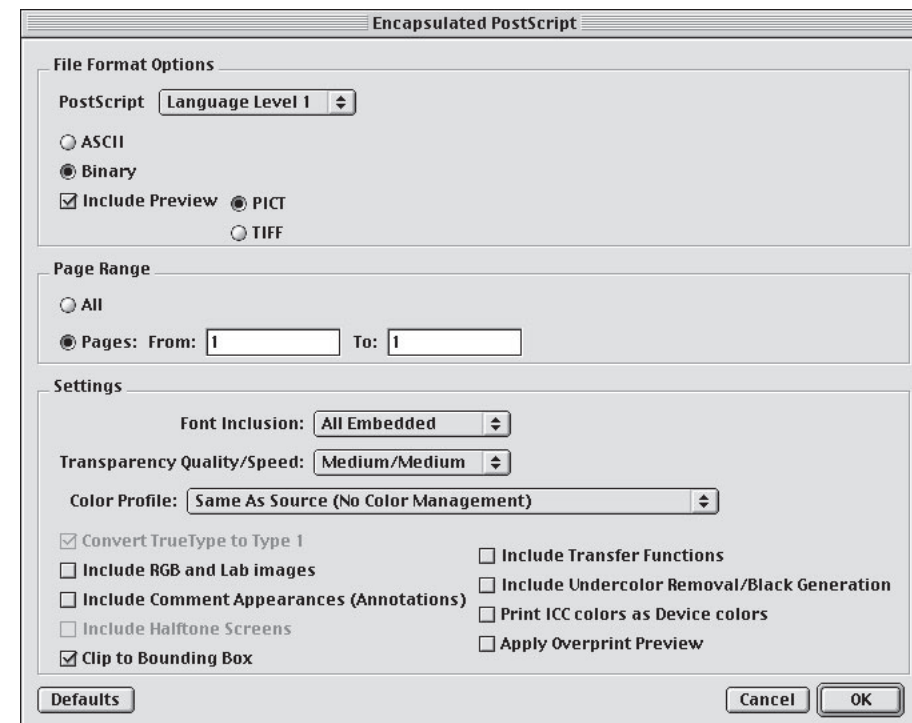
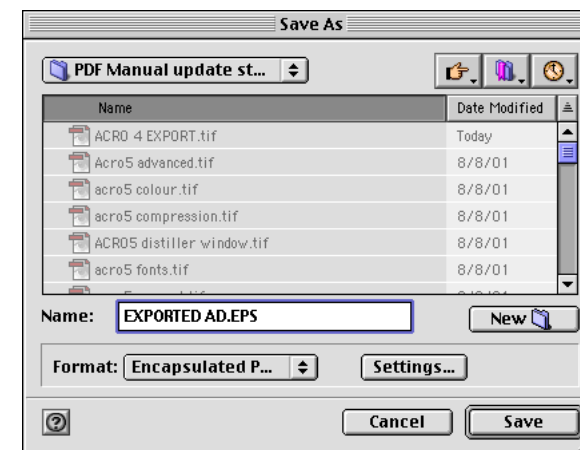
COLOR PROFILE: Same as Hardware

CLIP TO BOUNDING BOX: On

All other settings should be turned OFF

4. Click on the OK button to get rid of the SETTINGS window.
5. Click on SAVE to export your EPS file.

These are general-purpose settings that will work for most circumstances. However, you need to be aware of the fact that there's no such thing as a magic bullet. These settings can lose elements that make use of state-of-the-art features (like transparency) that designers may use. Whenever possible, you're better off placing the PDF file into your layout.



PDF History

PDF Overview

Line Screen

Custom PPD

PRINTING FROM:

Acrobat v.4

Acrobat v.5

PageMaker

Quark XPress

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Paginating with PDF

For the most part, working with PDF files in a paginated environment is very similar to working with Encapsulated PostScript (EPS) files. As we explain earlier in this manual, both Quark XPress and Adobe PageMaker provide import filters for placing PDF files into your layout. In both cases, the PDF import filter is intended to work with PDF files as if they were EPS files. This means that, on the whole, a placed PDF file has both the advantages and disadvantages of a placed EPS.

