Setup for Acrobat PDF Printer

ANY program can make a PERFECT PDF for Wesco Graphics !!

Many programs, like InDesign or Quark have the ability to export PDFs. There are settings that we use to ensure we get a correct build for our presses.

However, there are some programs that do not directly export PDFs. This is not a problem, as with the installation of Acrobat **PRO** v7, v8, or v9 installed – in the Printers folder, a printer is installed – Adobe PDF.

The Adobe PDF printer can be accessed by ANY software using the File -> Print selection. This will use an Acrobat Distiller setting. The only trick is to set the Distiller Setting correctly.

A *4-color job* can use a 4-color CMYK photo, or a 3 color RGB photo.
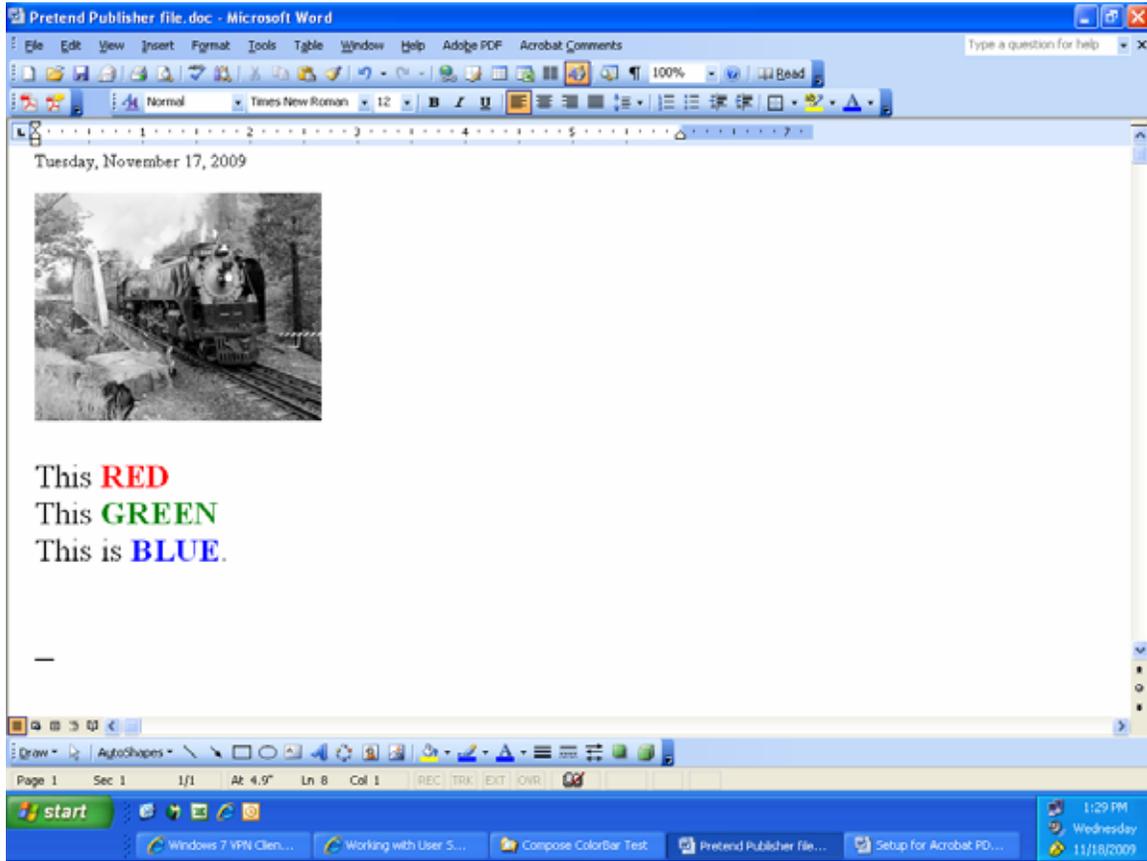A Black only job also can use a 4-color CMYK photo, or a 3 color RGB photo. Everything will convert to Grayscale when you output the PDF – or when Wesco Graphics converts the file for you.
But a *Spot Color* job MUST use grayscale photos. While we can convert the text colors to 1 spot color, photos are a different animal. So use PhotoShop – or any software you have that will convert colors – to Grayscale – then place the photo into you page layout software.
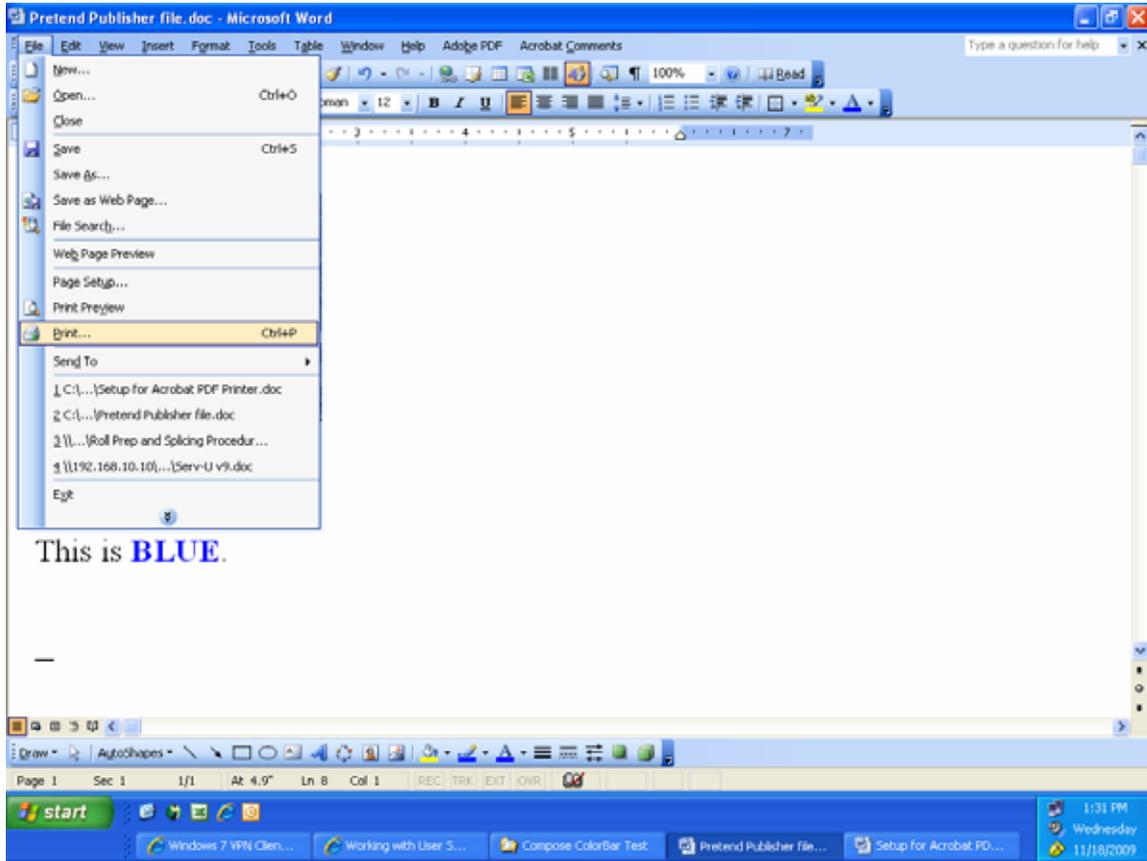
PROGRAMS THAT NEED TO USE THE ADOBE PRINTER
Here's an example that starts with MS Word file that everything "wrong" for printing on a press. It has an RGB photo & RGB colored text. Don't worry – these will be OK when we make the PDF.
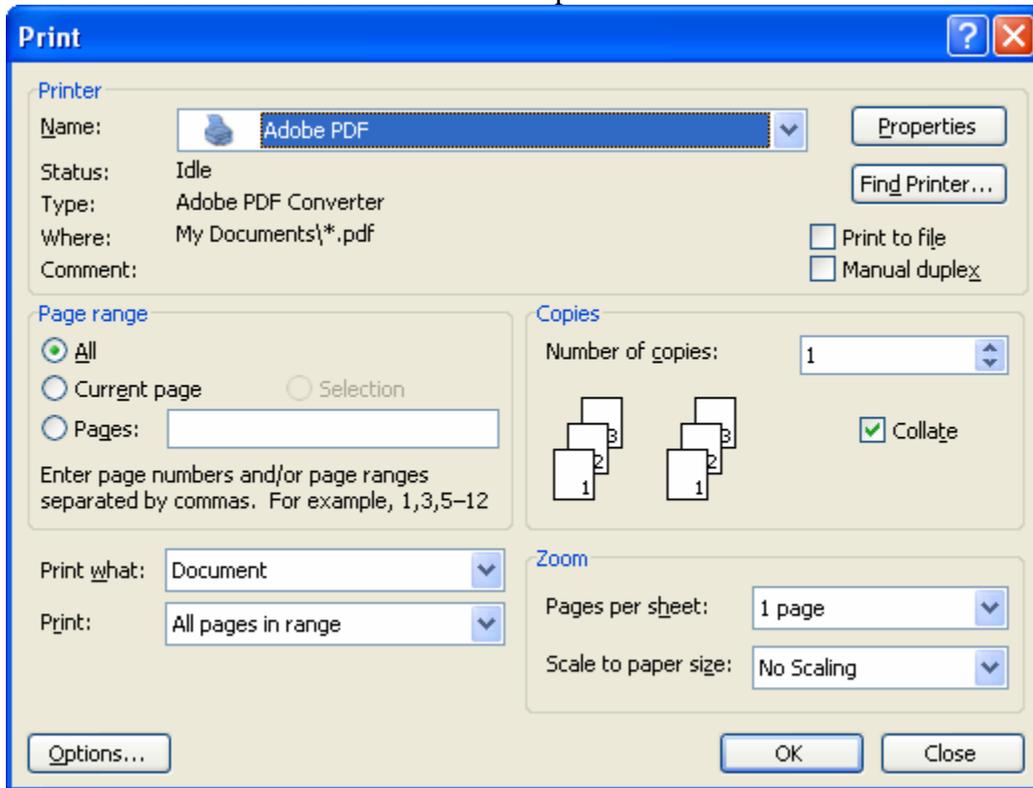
Here's our starting point. A MS Word file. Because this job is going to be Spot Color on the Press, I've already converted the photo to Grayscale – BEFORE placing it in Word.

