

AdShuttle

Ad Creation Guide

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About

This document can be used as a guide when creating, printing, and distilling ad files. Printed copies are for reference only. Always check AdShuttle to ensure you have the most current documentation.

Operating System Note: Screenshots and instructions used in this guide reference Mac OSX. If you are using other versions of these applications, please follow these settings as close as possible.

System of Measurement Note: Screenshots and instructions used in the guide reference U.S. Customary units. For those looking for the Metric equivalent, you will need to do the appropriate conversion.

Best Practices

Images

- Use high resolution images (300 DPI recommended)
- RGB and LAB color are unacceptable
- Images should not have ICC profiles embedded
- Avoid scaling images (if you must, do not scale below 50% or above 110%)
 - Note: If you enlarge an image, the resolution will decrease.
- Total Area Coverage should not exceed 320%

Fonts

- Always embed all fonts
- Do not allow font substitutions

Colors

- Only use CMYK colors; convert spot colors to process
- If a spot color is required, be sure that it is the only color designated as spot

Layout

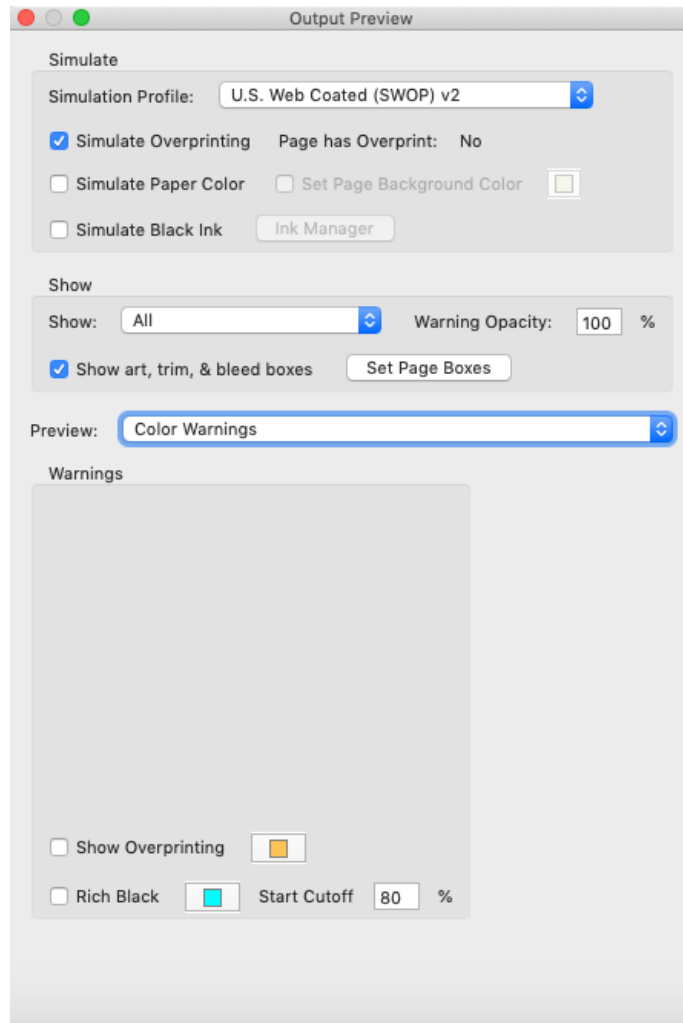
- Build documents in Portrait mode without scaling or rotation
- When bleed is required, provide 1/8th inch beyond the trim area
- Do not allow marks to encroach upon the trim or bleed areas

Transparency

- Flatten all transparent objects at a high resolution
- Avoid placing transparent objects on top of text or other critical vector objects

Overprint

- Overprinting objects may not reproduce correctly when printed and will sometimes disappear completely
- We recommend creating objects exactly as you want them to appear without relying on an overprint setting
- To use Adobe Acrobat to detect overprints in your PDF files:
 - Select Advanced > Print Production > Output Preview
 - Choose Color Warnings in the Preview field
 - Under Warnings, check Show Overprinting



Illustrator and Photoshop

- When exporting PDFs from these applications, take care to flatten all layers and transparency
- Export use the Adobe PDF Preset **PDF/x-1a:2001**

Creating Black and White Ads

- Use only the color Black in fills and strokes
- Use only Grayscale and/or Bitmap images
 - Do not colorize the Grayscale or Bitmap images
- Do not use Transparency effects
 - Transparent objects will flatten to CMYK and generate warnings or errors during preflighting, even if there are no pixels of value within the CMY channels

InDesign Users

Before creating a PDF preset in InDesign, verify the Color Settings.

Color Settings...

- Disable Color Management: Edit > Color Settings

Load the Adobe PDF Preset

- Download the Adobe PDF Preset from the Help menu and unzip it
- In InDesign, select File > Adobe PDF Presets > Define...
- Load the PDF Preset

Exporting

- File > Export... > Select a destination for your file and save
- Choose the AdShuttle_Adobe_PDF Preset
- Set the Range for the page you wish to export > Export