Advantages of PDF:

- Vector graphics remain intact
- Scalable type remains intact
- Custom colours are supported
- Placed files are resizable, if necessary
- Resolution independent (except for embedded raster images)
- Platform independent

Disadvantages of PDF:

- Difficult to edit
- Low resolution (usually) screen preview
- Relatively complex (as compared to raster images)

On the whole, paginating with PDF files is simply an extension of what most publishers do to perform in-house pagination with EPS files. For those of you that might be new to this process, I'll explain.

It makes sense that the easiest way to perform pagination is to develop everything (ads and editorial) within a single document. However, that's not always feasible – especially when more than one operator is working on a paper. So, the next easiest way is to produce everything as independent documents and then copy and paste from these source documents into one master, paginated file.

Easy, right?
Not necessarily.

Copying and pasting formatted content from one layout document to another can be pretty risky. Because of differences in style sheets and other defaults, type will often reflow when pasted from one layout into another. Reflowed type is even more likely if the source document was built on a different computer than the destination document.

To get around the potential reflow problem, many shops export all finished ads as EPS files and then place them into the finished page layouts as linked graphics. With PageMaker v.6.5.2 and Quark XPress v.4.1.1, you can use the PDF import filters to achieve most of the same portability with PDF files.

Most papers that want to go to pagination do so in order send composed pages to their laser printer for final artwork. However, many printers now hand off their paper to their printer electronically. Sometimes the files given to the printer are native PageMaker or Quark XPress files but, more and more frequently, printers are requesting PDF files.

When you produce PDF from a paginated publication, you can produce composite (CMYK) PDF files – where every page shows up in full, glorious colour – or pre-separated files that include a separated page (in black & white) for every printing plate required to print the job. Which one does your printer need?

Don't ask me... ask your printer.

In making the decision as to which file your printer will want, they'll need to assess the nature of your publication, the specific output technology they're using and several other factors. The most important criterion will be the PostScript level of the RIP (Raster Image Processor) or Postscript Interpreter attached to their imagesetter. Another factor will be whether they are capable of controlling line screen frequencies and angles for individual pages, on the fly.

The final decision as to whether to pre-separate will vary from printer to printer. Some printers will want composite CMYK PDF files because their PDF-native RIP will perform the final separations for them. Others will use an Acrobat plug-in called Crackerjack to send a separated print job from Acrobat. Still others will want grayscale-only, pre-separated files so that they can print from Acrobat one page at a time and then vary the line screens and frequencies on the RIP.

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Acrobat v.4

Acrobat v.5

PageMaker

Quark XPress

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Paginating to PDF

The desired Distiller settings will also change from one printing plant to the next. Some print providers will gladly accept Acrobat 4 files (PDF v.1.3) while others will require Acrobat 3 compatibility (PDF v.1.2). Some might ask that you embed halftone information. Others will ask you to embed trapping information. Many won't want either of these.

Most of the time, the Distiller settings used to generate composite or pre-separated PDF files are the same as those used to generate greyscale files in the Designers Guide. The differences are in the settings used to produce the original PostScript file.

Click here to see PageMaker composite settings



Click here to see PageMaker pre-separated settings



Click here to see Quark XPress composite settings



Click here to see Quark XPress pre-separated settings



PAGINATION CHECKLIST

Before sending a paginated PDF to your printer:

1. Ask your print provider whether they want composite or pre-separated files.
2. Find out if the printing plant has a particular PPD (Postscript Printer Description) that they want to give you to use for generating Postscript files. If not, then your best bet is to use the Acrobat Distiller PPD.
3. Ask about the Distiller settings they would prefer you to use. Some printers might supply a Distiller Job Options file. If so, place it into the SETTINGS folder in your DISTILLER folder. The new settings will appear in Distiller's pop-up menu of job options.
4. Check that there are none of your images are in the RGB or Lab colour space. Nothing can run up your film costs faster than images that don't separate properly.
5. Make sure that all of your system fonts are available
6. Before generating PostScript, run your files through a commercial preflight utility to check for fonts, graphic problems, etc. A great, free utility is FlightCheck Free from Markzware. You can download it at:

www.markzware.com/downloads/demo/flightcheck/fcdemo.hqx
(Macintosh Version)

or

www.markzware.com/downloads/updaters/flightcheck/FC3026.exe
(Windows Version)

