

Make it PDFx1a

ads4reed

PDFx1a is our Preferred File Format

PDFX1a are standards that have been set for PDFs used to print. PDFX1a files mean that the file is trapped correctly, fonts are embedded and colors are CMYK. Trim size and resolution are not part of the criteria of X1a.

Why Make it a PDF?

Reed Business Information produces its many magazines using a "PDF workflow". Before the magazine is printed, all incoming digital files are preflighted and converted to one common file format - the PDF.

The PDF Advantages

PDF files are compact in size and are easy to print and transmit via the internet. When we receive a correct PDF file, minimal intervention is needed prior to the final press run. The ad will print exactly as designed!

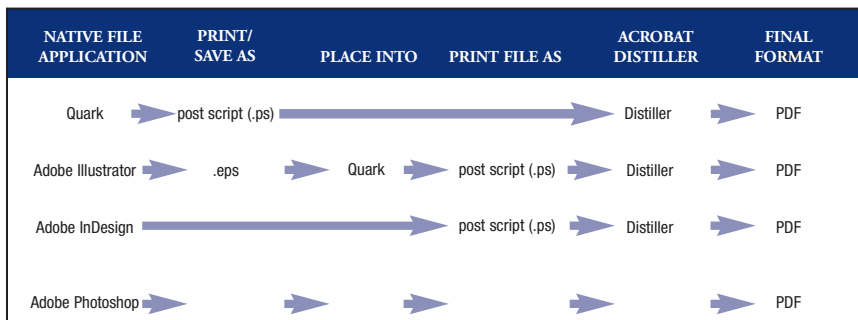
What you should Know

It is critical that strict specification guidelines are followed when creating your PDF. File errors occur when ads are not created to size, use non-Adobe nonembedded fonts, contain non-CMYK color (RGB, index, or Lab color images). Files should not contain composite fonts or any ICC profiles. PDFs should not be ripped or trapped. Everytime a specification is violated, a notification will be sent to the client indicating specific errors. Another key point to be aware of is that PDF files display on your monitor in RGB color and this could be misleading and should not be used as a way to check color accuracy.






The "How-To" on PDF

Making a PDF is easy. Follow the step-by-step Acrobat 6.0 distilling process found in our specifications. If your ad is color critical remember to send along a SWOP standard proof with your PDF file.

The chart below illustrates the best way to create a print ready PDFs if you are starting from a native application.



ICONS AND EXTENSIONS OF PREFERRED PROGRAMS

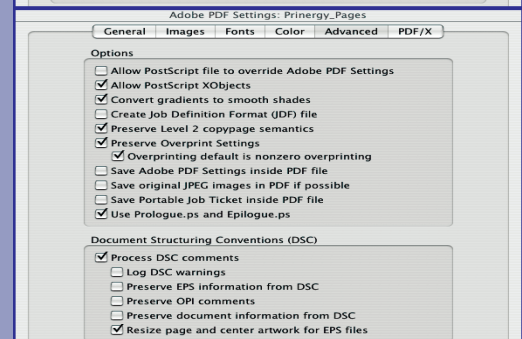
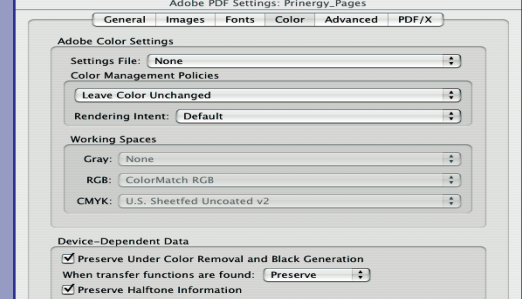
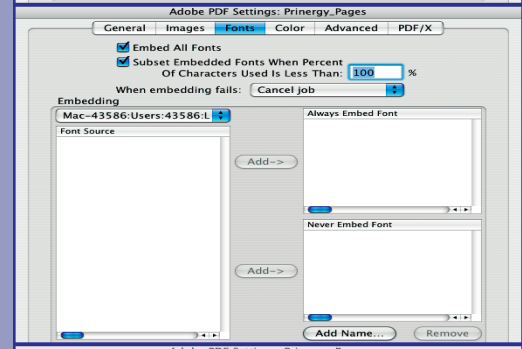
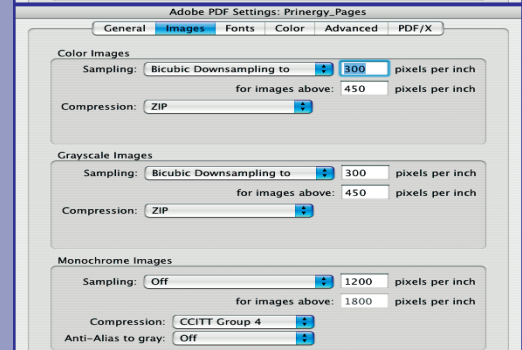
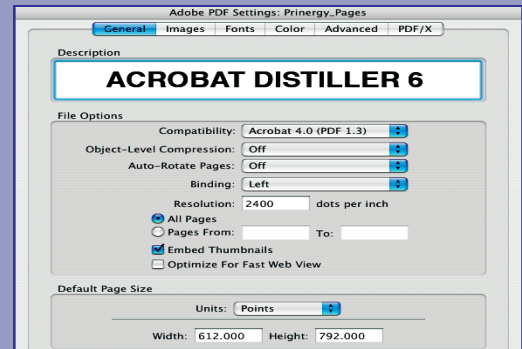
	PDF files are our preferred file format for receiving ads to run in our magazines. Save your file as a Postscript, then create a pdf out of Acrobat Distiller using the settings shown to the right.
	Quark is a preferred layout program for receiving native files. We accept up to Version 6, but will save back to 4.11 to process through our inhouse workflow. Always include all image and font files so that your ad will appear correctly.
	Preferred format for image files is Photoshop tif or eps files, or Illustrator eps files.
	Preferred font format is Adobe Type 1. Always outline any OpenType or dfonts, as they fail our workflow.
	InDesign or Pagemaker files can be sent to us as ps,eps or pdf files. If sending a pdf, please avoid OpenType font conflicts by either outlining the fonts or saving the file as a postscript and distilling it to a pdf using the settings shown to the right.

www.ads4reed.com

Still have Questions?
Please contact the Support Line at 1-800-611-5878

Warning!

The Distiller settings below must be used to distill native application postscript files into a PDF. If the PDF is created directly from an application other than Distiller it will NOT be compliant.



The above screen captures are from our Distiller settings called Prineriy_Pages.joboptions which can be used in Distiller versions 4, 5 and 6.