Next is File -> Print

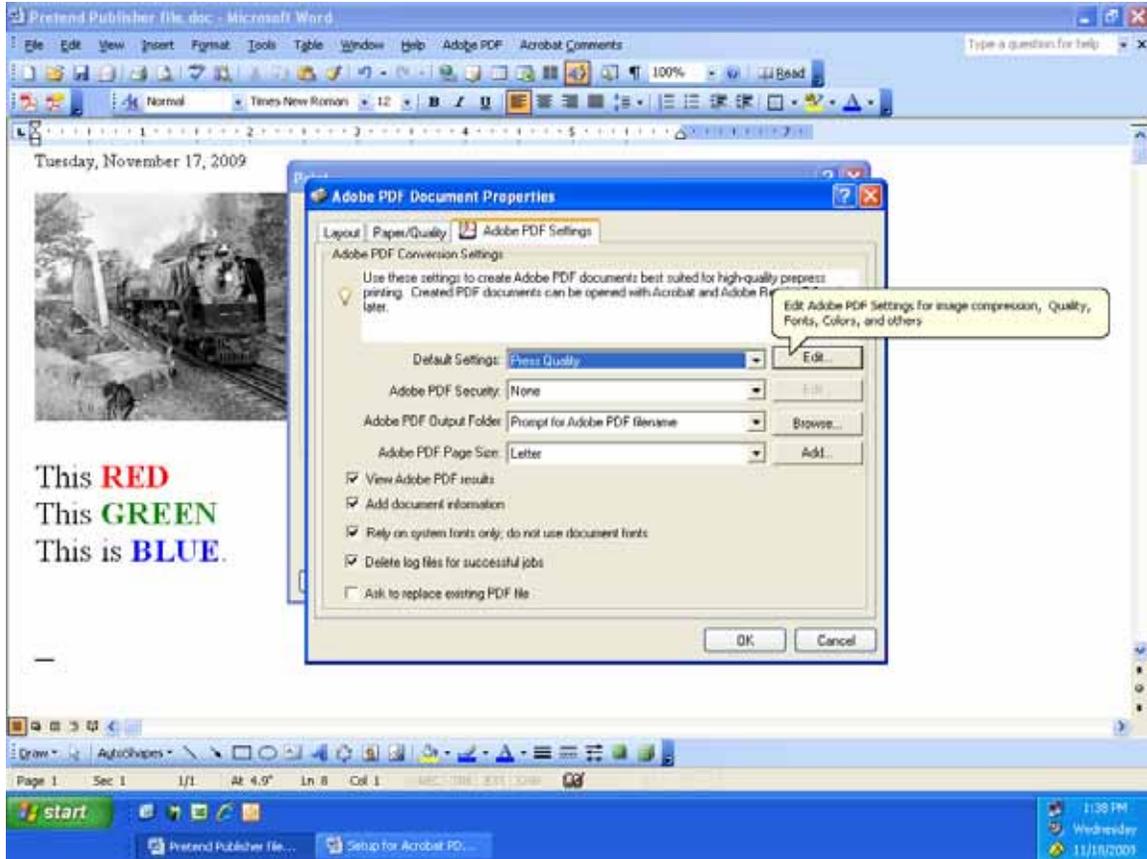Notice that I've selected the ADOBE PDF printer.