If these links become outdated, just go to www.markzware.com

Composite PostScript from PageMaker

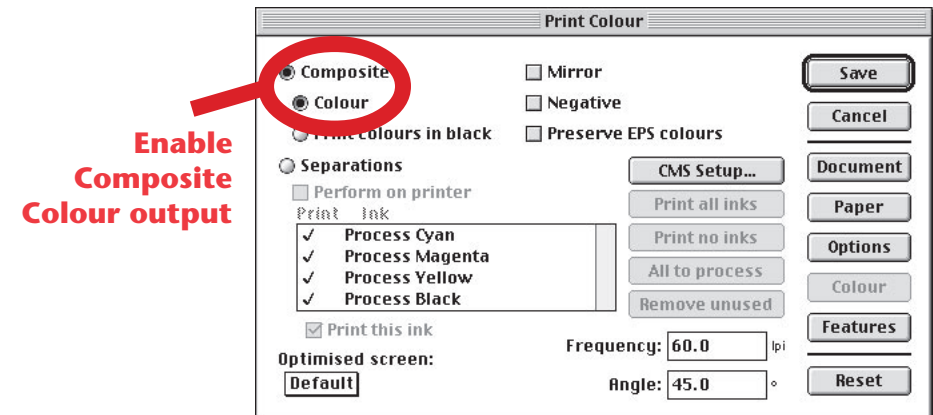
To generate a composite PDF file, you need to generate a composite Postscript file for Distiller to work with. In PageMaker, this is controlled through the PRINT COLOUR dialogue in your PRINT settings.

Meanwhile, let's have a look at the settings we need in the PRINT COLOUR dialogue. Some of the options available to you may change depending on whether your print provider gives you a specific PPD file to use.

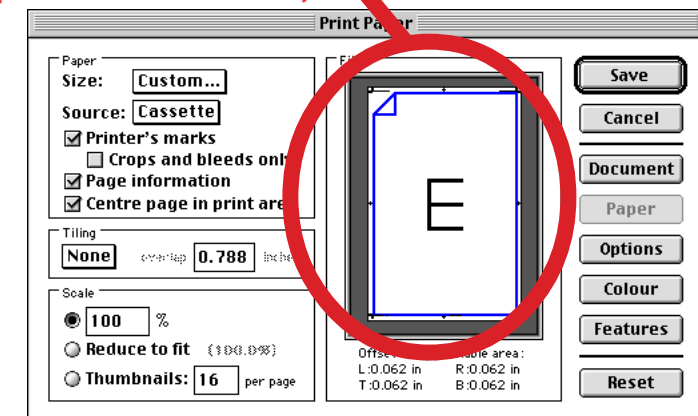
It's important to note that the settings for all other tabs in the PRINT settings are identical to those that you would use for generating a PDF file for a single black & white ad. Please see the "Designer's Guide" manual on this CD-ROM for those settings.

**Need a refresher on generating a PostScript file?
Click here to open the Designer's Guide.**

- COMPOSITE: ON
- COLOR: ON
- PRINT COLOURS IN BLACK: OFF
- SEPARATIONS: OFF
- MIRROR: OFF
- NEGATIVE: OFF
- PRESERVE EPS COLOURS: Doesn't usually matter but check with your print supplier
- FREQUENCY: Doesn't usually matter but check with your print supplier
- ANGLE: Doesn't usually matter but check with your print supplier



Click on the PAPER button to make sure that your document fits on the selected paper size (including registration marks if your print supplier asked for them)



Once you've distilled the resulting PostScript file, make sure to soft-proof your PDF file before sending it to press.

PRINTING FROM:

Acrobat v.4

Acrobat v.5

PageMaker

Quark XPress

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Separated PostScript from PageMaker

To generate a pre-separated PDF file, you need to generate a separated Postscript file for Distiller to work with. In PageMaker, this is controlled through the PRINT COLOUR dialogue in your PRINT settings.

It's important to note that the settings for all other tabs in the PRINT settings are identical to those that you would use for generating a PDF file for a single black & white ad. Please see the "Designer's Guide" manual on this CD-ROM for those settings.

