

MAKING A HIGH RESOLUTION PDF

InDesign: Under **Edit, Assign Profiles** choose CMYK *U.S. Sheetfed Coated v2* color profile. When the file is ready, you can use the **Export PDF** feature under **File**. The **Adobe PDF Preset** of *PDF/X-1a* will adjust nearly all of the required settings for you. In the **Marks & Bleeds** tab, make sure to set the bleeds, if needed, to .125" each. In the **Output Tab**, make sure to set the **Color Destination** to *U.S. Sheetfed Coated v2*.

QuarkXpress: Adjust your document setup to your final size. Under **File-Export** choose **Layout as PDF**. Choose a location to save the PDF and click the **Options** button to change some settings. Change **PDF Style** to *PDF/X-1a*, change **Image Compression** to *Automatic Zip/JPEG High*, set the **Bleed** to be .125" if needed, and select **All Layers** that print.

PhotoShop: Set your **Canvas Size** to be your final size plus bleeds (0.125" on each side - 0.25" total) if needed. File should be in *CMYK* mode and at least 300 dpi (changing the image resolution after the file has been made can still make the image look pixelated). PhotoShop defaults to use a built black (a black made of all four CMYK colors), this will make boxes and large objects look blacker and richer, but it can also make small type print with a slight colored halo, it is best to make text 100% black only. When the file is ready, save a copy for yourself, then flatten the image and **Save As a PDF**. The **Adobe PDF Preset** of *PDF/X-1a* will adjust nearly all of the required settings for you. In the **Output Tab**, make sure to set the **Color Destination** to *U.S. Sheetfed Coated v2*. If printing two-sided, create each side as a PDF, then in **Acrobat**, open the front page and **Insert** the back page as page #2.

Illustrator: Set the **Document Color Mode** to *CMYK*, under **File**. Under **Edit, Assign Profiles** choose *CMYK U.S. Sheetfed Coated v2* color profile. When the file is ready, save a copy for yourself and then **Save As a PDF**. The **Adobe PDF Preset** of *PDF/X-1a* will adjust nearly all of the required settings for you. In the **Marks & Bleeds** Tab, make sure to set the bleeds, if needed, to .125" each. In the **Output Tab**, make sure to set the **Color Destination** to *U.S. Sheetfed Coated v2*.

Publisher 2007: Download and install the **Publish as PDF** plug-in, from MicroSoft. This will show up as a new option under **File**. Under **Tools-Commercial Printing Tools-Color Printing:** select *Process Colors (CMYK)*. Under **Tools-Commercial Printing Tools-Fonts:** check *Embed fonts* when saving (uncheck the other options). Once your design is finalized, go to **File-Publish as PDF**. Choose a file name and a location to save your new PDF. Click the **Change** button next to **Optimize For**. This will open the **Publish Options** window, choose *Commercial Press*. If your job has bleeds, click the **Advanced** button, then the **Print Options** button. You will need to choose a larger, custom size, for your project. Adding .25" to each dimension to allow for the .125" bleed on all sides. Also click the box to *Allow Bleeds*. Now you can OK your choices and **Publish** the new PDF.

Native Files: We can make PDFs of your native file(s). If you are sending the native file(s) for your project, please include a printout or PDF proof for TechnaPrint to compare to. All images/links, fonts and any important information/special instructions for your project should also be included with the native file(s).



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