



PDF Settings

We prefer files to be submitted as output ready PDF's.

An output ready PDF needs no extra work and is ready to print. A typical job will contain two output ready PDF's, a complete cover PDF file and complete text PDF file. The text file should be sized and cropped correctly containing all of the pages in the book and the cover file should be in one piece (as if the cover were laying flat on a table) with the proper bleed and spine size. If your file is not "Output Ready" it may incur extra setup charges and could possibly effect the ship date of your project.

When creating the PDF, there may be many options to choose from. Many programs are now offering PDF presets which can make the PDF creation process easier. There are a few basic things to look for when creating the PDF:

ALL fonts must be embedded:

If there is any font that is not embedded, the press will replace the non-embedded font with something it thinks is "close". This replacement font may not be close to the font you have chosen at all. By embedding the fonts, the PDF will include the fonts in the file for the press use during printing.

Checking the PDF to verify that the fonts have been embedded can be done within any version of Adobe Acrobat. Once the PDF file is open in Acrobat Reader, Acrobat Standard or Professional, click on the "Properties" option under the "File" menu. This will open a new window. Under the "Fonts" tab, a list of the fonts used should appear. If a font is embedded, the words "Embedded" or "Embedded Subset" will appear beside the font. "Not Embedded" will appear if the font is not embedded.

If fonts are not embedded, additional steps may be needed when creating the PDF to adjust the properties of the PDF preset.

No Printer Marks:

Do not include printing marks such as registration marks, crop marks, bleed marks or any other mark that looks important. These marks must be deleted before printing. If the marks are not removed, the marks could appear on the final product.

Transparencies:

It is best if all transparencies are flattened before the file goes to print. Our RIP system flattens transparencies automatically. If transparencies are not flattened before they print, every once in a while unexpected things happen such as discoloration, white boxes, or transparencies printed at their full color values. Therefore, if you flatten the transparencies and view the PDF, you may be able to more accurately see what the output will look like and most surprises will be avoided.

If using CMYK transparencies over spot colors, the spot colors must be changed to a process color (CMYK). If a spot color is not converted, the transparency will not print and could be replaced by a white box.

Graphics:

All images should be saved as 300 dpi. Images less than 300 dpi are considered low resolution and can print fuzzy and/or pixilated. Below is an example of a 300 dpi and the same image as 72 dpi. This shows an example of the output of a low res image. You will notice that the right image looks pixilated and blurry.

All bit-mapped or line art images should be 600 dpi (dots per inch) and sized at 100% in the layout. Gray scale and color images should be set at 300 dpi and sized at 100% in the layout. Color files should be saved as CMYK (cyan, magenta, yellow and black) and 300 dpi.

If the graphics you have are less than 300 dpi please just let us know when submitting the job. Clip art will not be flagged in preflight.



300 dpi



72 dpi

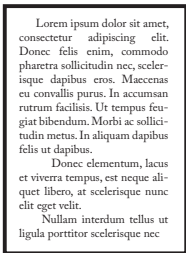
Color:

CMYK and RGB images can print differently. If images are converted to a different color profile when creating the PDF, the images could appear a little different. It is important to know the intent of your images. If images are going to print in grayscale it is best that the images are converted to grayscale before the file prints. For the least amount of color shift, converting the images to CMYK before the file prints is highly recommended.

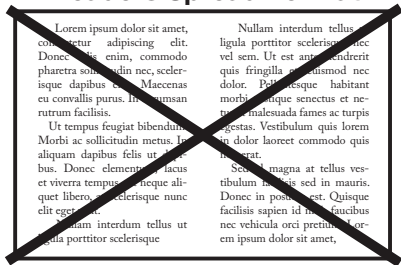
Page Layout:

The page layout for the book's interior pages should be submitted in a single page layout, not a reader spread format (see below). If reader spread documents are submitted, these files will need to be either resubmitted as a single page layout or we can make the alterations for an additional charge. Reader spread documents can not be printed and bound correctly in a book format.

Single Page Format



Readers Spread Format



PDF Presets and Definitions:

Below are possibly some PDF presets that may be available in the programs being used. These descriptions are from Adobe and may help determine which preset will be best suited for a particular file:

- **High Quality Print:**

By default, High Quality Print reduces images to 300 dpi, embeds font subsets and leaves colors unchanged. This is helpful for files that are intended to print with both color and grayscale images.

Description:

Creates PDFs for quality printing on desktop printers and proofing devices. This preset uses PDF 1.4, down samples color and grayscale images to 300 dpi and monochrome images to 1200 dpi, embeds subsets of all fonts, leaves color unchanged, and does not flatten transparency (for file types capable of transparency). These PDFs can be opened in Acrobat 5.0 and Acrobat Reader 5.0 and later. In InDesign, this preset also creates tagged PDFs.

- **PDF/X-1a(2001 and 2003):**

By default, PDF/x embeds ALL fonts. Many PDF presets may embed only non base-14 fonts. This preset converts all colors to CMYK and flattens all transparencies. Sometimes small white hairlines are seen in the files which will not print. Your file may be flagged as not being ISO compliant. This is okay.