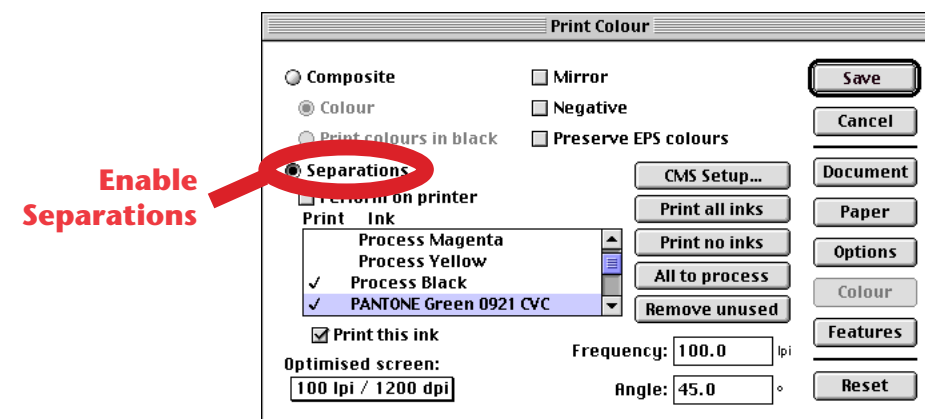
Meanwhile, let's have a look at the settings we need in the PRINT COLOUR dialogue. Some of the options available to you may change depending on whether your print provider gives you a specific PPD file to use.

**Need a refresher on generating a PostScript file?
Click here to open the Designer's Guide.**

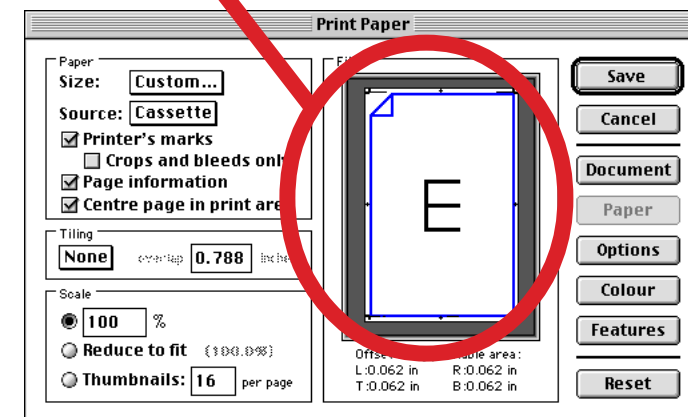
- COMPOSITE: OFF
- COLOR: (Disabled)
- PRINT COLOURS IN BLACK: (Disabled)
- SEPARATIONS: ON
- PERFORM ON PRINTER: OFF (Unless your print supplier says otherwise)
- MIRROR: OFF
- NEGATIVE: OFF
- PRESERVE EPS COLOURS: Doesn't usually matter but check with your print supplier
- FREQUENCY: Doesn't usually matter but check with your print supplier
- ANGLE: Doesn't usually matter but check with your print supplier

Turn on the PRINT THIS INK setting for every colour for which you need a printing plate. If your spot colours are going to be achieved with process, you can click on the ALL TO PROCESS and the PRINT ALL INKS buttons.

Once you've distilled the resulting PostScript file, make sure to soft-proof your PDF file before sending it to press.



Click on the PAPER button to make sure that your document fits on the selected paper size (including registration marks if your print supplier asked for them)



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PRINTING FROM:

Acrobat v.4

Acrobat v.5

PageMaker

Quark XPress

PAGINATION

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Composite PostScript from Quark XPress