Select **PROPERTIES**
Make sure the **ADOBE PDF SETTINGS** tab is selected,
On Default Settings – select Press Quality. (This is a good stating point.)
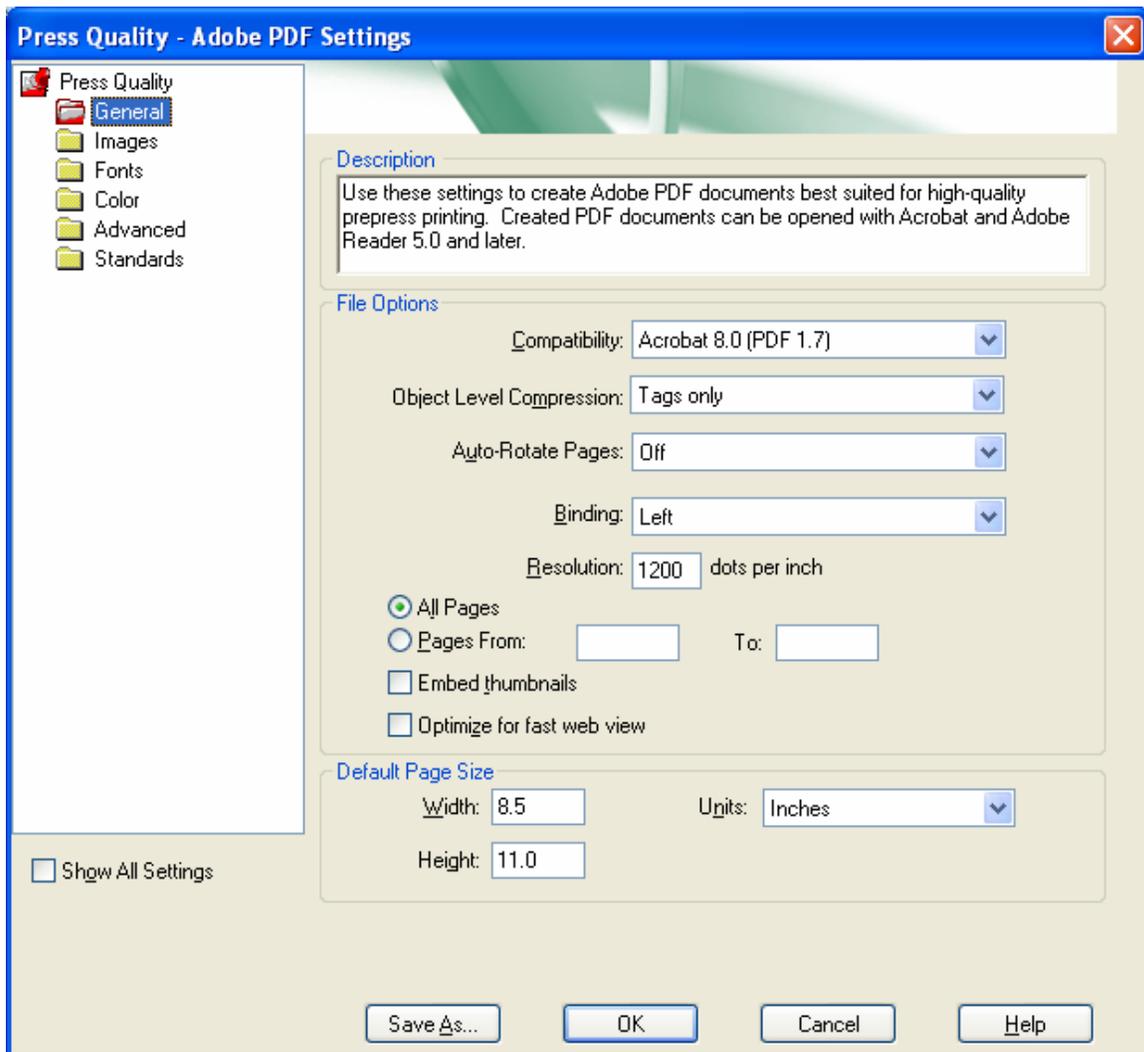Finally, hit the **EDIT** button.

GENERAL

Change:

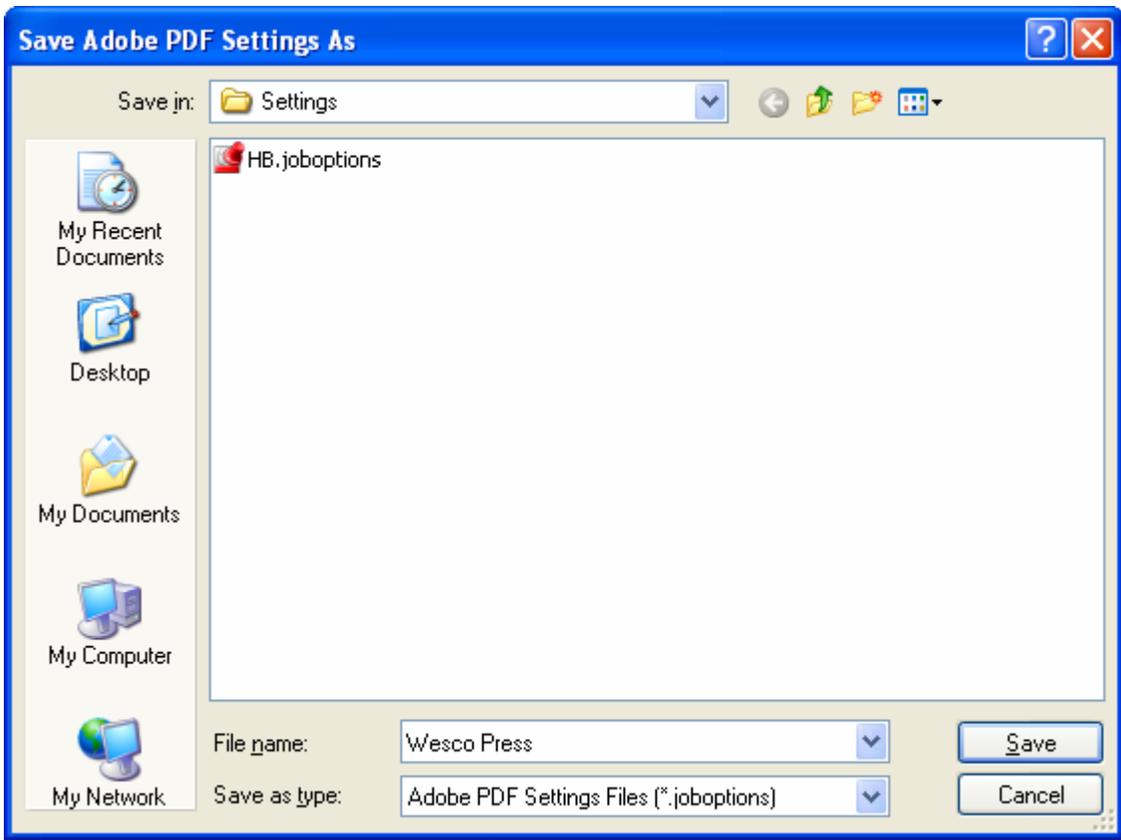Compatibility to Acrobat 8 (PDF 1.7)

Resolution to 1200 dpi

UN-check the Optimize for Fast Web view.