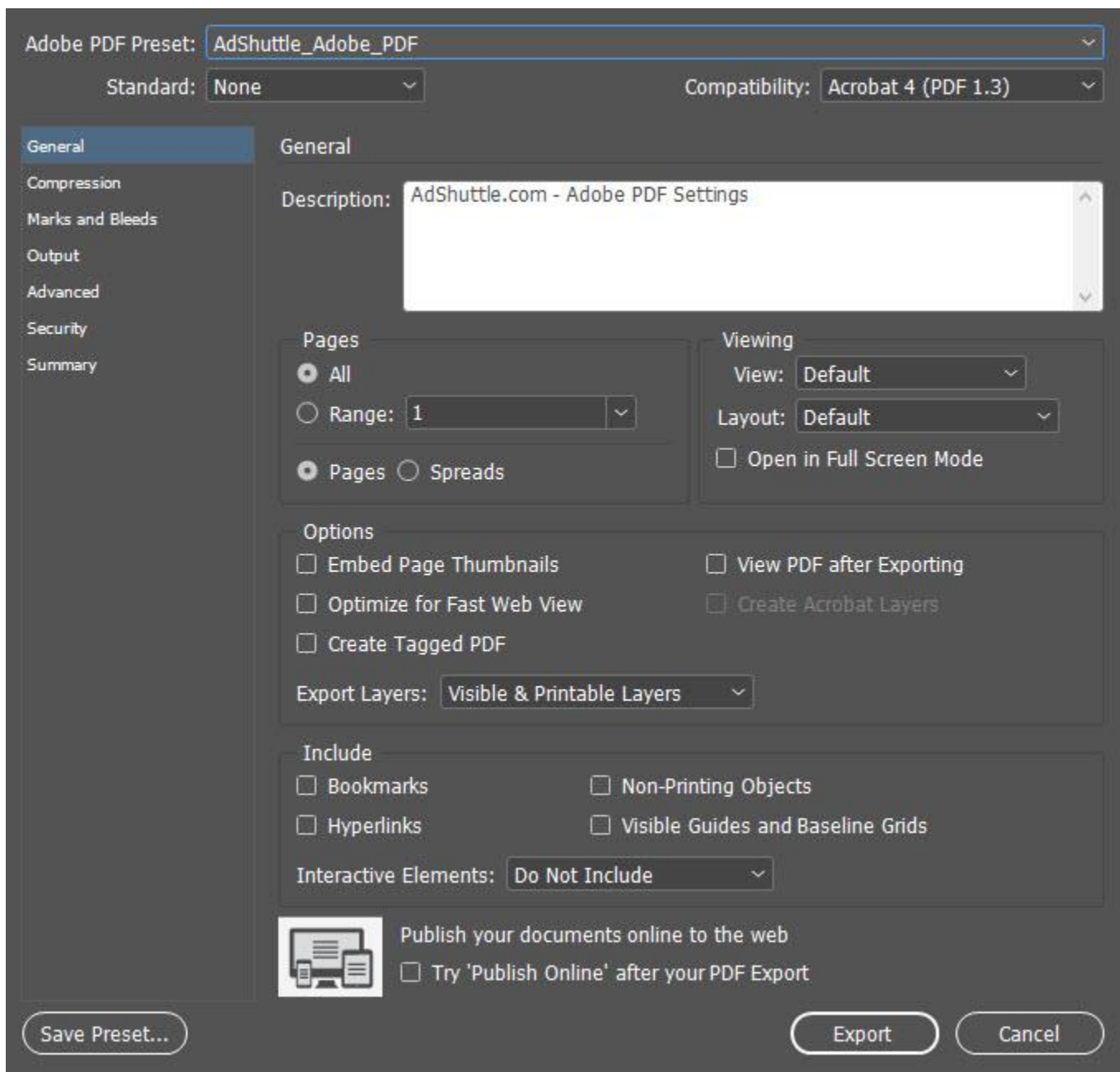
InDesign Preset Details

Common Settings

- Standard: None
- Compatibility: Acrobat 4.0 (PDF 1.3)

General

- Pages
 - Select Range and enter a single page to export (only single page PDFs are accepted)
- Options
 - All options are Unchecked
 - Export Layers: Visible & Printable Layers
- Include
 - All options are Unchecked



Compression

- Color & Grayscale Images
 - Bicubic Downsampling to: 300 ppi, for images above: 300 ppi
 - Compression: Automatic (JPEG)
 - Image Quality: Maximum
- Monochrome Images
 - Bicubic Downsampling to: 1200 ppi, for images above: 1200 ppi
 - Compression: CCITT Group 4
 - Anti-Alias to gray: Off
 - Compress Text and Line Art: Checked
 - Crop Image Data to Frames: Checked

The screenshot shows the Adobe PDF Preset dialog box with the following settings:

- Adobe PDF Preset: AdShuttle_Adobe_PDF
- Standard: None
- Compatibility: Acrobat 4 (PDF 1.3)
- General (selected in the left sidebar)
- Compression
 - Color Images**
 - Bicubic Downsampling to: 300 pixels per inch
 - for images above: 300 pixels per inch
 - Compression: Automatic (JPEG)
 - Image Quality: Maximum
 - Tile Size: 128
 - Grayscale Images**
 - Bicubic Downsampling to: 300 pixels per inch
 - for images above: 300 pixels per inch
 - Compression: Automatic (JPEG)
 - Image Quality: Maximum
 - Tile Size: 128
 - Monochrome Images**
 - Bicubic Downsampling to: 1200 pixels per inch
 - for images above: 1200 pixels per inch
 - Compression: CCITT Group 4
 - Compress Text and Line Art
 - Crop Image Data to Frames
- Buttons: Save Preset..., Export, Cancel

Marks and Bleeds

- Marks
 - Crop Marks: Checked
 - Bleed Marks: Unchecked
 - Registration Marks: Checked
 - Color Bars: Unchecked
 - Page Information: Checked
 - Type: Default
 - Weight: 0.25 pt.
 - Offset: 0.1667 in.
- Bleed and Slug
 - Use Document Bleed Settings: Checked
 - Bleed: 0.125 in. on all sides
 - Include Slug Area: Unchecked

Edit PDF Export Preset

Preset Name: AdShuttle_Adobe_PDF

Standard: None Compatibility: Acrobat 4 (PDF 1.3)

General

Compression

Marks and Bleeds

Output

Advanced

Summary

Marks and Bleeds

Marks

All Printer's Marks Type: Default

Crop Marks Weight: 0.25 pt

Bleed Marks Offset: 0.1667 in

Registration Marks

Color Bars

Page Information

Bleed and Slug

Use Document Bleed Settings

Bleed:

