

PDF Digital Document Checklist

There are several ways to generate a PDF document. The most common is to print a file to disk from within your program of choice and then use Adobe Acrobat Distiller to convert the disk file to the PDF format. Some programs can generate PDF files without having to print a file to disk and then use Adobe Acrobat Distiller. No matter which method you use to create the PDF file there are some basic rules to follow to create PDF files that will produce the highest quality output.

Always embed all fonts.

Use image files that are **bitmap**, **grayscale**, or **CMYK**, using **RGB** can result in color shifts.

Use the proper resolution for your image files, typically 300 dpi when they are used at 100% size. If you are enlarging the image files when you place them in your document then the resolution requirements change based on the size the document is placed at. If you have an image that is scaled to 200% than it would need to be 600 dpi, as it would need twice as many pixels to equal 300 dpi. It is better to have more resolution than not enough. Files pulled from web pages are not appropriate for use in files that are intended for offset printing.

Don't save tiff files with the "LZW Compression" on. **Don't** save Photoshop eps files with the halftone function or transfer function on, or as jpeg files. Non compressed Tiff and EPS files are the only recommended formats.

If your document has elements that you want to bleed off the page, make sure you have at least 1/8" extra image on all sides for bleed. Example, if your page is 8.5" x 11" the bleed size is 8.75" x 11.25". When you make your PDF file it needs to have the bleed included or it will not work.

Do not "**stylize**" text to add bold, italic, outline, drop shadows etc., as this causes output problems. (If you do use the stylize function your file may not output as you expect).

To avoid confusion, please send only the necessary file(s).

If you are using Adobe Acrobat Distiller make sure that your settings are as follows. The images are from the Mac version but the settings are the same for Mac or PC. For more information go to, <http://www.adobe.com/web/tips/acr5optimize/main.html> for more on using Adobe Acrobat.