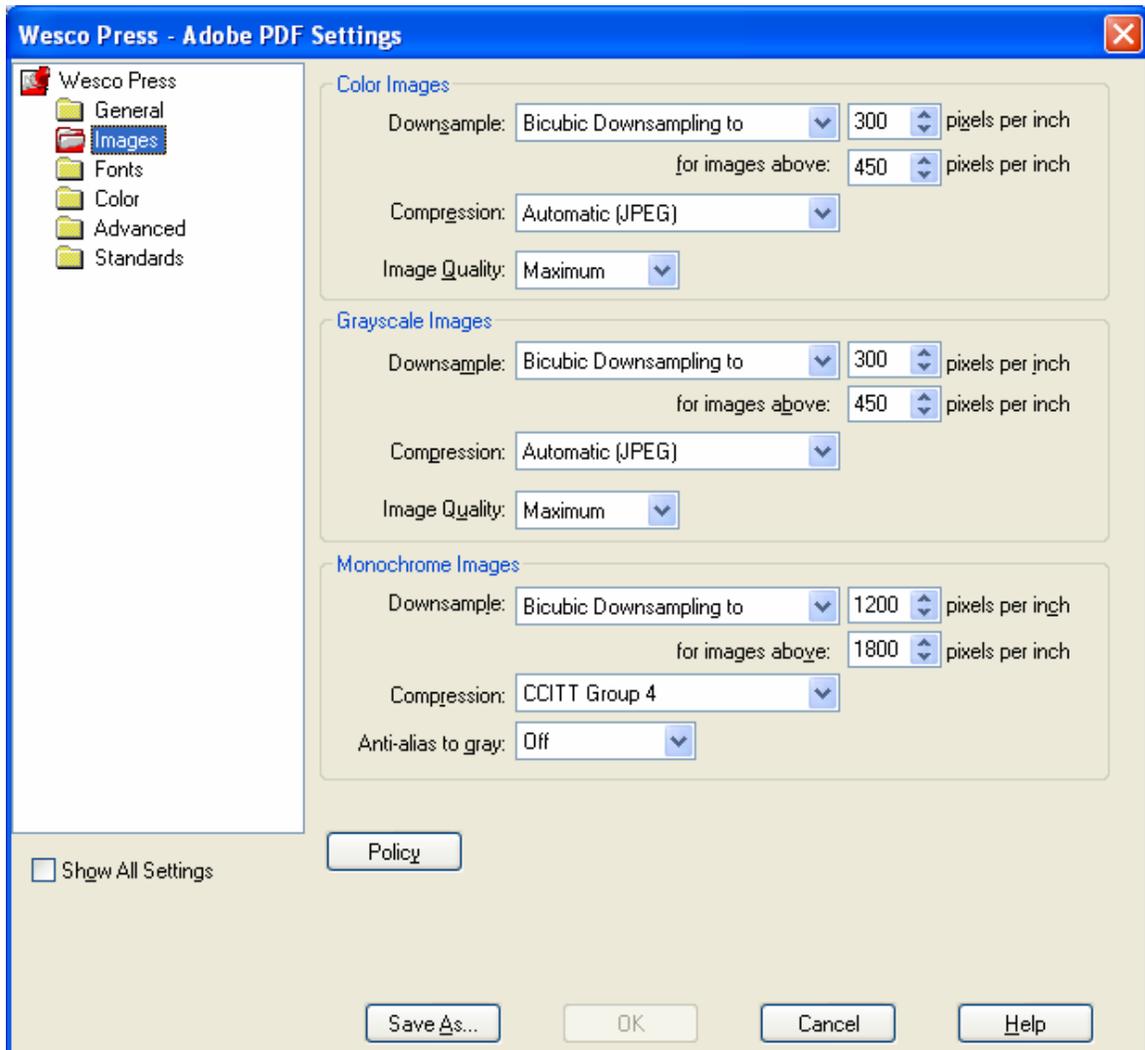You may have to adjust the Default page sizes, so send us a test page EARLY !!

Hit the SAVE AS button and save it as WESCO PRESS.

Save Adobe PDF Settings As

Save in: Settings

HB.joboptions

My Recent Documents

Desktop

My Documents

My Computer

My Network

File name: Wesco Press

Save as type: Adobe PDF Settings Files (*.joboptions)

Save

Cancel

IMAGES

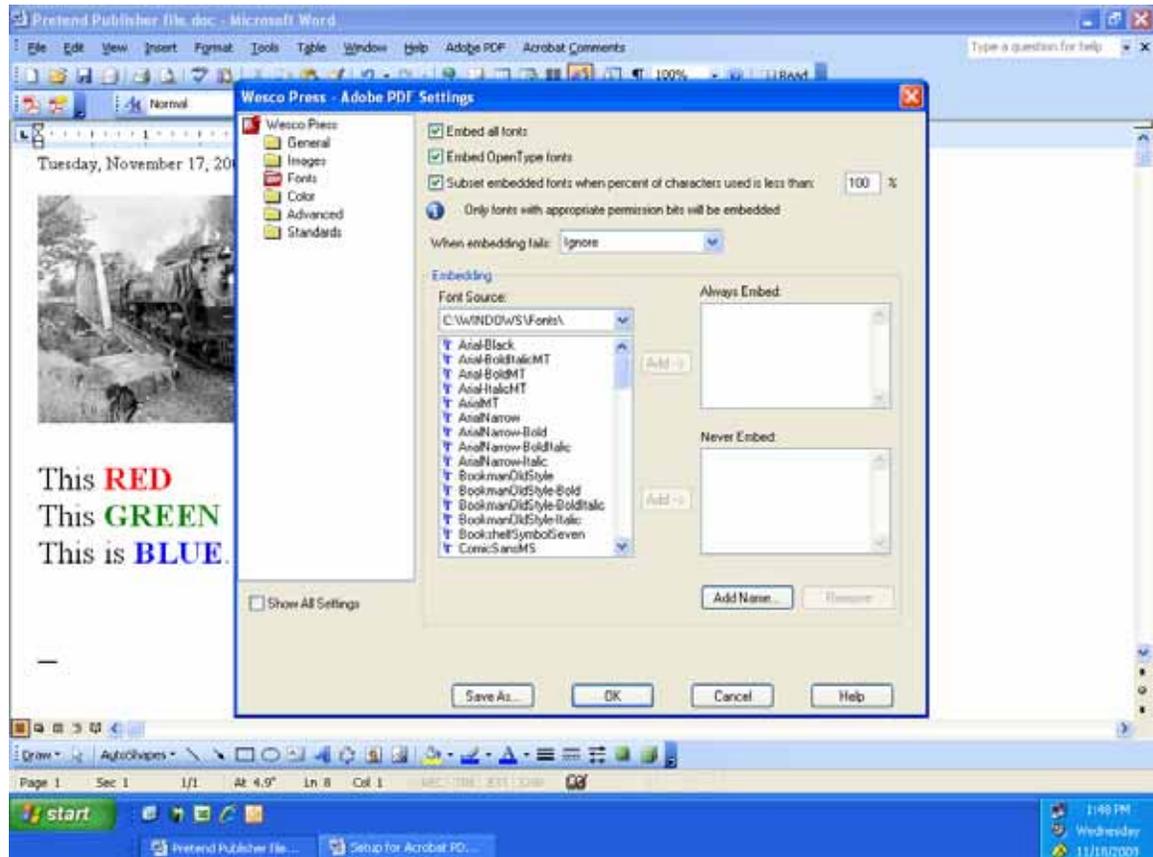Leave as the default.

FONTS

Changes will be for:
Embed – Check this.   We embed EVERYTHING into the PDF.
When embedding fails – change to IGNORE.