Top: 0.125 in Left: 0.125 in

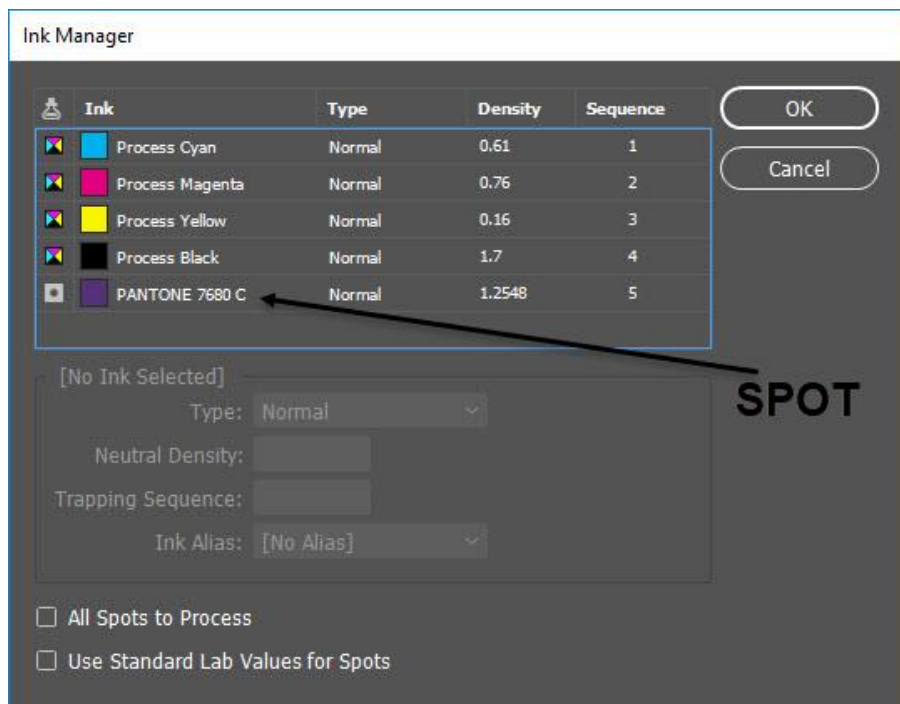
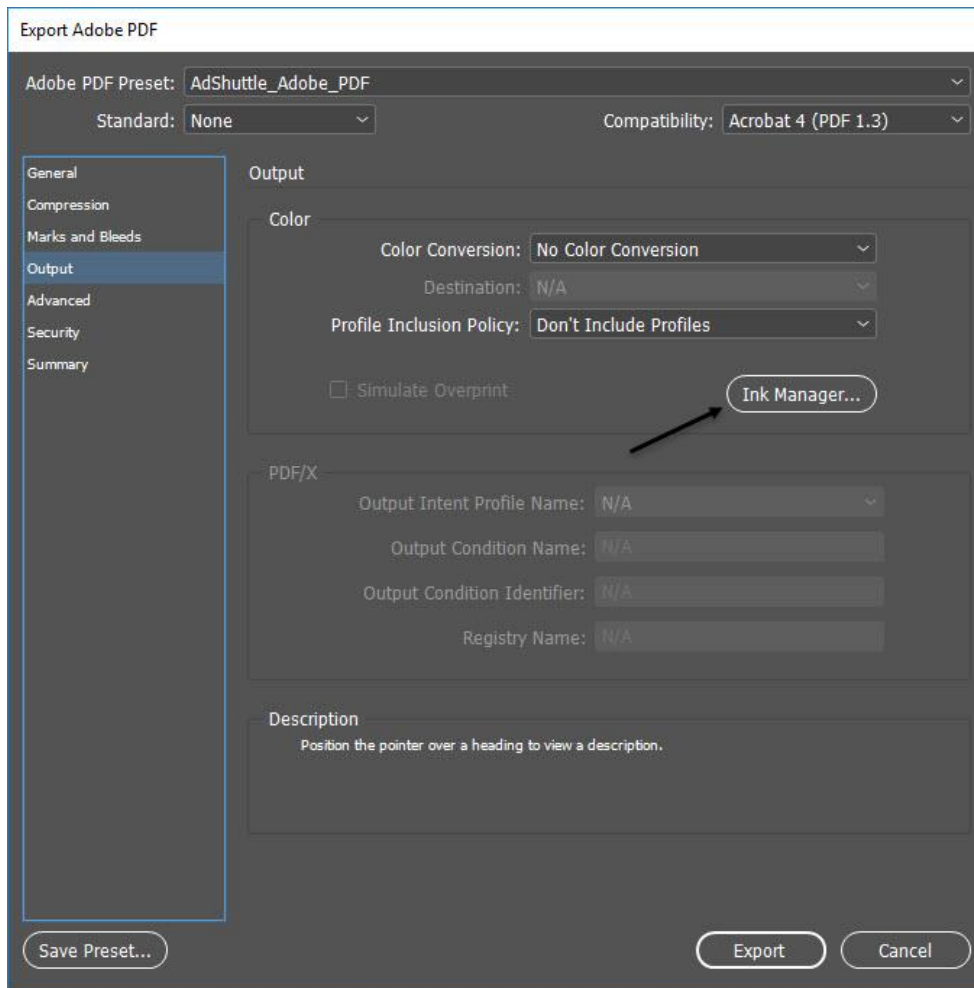
Bottom: 0.125 in Right: 0.125 in

Include Slug Area

OK Cancel

Output

- Color Conversion: No Color Conversion
- Ink Manager: Used to verify only the necessary spot colors will print or designate spot colors to print as process

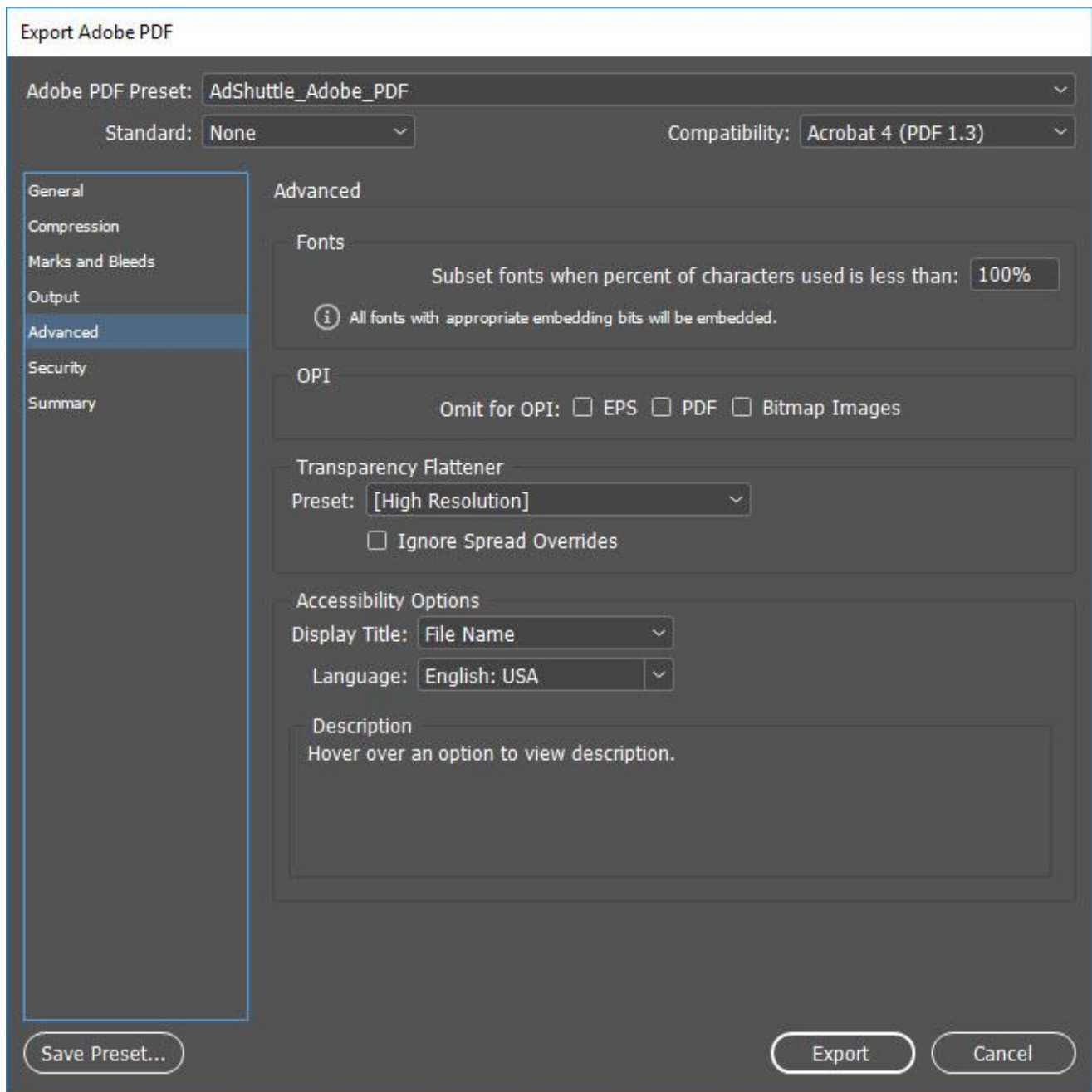


Advanced

- Fonts
 - Subset fonts when percent of characters used is less than: 100%
- OPI
 - All options are Unchecked
- Transparency Flattener
 - Preset: High Resolution
 - Ignore Spread Overrides: Unchecked

When transparency effects are used, always inspect your final PDF to verify that desirable flattening has occurred. You may need to adjust the Preset.