Description:

PDF/X-1a requires all fonts to be embedded, the appropriate PDF bounding boxes to be specified, and color to appear as CMYK, spot colors, or both. Compliant files must contain information describing the printing condition for which they are prepared. PDF files created with PDF/X-1a compliance can be opened in Acrobat 4.0 and Acrobat Reader 4.0 and later. PDF/X-1a uses PDF 1.3, down samples color and grayscale images to 300 dpi and monochrome images to 1200 dpi, embeds subsets of all fonts, creates untagged

PDFs, and flattens transparency using the High Resolution setting.

- **Press Quality:**

By default, Press Quality converts all colors to CMYK, down samples images to 300 dpi and does not flatten transparencies.

Description:

Creates PDF files for high-quality print production (for example, for digital printing or for separations to an image setter or plate setter), but does not create files that are PDF/X-compliant. In this case, the quality of the content is the highest consideration. The objective is to maintain all the information in a PDF file that a commercial printer or print service provider needs in order to print the document correctly. This set of options uses PDF 1.4, converts colors to CMYK, down samples color and grayscale images to 300 dpi and monochrome images to 1200 dpi, embeds subsets of all fonts, and preserves transparency (for file types capable of transparency). These PDF files can be opened in Acrobat 5.0 and Acrobat Reader 5.0 and later.

Note: Changing the “Compatibility” in the properties of the preset to Acrobat 4 will automatically flatten all transparencies to avoid any surprises when printing.



Application Formats

Acceptable Applications

- Adobe InDesign CS4 and earlier
- Adobe Illustrator CS4 and earlier
- Adobe Photoshop CS4 and earlier
- Quark 6.5
- Microsoft Publisher
- Microsoft Word

When sending any application file, the fonts and/or font suitcases used in the document must be provided. If fonts are not provided we will be unable to process your job or font substitutions will occur.

When sending InDesign or Quark files, make sure all linked graphics are also submitted in a separate folder. Do not embed graphics into the file.

Creating a PDF with bleed from InDesign

When creating a PDF file from InDesign that contains bleed, it is important to do two things. First, make sure the InDesign file contains bleed. Second, when creating the PDF, be sure to review the “Marks and Bleeds” section. In this section, you can specify which sides of the document bleed and how much bleed should be allowed. For a Perfect Bound, Case Bound or Saddle Stitch book the text file should bleed on the top, bottom and outside edges (not the inside binding edge). For a Wire-O book, the text should bleed on all four sides.

Things to know about Microsoft Word

Microsoft Word has become one of the most popular word processing programs to many users. However, there are some issues one may run into when preparing a book for commercial printing. This doesn't mean word is a bad option, it just means that something may need additional attention when preparing a document.

Fonts:

Font conflicts are the single most frequent problem with Word files. Word does a poor job of managing fonts. In fact, if a Word document was created using fonts that have not been installed on all computers, Word will automatically substitute your selected document fonts with fonts that are active on the workstation you open the file on. So while your file looks correct on your computer, it may look entirely different on another computer. This often happens when opening Word files on Macs and Window computers.

Why is this a problem? In most cases, the substituted fonts do not have the exact character spacing as the specified font. This small spacing difference, over many pages, will usually add up to a very different document page count and layout. So unless the fonts on each work-station are an exact match, you will most likely have multiple font problems when submitting your job to any commercial printer.

The solution? Make sure to send your fonts with your document or chose fonts that are available to 360.

Embedding Fonts:

Most fonts are automatically embedded into the PDF. However, there are some common fonts that are sometimes not embedded. These fonts are typically: Courier, Helvetica, Times-Roman, Symbol and ZapfDingbats. Even though these fonts are very common, they still need to be embedded into the PDF. The only way to guarantee a font will print correctly is to embed the PDF.

To force Word to embed these common fonts, changes may need to be made to the preferences of the PDF profile you use.

Bleeds:

Bleeds will need to be planned in advance when using Word. If a document requires a bleed on all four sides, the Word document will need to include the bleed in the page dimensions. For example: If a text document in Word is 6 x 9 and needs to bleed an 1/8" (.125) on all sides, then the page size in Word should be 6.25 x 9.25. Unfortunately, Word does not give you the ability to create bleeds once the document has been created. Instead, the document dimensions will need to be adjusted.

It is possible that some bleed could be added at the pre-press stage. But, to add the bleed, a press operator would have to manually modify each individual page, which could be an expensive adjustment.

Color:

Word does allow you to specify the color of type and graphics. No matter the color format of an image, once it has been laced into Word, Word will convert the image into RGB. Images will need to be then adjusted in Word back to the original color (if the color is important to you). However, the color profile of images and text in the final PDF document will be determined by the PDF profile used when creating the PDF document.