COLOR

This is an IMPORTANT page……….
Settings File = **None**
Color Management Policies = **Convert ALL Colors to CMYK**
Document Rendering Intent = **Perceptual**
Working Spaces:
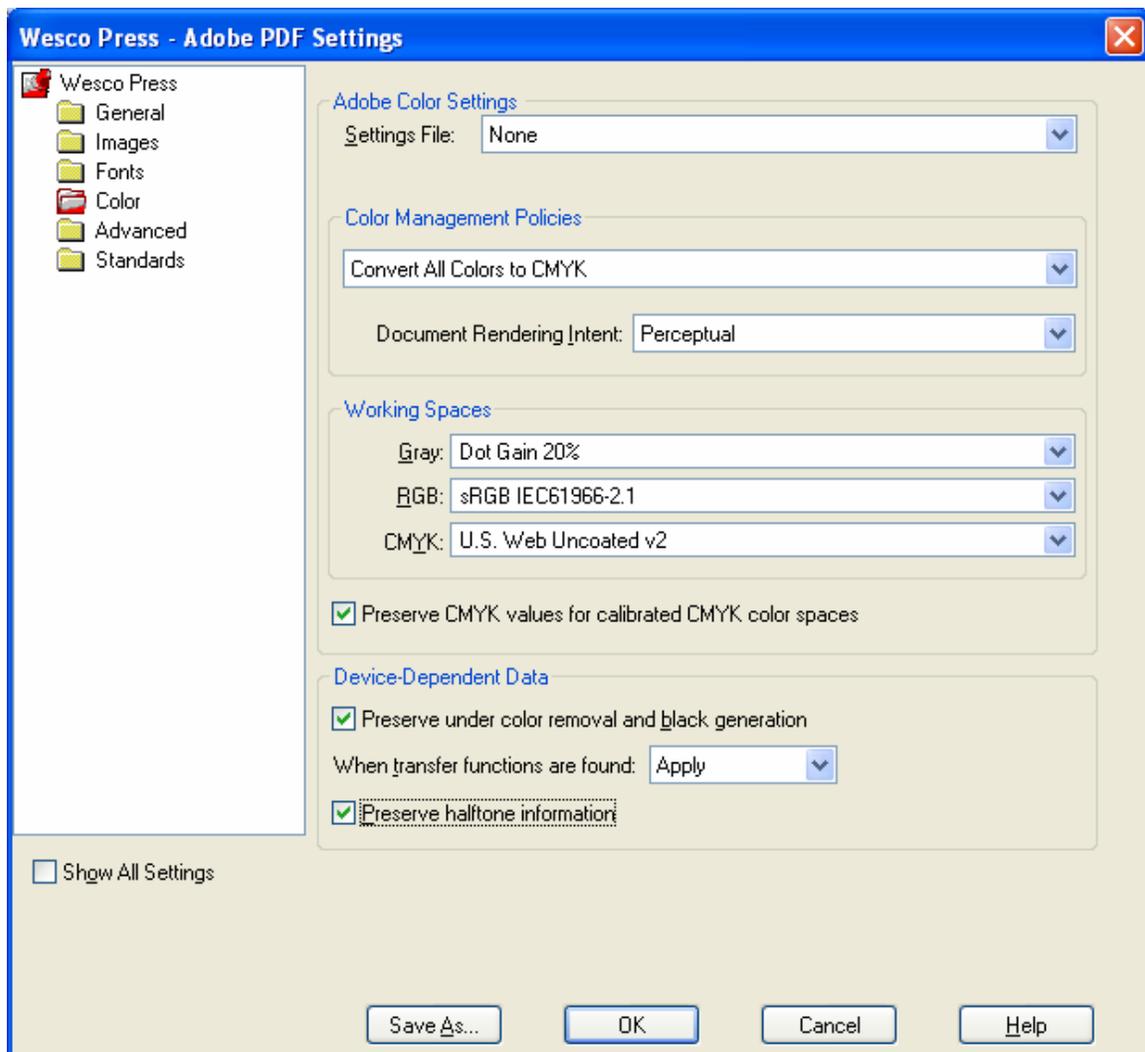Gray = **Dot Gain 20%**
RGB = **sRGB IEC61966-2.1**
CMYK = **US Web Uncoated v2**
Preserve CMYK values for calibrated CMYK color spaces = **Checked**
Preserver under color removal and black generation = **Checked**
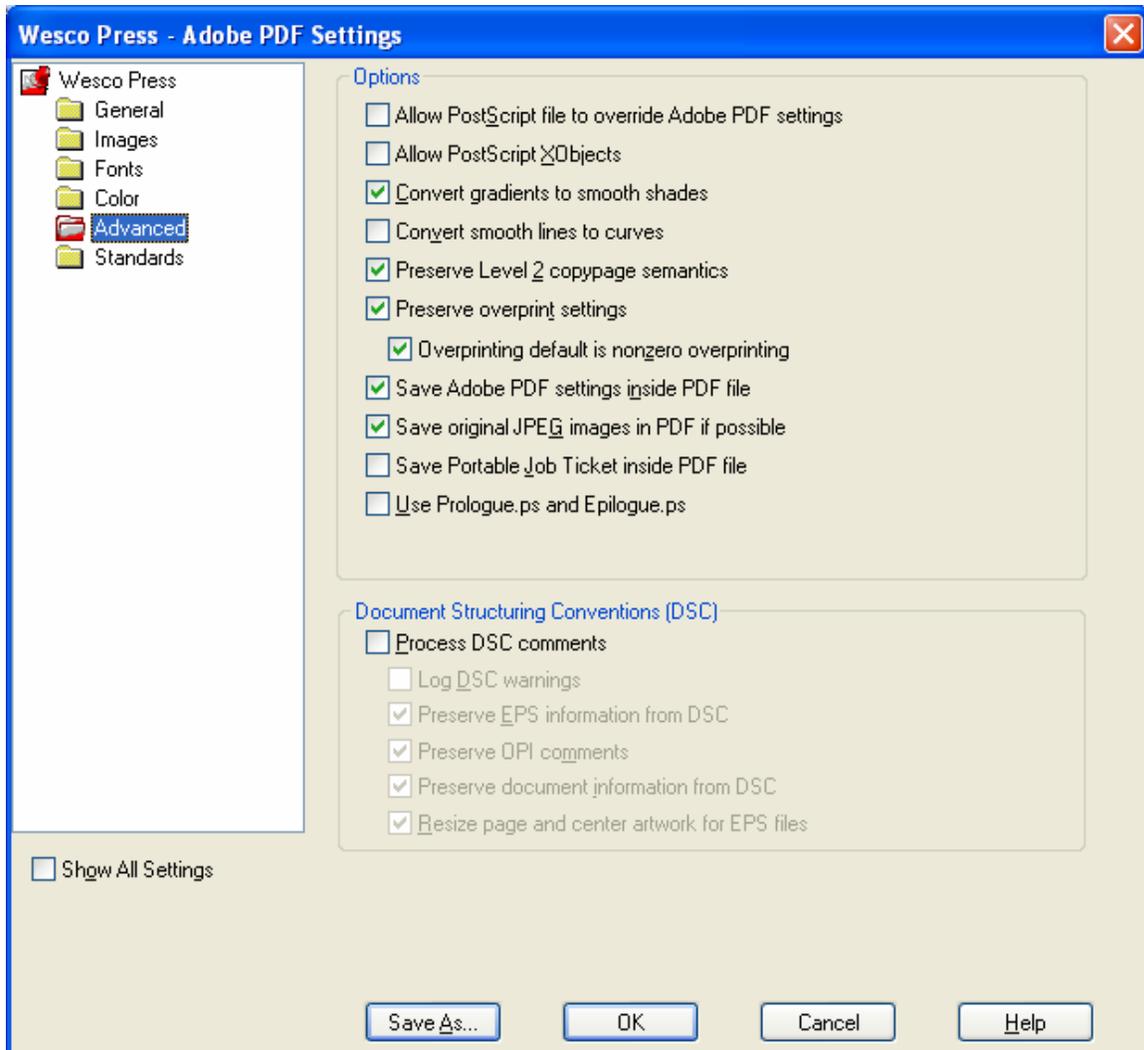When transfer functions are found = **Apply**
Preserve halftone information = **Checked**
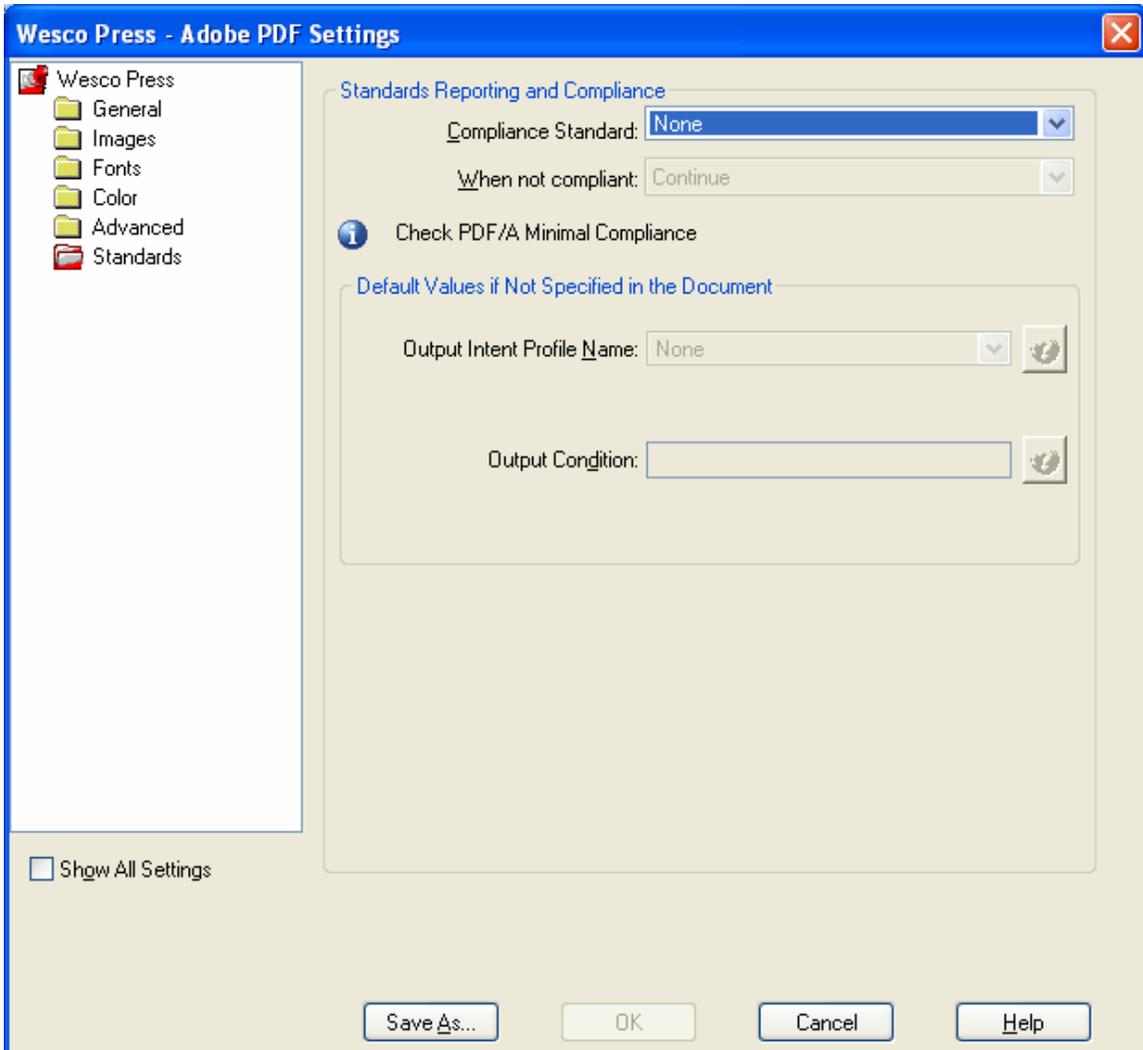
ADVANCED