- Job Definition Format (JDF)
 - Create JDF File Using Acrobat: Unchecked



Security

- Document Open Password
 - Require a password to open the document: Unchecked
- Permissions
 - Use a password to restrict printing, editing and other tasks: Unchecked

The screenshot shows the 'Export Adobe PDF' dialog box with the 'Security' tab selected. The 'Adobe PDF Preset' is set to 'AdShuttle_Adobe_PDF', 'Standard' is 'None', and 'Compatibility' is 'Acrobat 4 (PDF 1.3)'. The 'Security' section shows 'Encryption Level: Low (40-bit RC4) - Compatible with Acrobat 3 and Later'. Under 'Document Open Password', the checkbox 'Require a password to open the document' is unchecked. Under 'Permissions', the checkbox 'Use a password to restrict printing, editing and other tasks' is unchecked. The 'Permissions Password' field is empty. A note states: 'This password is required to open the document in PDF editing applications.' Below this, 'Printing Allowed' is set to 'High Resolution' and 'Changes Allowed' is set to 'Any except extracting pages'. The checkbox 'Enable copying of content and access for the visually impaired' is checked. At the bottom, there are buttons for 'Save Preset...', 'Export', and 'Cancel'.

Export Adobe PDF

Adobe PDF Preset: AdShuttle_Adobe_PDF

Standard: None Compatibility: Acrobat 4 (PDF 1.3)

General

Compression

Marks and Bleeds

Output

Advanced

Security

Summary

Security

Encryption Level: Low (40-bit RC4) - Compatible with Acrobat 3 and Later

Document Open Password

Require a password to open the document

Document Open Password: _____

Permissions

Use a password to restrict printing, editing and other tasks

Permissions Password: _____

i This password is required to open the document in PDF editing applications.

Printing Allowed: High Resolution

Changes Allowed: Any except extracting pages

Enable copying of content and access for the visually impaired

Save Preset... Export Cancel

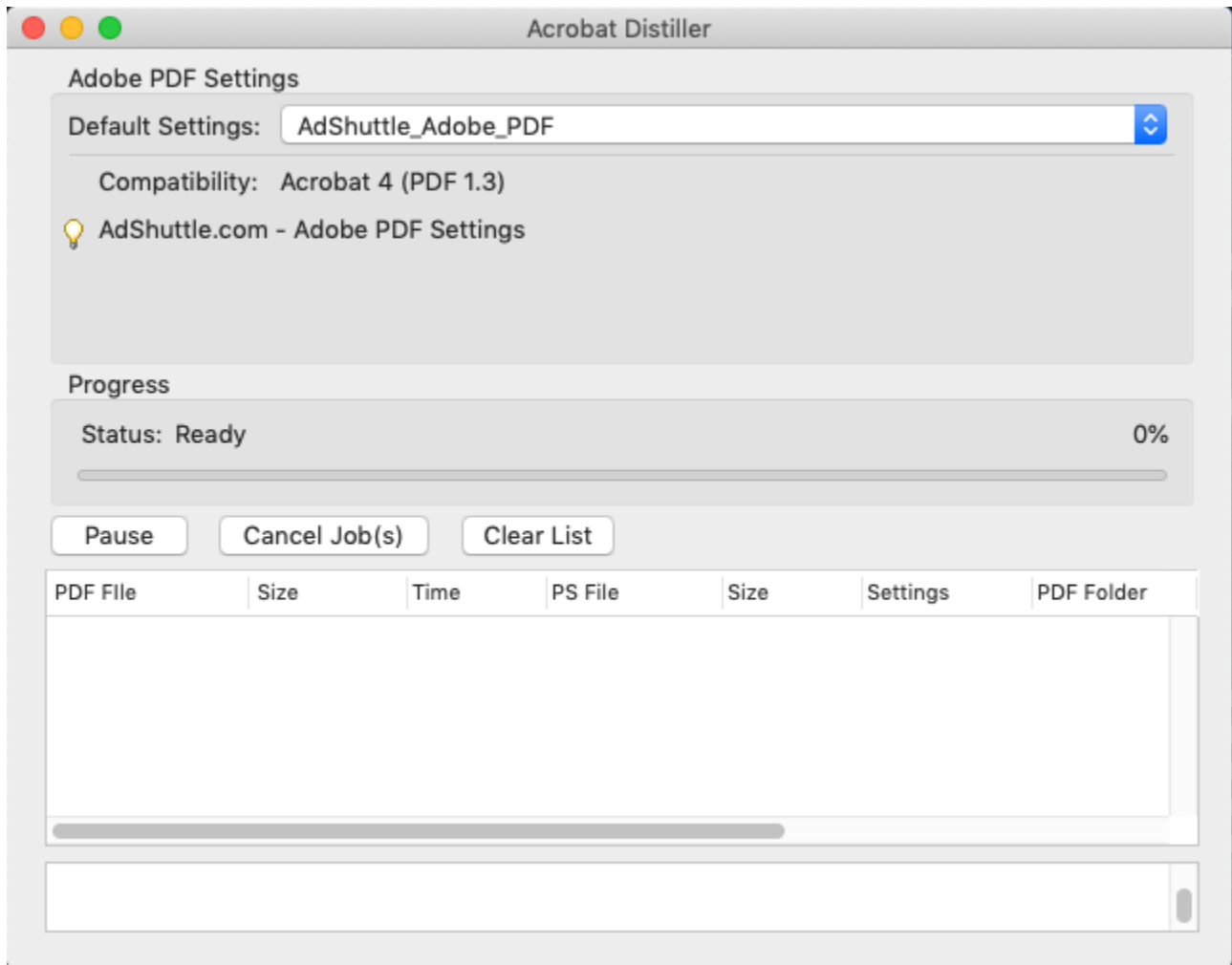
Distilling

Load the Output Style

- Download the Adobe PDF Preset from the Help menu and unzip it
- In Acrobat Distiller, select Settings > Add Adobe PDF Settings...
- Select the AdShuttle_Adobe_PDF job options file and Open

