



PDF Production Guidelines

Fonts

All fonts must be embedded. We prefer that you turn subsetting off. Try to use only Type 1 Postscript fonts instead of Truetype fonts. Please do not use Multiple Master or CID fonts.

Image Resolution

Distiller should be set for Bicubic Downsampling to 200 dpi for Color and Grayscale Bitmap Images, and 600 dpi for Monochrome Bitmap images.

Image Compression

Grayscale and colour images should be compressed using ZIP compression and a quality setting of 8-Bit. Please don't set image compression to JPEG or AUTOMATIC. Black and white line art images should be compressed using ZIP or CCIT Group 4 compression.

Colour Settings

Colour settings should be set to "Leave Color Unchanged." Overprint settings should be "Preserved", but turn off Undercolor Removal, Transfer Functions and Halftone Information

Process Colour Ads

You should provide both a composite (CMYK) version and a 4-page pre-separated version. If you are providing only one, we need the composite.

Proof Your PDF

Please print and review a copy of the finished PDF file before submitting it. Check particularly to ensure that fonts are embedding properly.

Black & White Ads

Please do not use colour of any kind in a black and white ad. Don't assume that newspapers will print your ad in grayscale to remove colour. Your ad may appear on a page that is being colour separated.

Spot Colour Ads

You should provide a composite version in CMYK, a process (4-page) pre-separated version, and a spot (2-page) pre-separated version.

Advanced Distiller Settings

In Distiller's Advanced settings, turn on "Preserve Level 2 Copypage Semantics." Preserve OPI Information must be turned off.

Security Settings

Please do not enable any security settings.

File Compression

PDF files, by definition, are compressed. However, it is a good idea to archive prior to transmission using Stuffit (Macintosh) or ZIP (Windows) to avoid corruption during transmission.

Questions?

Refer to our Designer's Guide to PDF Production manual for more information on any of the topics above, including step-by-step instruction with screen-captured illustration. Copies of the manual are available by contacting the SWNA office 382-9683 or by downloading from our website

www.swna.com