Allow Postscript file to override Adobe PDF settings = **UNCHECK**
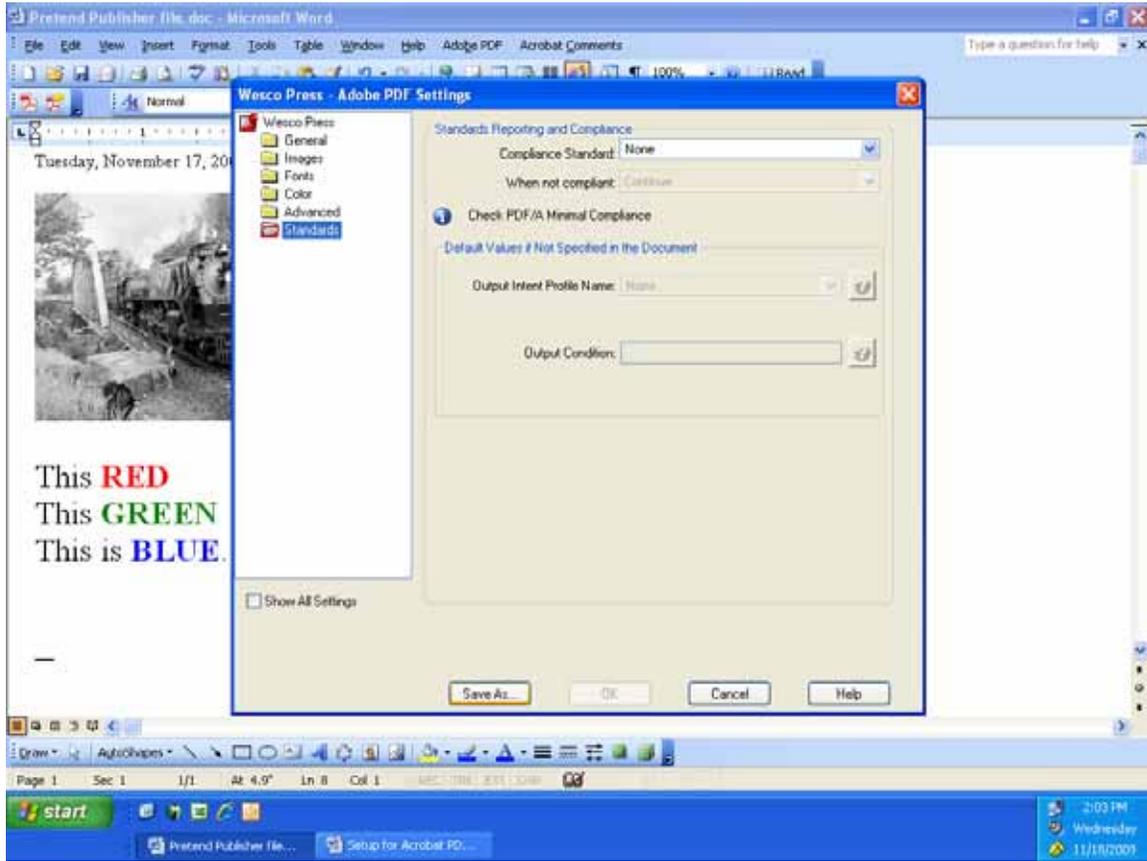Process DSC comments = **UNCHECK**
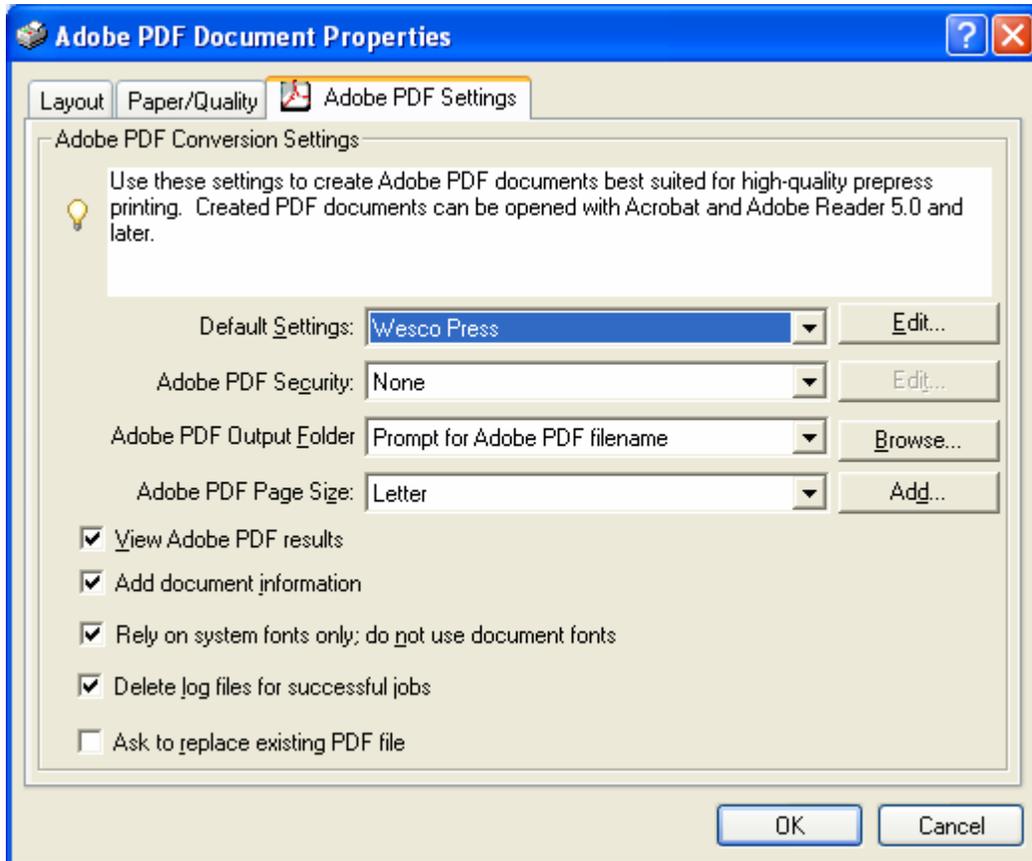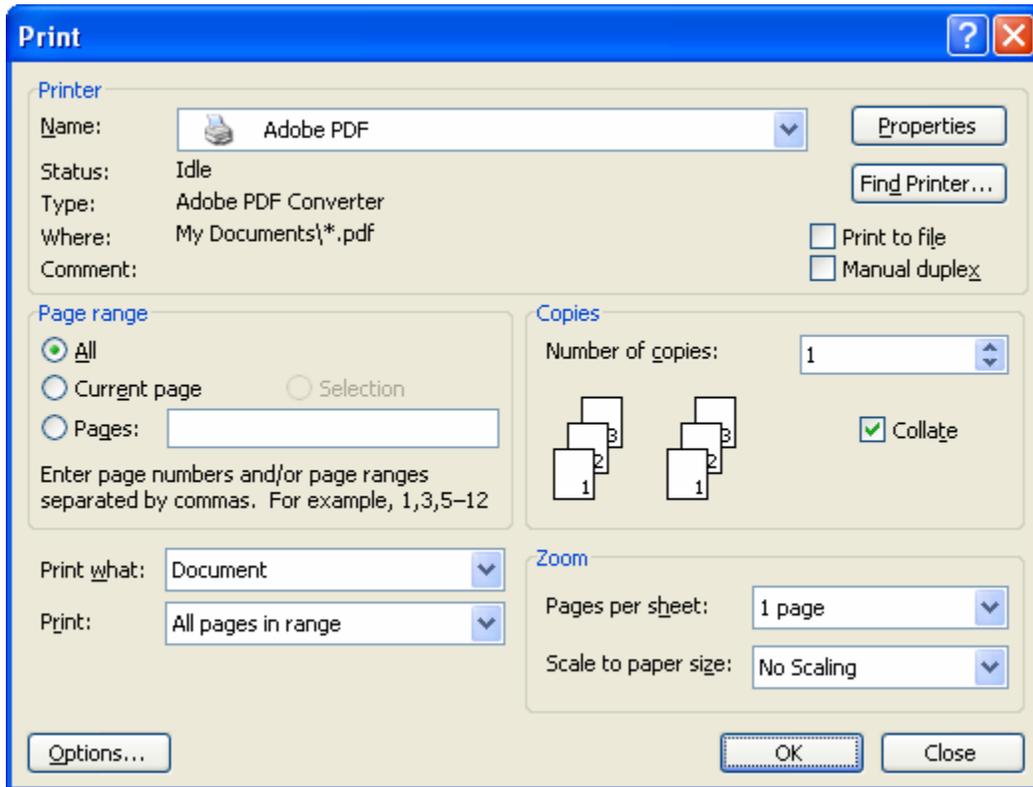
STANDARDS