Distilling

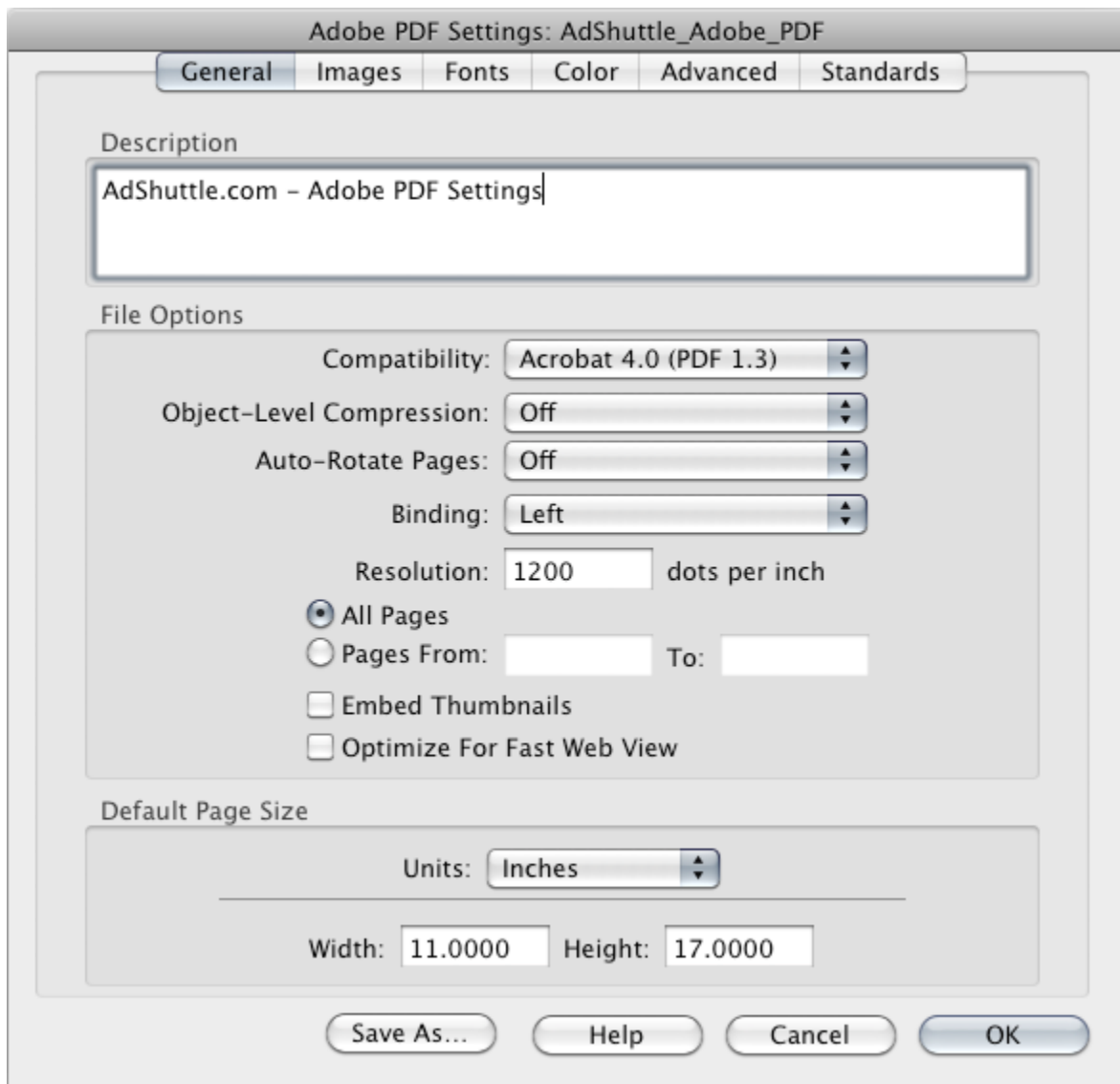
- Select AdShuttle_Adobe_PDF in the Default Settings dropdown
- Drop your postscript file onto the Acrobat Distiller window



Acrobat Distiller Job Options

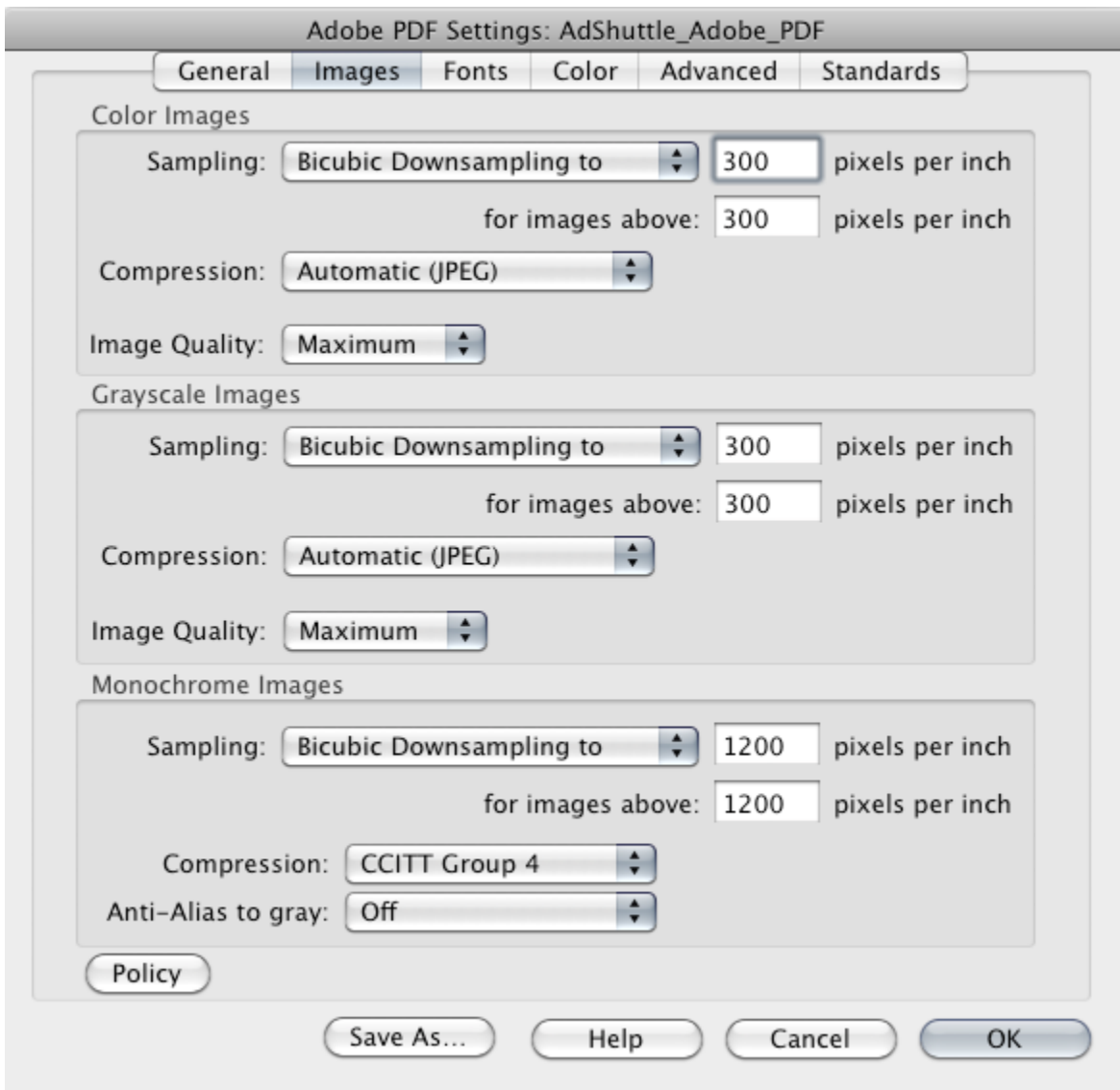
General

- File Options
 - Compatibility: Acrobat 4.0 (PDF 1.3)
 - Object-Level Compression: Off
 - Auto-Rotate Pages: Off
 - Binding: Left
 - Resolution: 1200
 - All Pages: Selected (Distilling single page postscript files)
 - Embed Thumbnails: Unchecked
 - Optimize For Fast Web View: Unchecked
- Default Page Size
 - Units: Inches
 - Width: 11
 - Height: 17