Methods of Submission

Below is a list of ways files can be submitted to 360 Digital Books. Computer skills, computer capabilities or file sizes can sometimes determine the best method to be used. To help determine which method is best for you, we have highlighted some pros and cons of each method:

Method 1: Using an FTP client

- Pros:** FTP clients are fairly easy to use. If a transfer is dropped, many FTP clients will pick up the file transfer where it left off and log what happened. There are other advanced options for experienced users.
- Cons:** The software will need to be downloaded and installed which requires some computer skills. Transfer speeds are determined by your internet connection.

Method 2: Using Internet Explorer

- Pros:** Fairly easy to use with nothing to download.
- Cons:** It can be problematic and transfers can be dropped with no explanation. If the connection is dropped, a file transfer has to start over and won't pick up where it left off. Once logged in, settings may need to be changed to open the folder correctly and possibly log in a second time. File speeds depend on your internet connection.

Method 3: Sending a file via a large file e-mail service.

- Pros:** It is similar to sending an email attachment. A link is sent to the recipient and the link to the file is good for a limited time.
- Cons:** Free memberships can have many limitations. For access to all of the available services, a monthly or yearly fee may be needed.

Method 4: Sending links to your files or your FTP site.

Pros: Files and information can be sent directly to the Sales Account Manager, so information is secure. We can retrieve the files from your FTP site which can be easier for the customer.

Cons: This option is available only to those who have FTP sites or a way to send links to download their files.

Method 5: Sending files as attachments in e-mail.

Pros: Files can be sent directly to the Sales Account Manager.

Cons: Files received can only be around 5 MB in size.

Method 6: Sending file on a disc (CD, DVD, Flash Drive, etc.).

Pros: Sometimes easier and less stressful than learning how to FTP files.

Cons: The cost of shipping the files and the time it takes for the packages to arrive will naturally extend the time frame of the job.

Method 1: Using an FTP client

An FTP client is a program that can be downloaded that is designed to link to FTP sites directly, instead of connecting through a browser. These clients are typically a safer way to transfer files. If something happens and stops a file transfer, sometimes logs are kept or information is given as to why the transfer was cancelled and can pick up the transfer from where it left off at last. There are many FTP clients (for all Operating Systems) and each FTP client is a little different. But they all perform the same basic function of sending files to another server. The list below is just a few FTP clients for mac and windows that are free or have a free trial. Some we have tried and others we have not. This is not a list of recommended FTP clients; it is simply a handful of options.

Both Windows and Mac (Free):

- FileZilla (Client Version)
- Classic FTP
- FireFTP (donation requested)

Windows Only (Free):

- Fling FTP
- LeechFTP
- Swish
- WinSCP

Mac Only (Free):

- Cyberduck
- Fugu
- Fetch (Free 15 day Trial):

Method 2: Internet Explorer

Internet Explorer offers the capability to connect to FTP sites. However, there are problems that are often experienced such as the file transfer not finalizing, Internet Explorer dropping its' connection or Internet Explorer stalling. Internet Explorer is not the best way to submit files, but sometimes offers its' self as a last resort.

As technology advances more web browsers may be available but not all browsers are created equally, and as a result some web browsers may not connect to FTP sites. As of now, Safari, Google Chrome, and Firefox/Mozilla do not allow uploading to FTP sites. Firefox can access FTP sites, but an add-on has to be downloaded.

Method 3: Sending a file via a large file e-mail service

Large file e-mail services are an e-mail service that allows you to upload a file to send to someone else. The file gets stored on their server and a link is sent to the recipient in an e-mail. The link will open a download page for the file that was uploaded. Some e-mail services have a free membership while others have a monthly or yearly membership fee. Below is a list of some large file e-mail service providers. Some we have tried and others we have not. This is not a list of recommended e-mail services; it is simply a handful of options:

- YouSendIt.com
- Pando.com
- SendThisFile.com
- Send6.com
- TransferBigFiles.com
- MailBigFile.com

Method 4: Sending links to your files or your FTP site

If you have an FTP site already set up, you can send us your FTP information and we can download the files from your site. You will obviously need to tell us what the log in information is and what the file/folder name is as well as where it is located.

Some customers also have the capability of sending a link to their files in an e-mail.

Method 5: Sending files as attachments in e-mail

Files can be submitted as attachments to an e-mail. This can be done by nearly every e-mail provider. The file size limit we can receive is around 5 MB. If your file size is larger than this, you will need to choose a different method that works for you.

Method 6: Sending files on a cd, dvd, or flash drive

Sometimes sending a hard storage device is easiest or the only other option. When sending a disc, please put only the information we need on the disc. We can accept CD's, DVD's, flash drives and floppy discs.

How to Zip/Compress/Archive files and folders:

Sometimes folders or multiple files need to be submitted but depending on the method of submission you can be limited to one file at a time. A work-around to this dilemma would be to place all the files that need to be submitted into one folder. Folders typically can't be attached in an e-mail, but you can if you compress the folder.

There are many ways to do this, below are just a couple of examples.

These examples depend on the capabilities and programs available on your computer:

Windows:

Right click on the folder you want to compress. Choose “Send To” and click on “Compressed Folder”.

Mac:

Right click or Ctrl+Click on the folder you want to compress. Choose “Compress (filename)”. The option could also be listed as “Archive”.