Compliance Standard = **NONE**

OK – that's all the settings that are needed.
So do another SAVE AS and overwrite the Wesco Press option file.
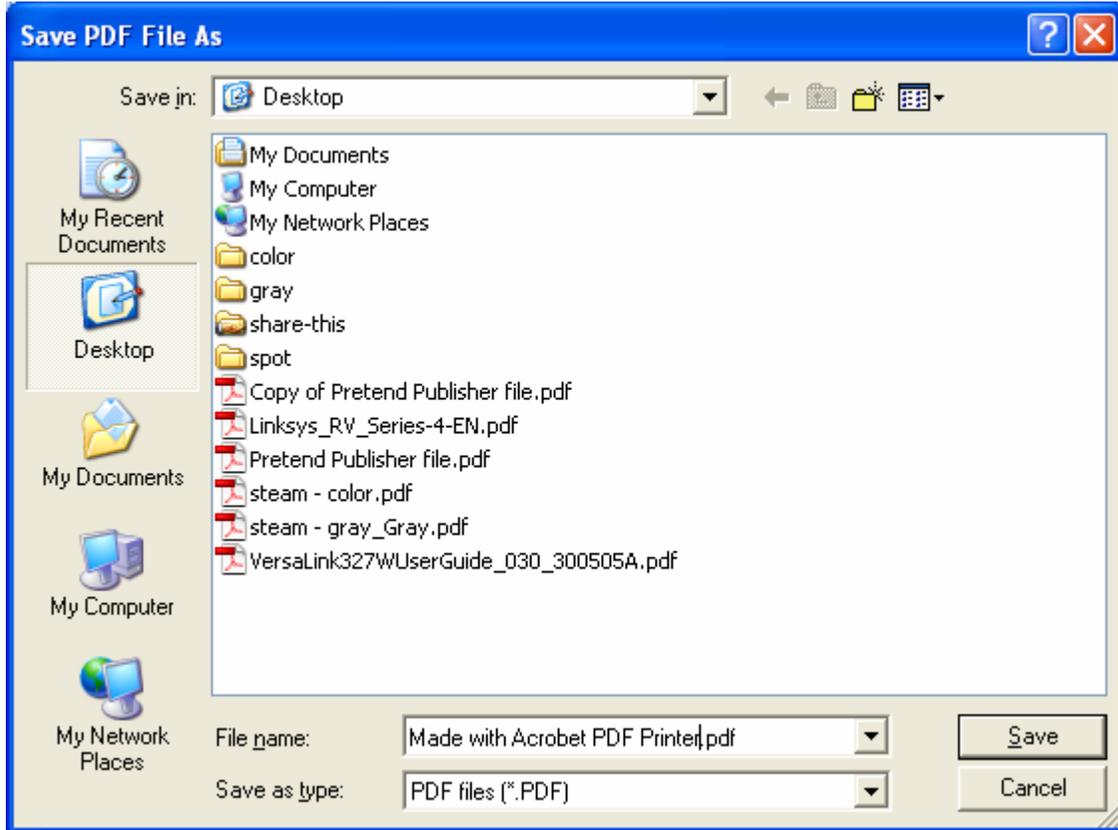
When that's finished – hit the **OK** button which will bring you back to the AdobePDF Settings tab. After making sure that WESCO PRESS is selected as the Default Settings choice, hit the **OK** button here.