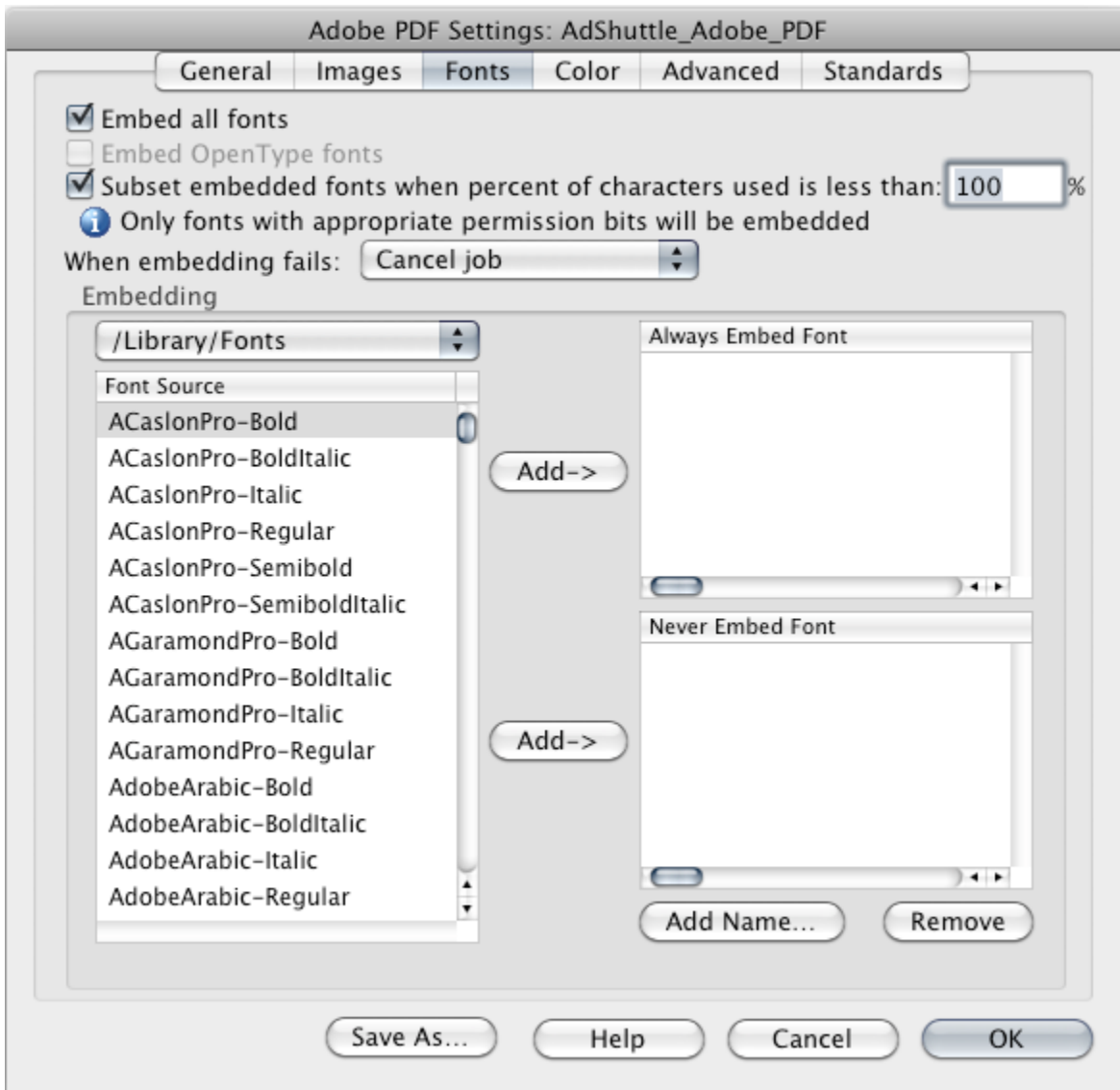
Images

- Color & Grayscale Images
 - Bicubic Downsampling to: 300 ppi, for images above: 300 ppi
 - Compression: Automatic (JPEG)
 - Image Quality: Maximum
- Monochrome Images
 - Bicubic Downsampling to: 1200 ppi, for images above: 1200 ppi
 - Compression: CCITT Group 4
 - Anti-Alias to gray: Off



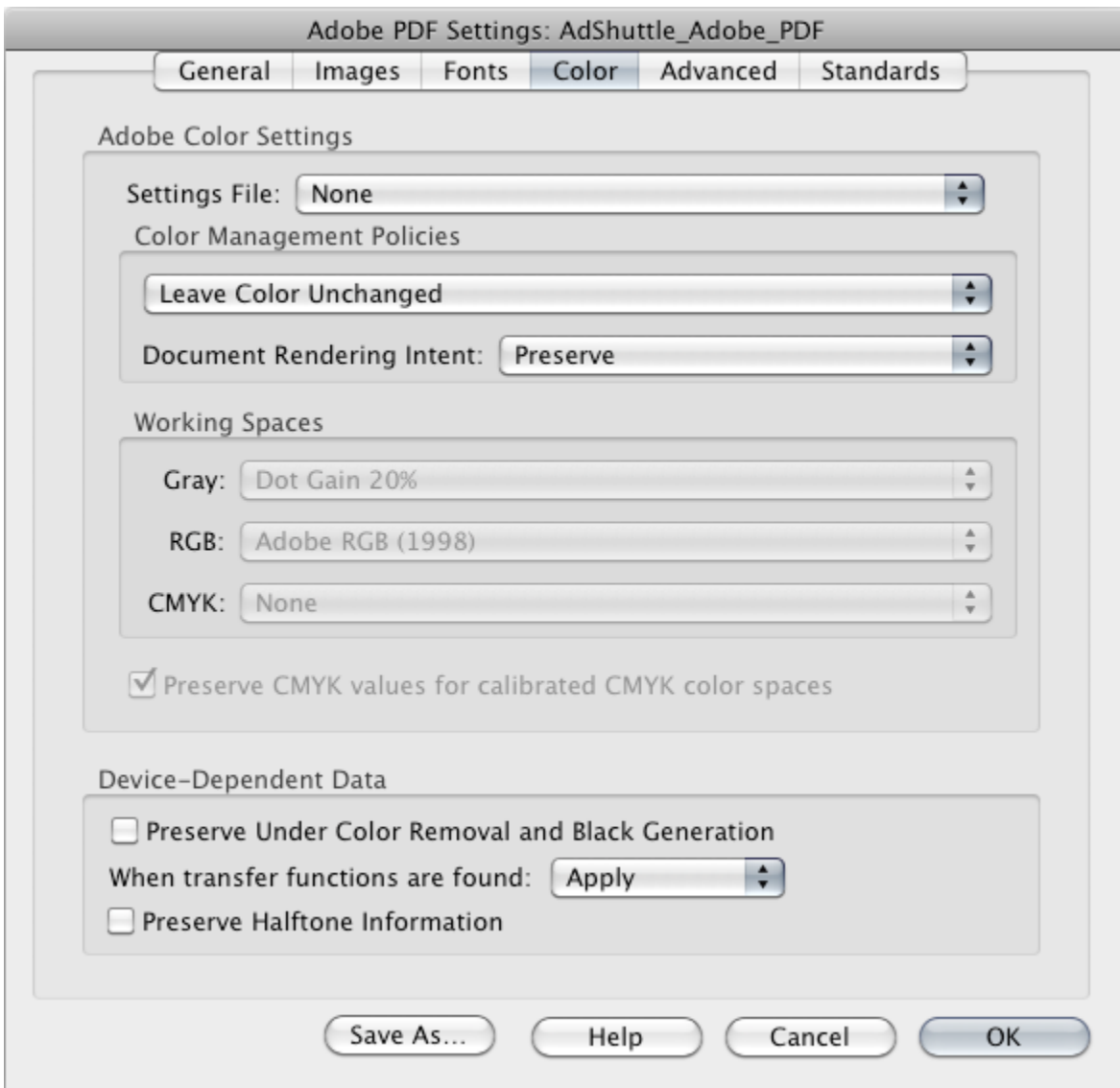
Fonts

- Embed all Fonts: Checked
- Subset embedded fonts when percent of characters used is less than: 100%
- When embedding fails: Cancel Job