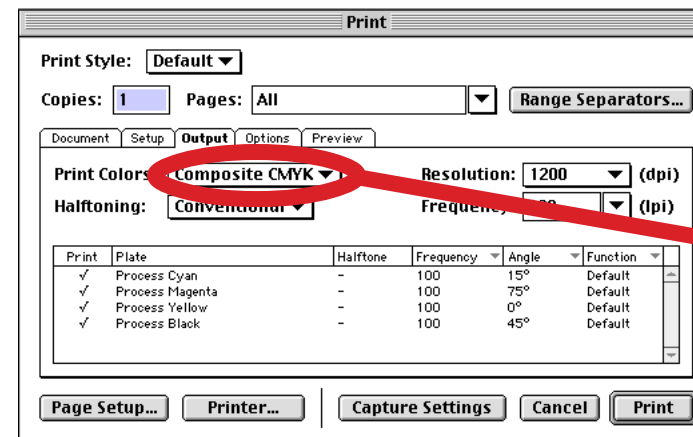
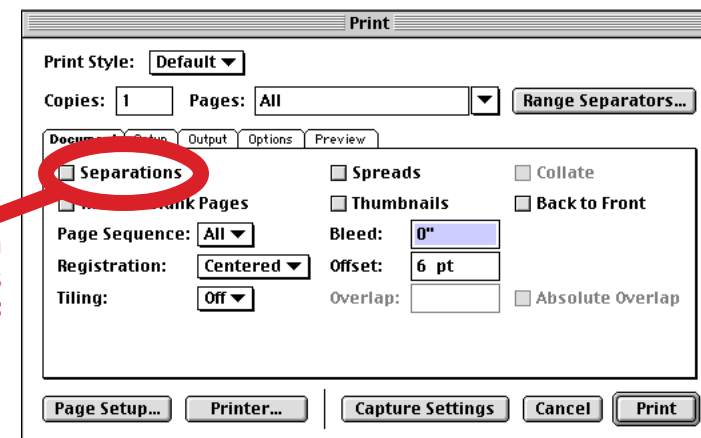
To generate a composite PDF file, you need to generate a composite Postscript file for Distiller to work with. In Quark XPress v.4.x, this is controlled through the DOCUMENT tab and the OUTPUT tab in your PRINT dialogue.

Usually, your other PRINT settings will be similar to those that you would use for generating a PDF file for a single black & white ad. Please see the Designer's Guide on the CD-ROM for more complete details.

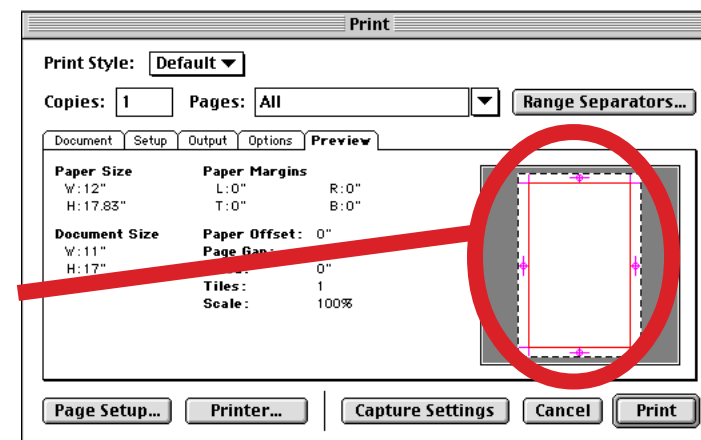
Some of the options available to you may change depending on whether your printer provides you with a specific PPD file to use. In most cases, you'll want to turn off SEPARATIONS and set the PRINT COLORS: setting in the OUTPUT tab to COMPOSITE CMYK. The Printer Description in the SETUP dialogue will usually be either the Acrobat PPD or a PPD from your print supplier that is optimized for their imagesetter. This usually means that you want to set the PAPER WIDTH setting to the proper size for their imagesetter. Check your page width in the PREVIEW tab to make sure that your entire document fits on the virtual page size that your PostScript file will use. All of the following settings should be determined by your print supplier. Please check with them.

- BLEED and OFFSET (from the DOCUMENT tab)
- SPREADS (usually off unless you're supplying imposed printer spreads)
- PRINTER DESCRIPTION and PAPER WIDTH (from the SETUP tab)
- HALFTONING, RESOLUTION and FREQUENCY (from the OUTPUT tab)
- OVERPRINT EPS BLACK (from the OPTIONS tab)

Once you've distilled the resulting PostScript file, make sure to soft-proof your PDF file before sending it to press.



Make sure your document fits on the selected paper size (including registration marks if your print supplier asked for them)



Need a refresher on generating a PostScript file? Click here to open the Designer's Guide.