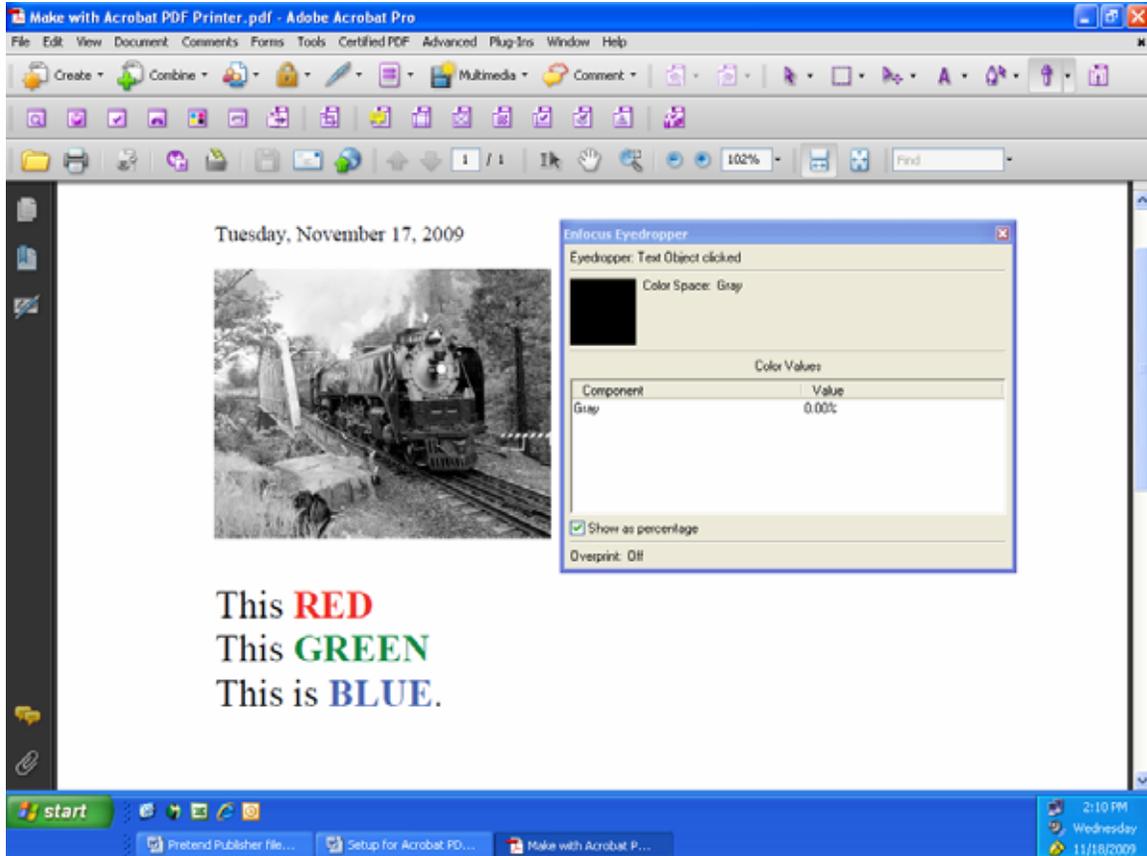That should bring you back to the main Print menu.
Hit the **OK** button.
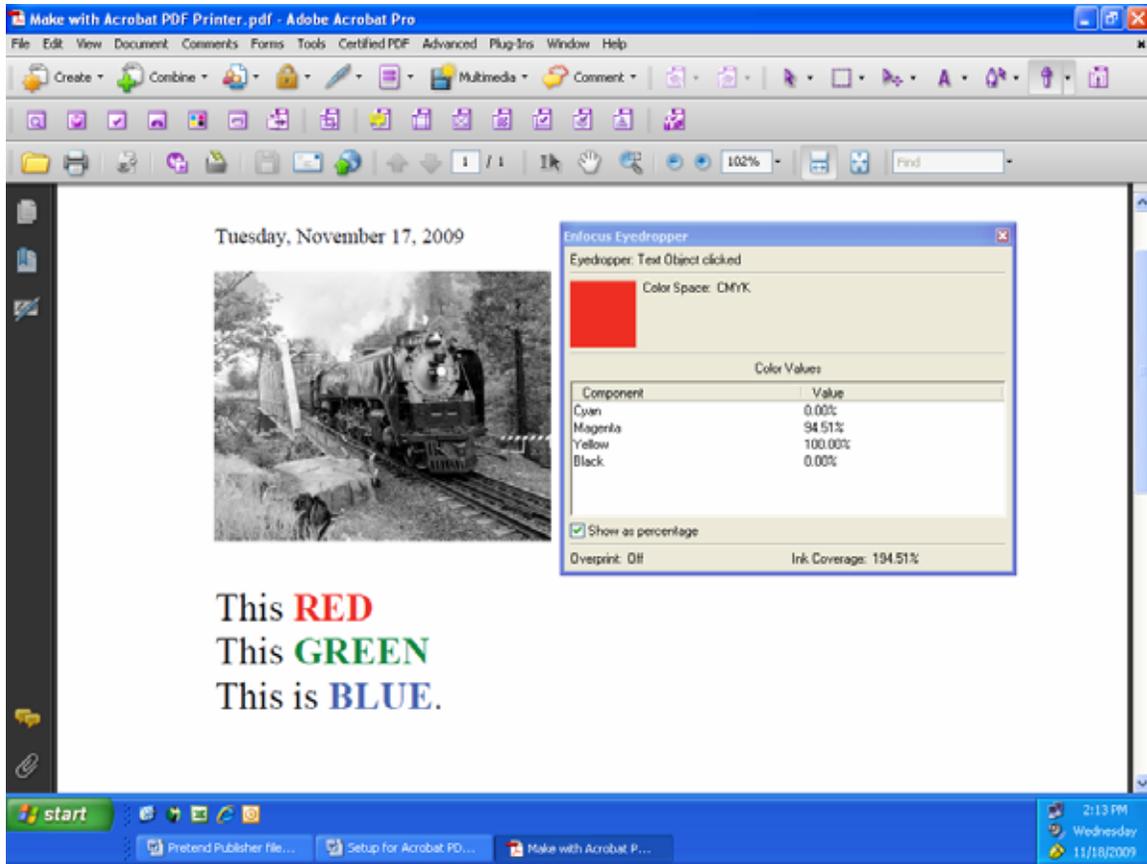
Save your PDF wherever you want it.

The new PDF is created with:

- All black text
- Grayscale photo
- CMYK colors

Don't worry about the Colors being made with 2 or more colors – we'll convert those to your press color when we receive the PDF files.

That's it !!!
Load your PDFs to the FTP server.

HB