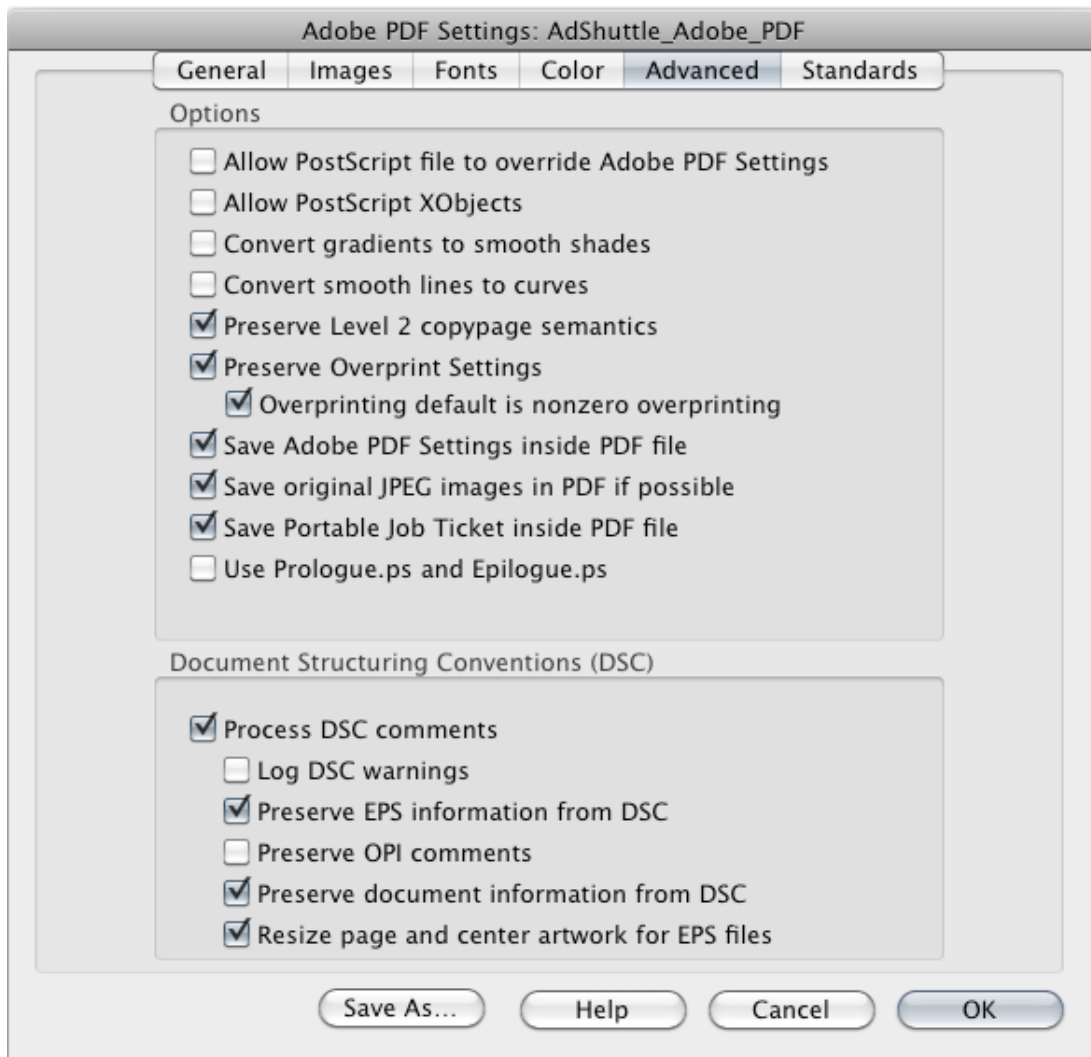
Color

- Adobe Color Settings
 - Settings File: None
 - Color Management Policies: Leave Color Unchanged
 - Document Rendering Intent: Preserve
- Device-Dependent Data
 - Preserve Under Color Removal and Black Generation: Unchecked
 - When transfer functions are found: Apply
 - Preserve Halftone Information: Unchecked