PDF History

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Line Screen

Custom PPD

PRINTING FROM:

Acrobat v.4

Acrobat v.5

PageMaker

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Separated PostScript from Quark XPress

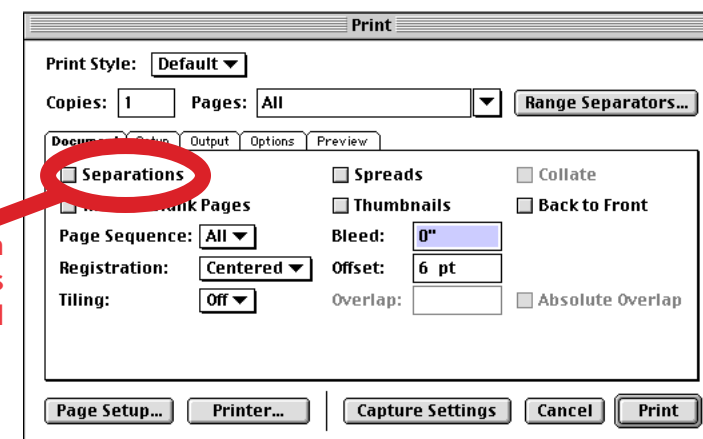
To generate a pre-separated PDF file, you need to generate a separated Postscript file for Distiller to work with. In Quark XPress v.4.x, this is controlled through the DOCUMENT tab and the OUTPUT tab in your PRINT dialogue.

Usually, your other PRINT settings will be similar to those that you would use for generating a PDF file for a single black & white ad. Please see the Designer's Guide on the CD-ROM for more complete details.

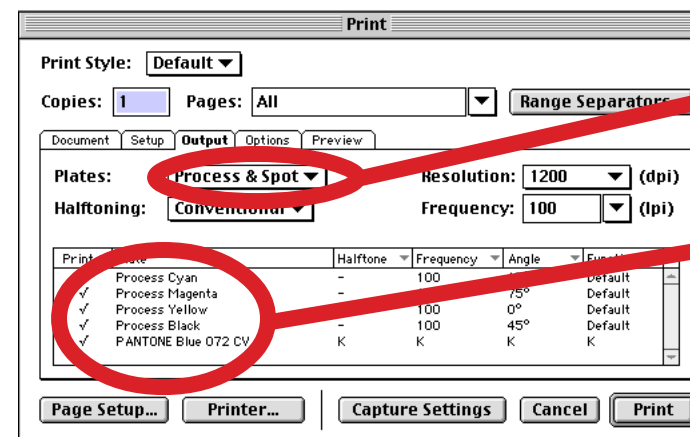
Some of the options available to you may change depending on whether your printer provides you with a specific PPD file to use. In most cases, you'll want to turn on SEPARATIONS and set the PRINT COLORS: setting in the OUTPUT tab to PROCESS AND SPOT. The Printer Description in the SETUP dialogue will usually be either the Acrobat PPD or a PPD from your print supplier that is optimized for their imagesetter. This usually means that you want to set the PAPER WIDTH setting to the proper size for their imagesetter. Check your page width in the PREVIEW tab to make sure that your entire document fits on the virtual page size that your PostScript file will use. All of the following settings should be determined by your print supplier. Please check with them.

- BLEED and OFFSET (from the DOCUMENT tab)
- SPREADS (usually off unless you're supplying imposed printer spreads)
- PRINTER DESCRIPTION and PAPER WIDTH (from the SETUP tab)
- HALFTONING, RESOLUTION and FREQUENCY (from the OUTPUT tab)
- OVERPRINT EPS BLACK (from the OPTIONS tab)

Once you've distilled the resulting PostScript file, make sure to softproof your PDF file before sending it to press.

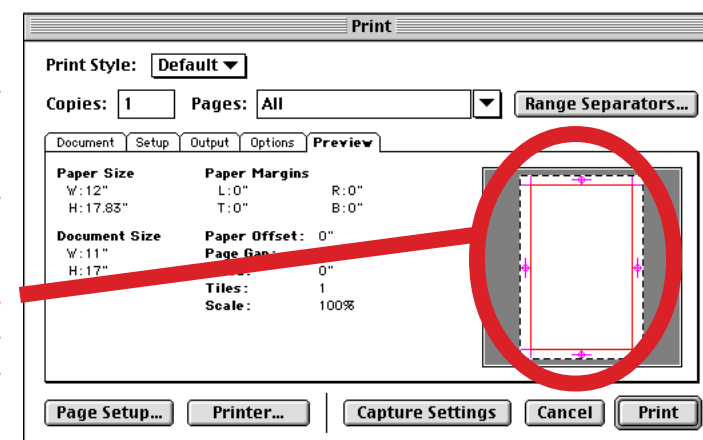


Turn Separations ON



Composite CMYK

Turn ON all colours for which you need plates.



Make sure your document fits on the selected paper size (including registration marks if your print supplier asked for them)

Need a refresher on generating a PostScript file? Click here to open the Designer's Guide.

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- PDF Overview
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- Custom PPD
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- PAGINATION Including PDF's
- Producing PostScript
- Tech Support



TECH SUPPORT

PDF History



PDF Overview



Line Screen



Custom PPD



PRINTING FROM:

Acrobat v.4

Acrobat v.5

PageMaker

Quark XPress



PAGINATION

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For Further Assistance

If you need further assistance with any of the recommendations in this Guide, you can get help from **Printmaster Ltd.** in Saskatoon. Printmaster can be reached as follows:

MAILING ADDRESS:

**10 – 2404 Thayer Avenue
Saskatoon, SK Canada S7L 6B4**

TELEPHONE:

(306) 665-7745

FAX:

(306) 244-4180

EMAIL:

printmaster@yccdigital.com

WORLD WIDE WEB

<http://www.yccdigital.com>

PRINTMASTER

Advanced, on-site training and technical support are available for imagesetter users and other with needs that are outside the scope of these manuals. Contact Printmaster for details.

Modified Printer Drivers (Macintosh)

PDF History

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Custom PPD

PRINTING FROM:

Acrobat v.4

Acrobat v.5

PageMaker

Quark XPress

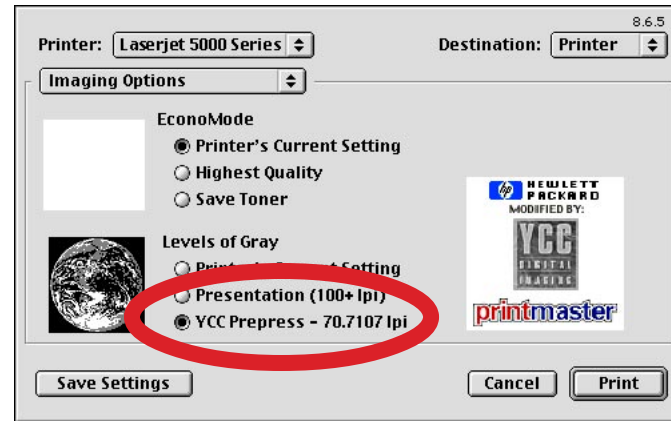
PAGINATION
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PostScript

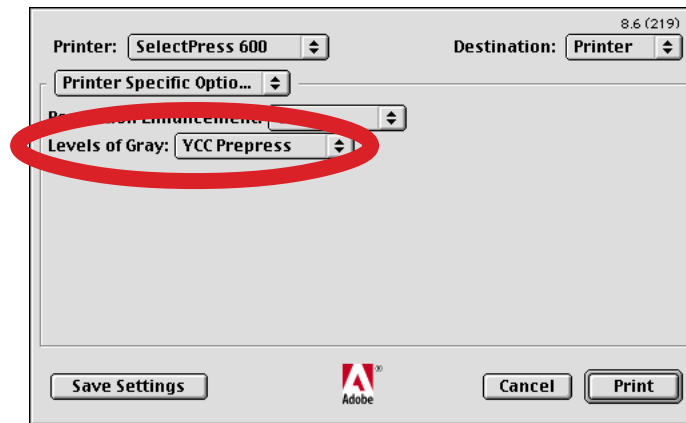
Tech Support



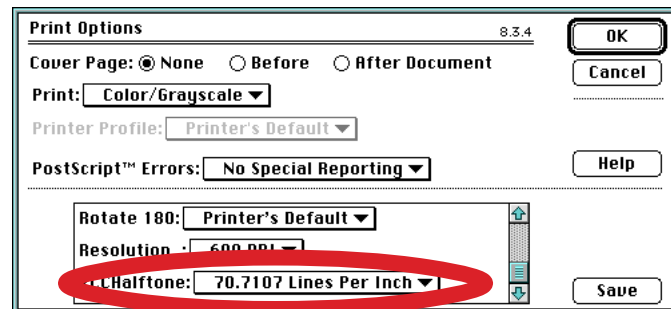
Laserjet 5000
Printing from
Apple Laserwriter 8.7



GCC Selectpress 600
Printing from
Adobe PS Driver v. 8.6



Printing from
Adobe PS v.8.3.4



PPD files modified by Printmaster will provide an option similar to one of these examples. They can be accessed from the **OPTIONS** button in Acrobat's **PRINT** dialog.

[Click here to return to Acrobat Printing Instructions](#)

Modified Printer Drivers (Windows)

PDF History

PDF Overview

Line Screen

Custom PPD

PRINTING FROM:

Acrobat v.4

Acrobat v.5

PageMaker

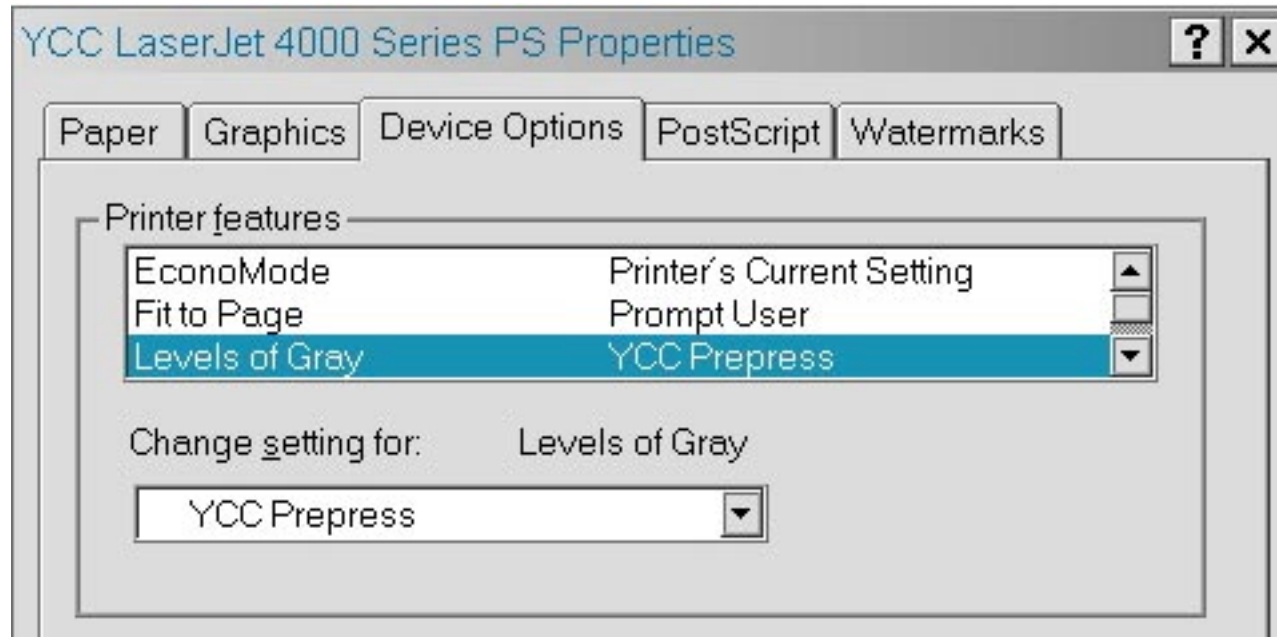
Quark XPress

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PPD files modified by Printmaster will provide an option similar to one of these examples. They can be accessed from the DEVICE OPTIONS tab when you select PRINTER OPTIONS in Acrobat's PRINT dialog.

[Click here to return to Acrobat Printing Instructions](#)