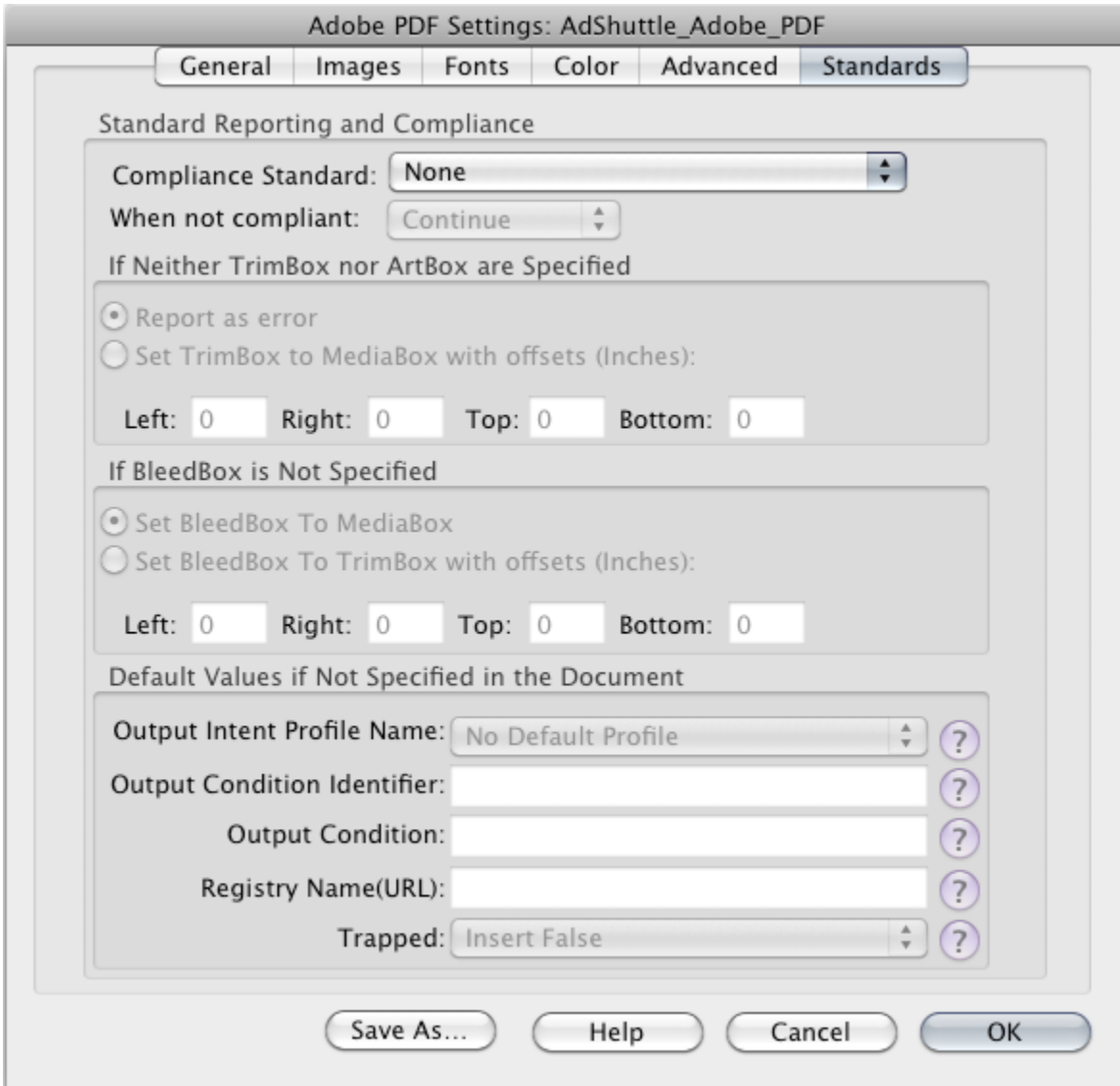
Advanced

- Options
 - Allow PostScript file to override Adobe PDF Settings: Unchecked
 - Allow PostScript XObjects: Unchecked
 - Convert gradients to smooth shades: Unchecked
 - Convert smooth lines to curves: Unchecked
 - Preserve Level 2 copypage semantics: Checked
 - Preserve Overprint Settings: Checked
 - Overprinting default is nonzero overprinting: Checked
 - Save Adobe PDF Settings inside PDF file: Checked
 - Save original JPEG images in PDF if possible: Checked
 - Save Portable Job Ticket inside PDF file: Checked
 - Use Prologue.ps and Epilogue.ps: Unchecked
- Document Structuring Conventions (DSC)
 - Process DSC comments: Checked
 - Log DSC warnings: Unchecked
 - Preserve EPS Information from DSC: Checked
 - Preserve OPI comments: Unchecked
 - Preserve document information from DSC: Checked
 - Resize page and center artwork from EPS files: Checked



Standards

- Compliance Standard: None

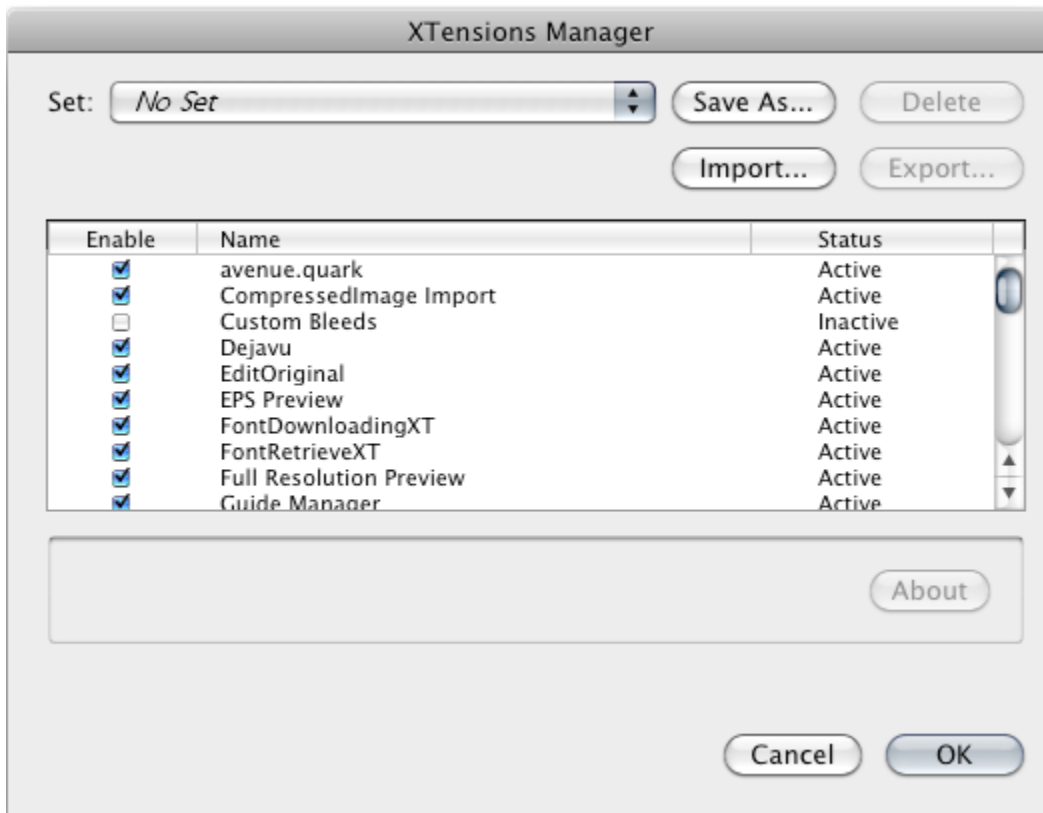


QuarkXPress 4, 5, and 6 Users

It is recommended to save as PostScript for distilling.

XTensions Manager

- Disable the “OPI” and “Custom Bleeds” XTensions



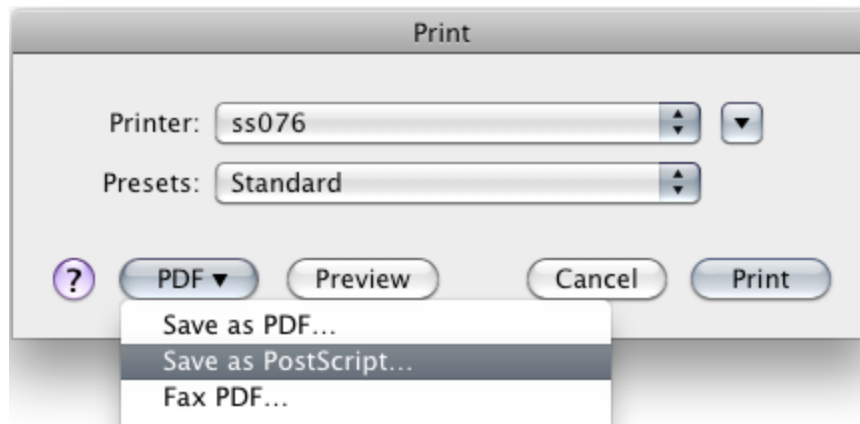
Load the Print Style

- Download the QuarkXpress_PrintStyle from the Help menu and unzip it
- In QuarkXPress, select Edit > Print Styles... > Import...
- Select the Print Style > Open

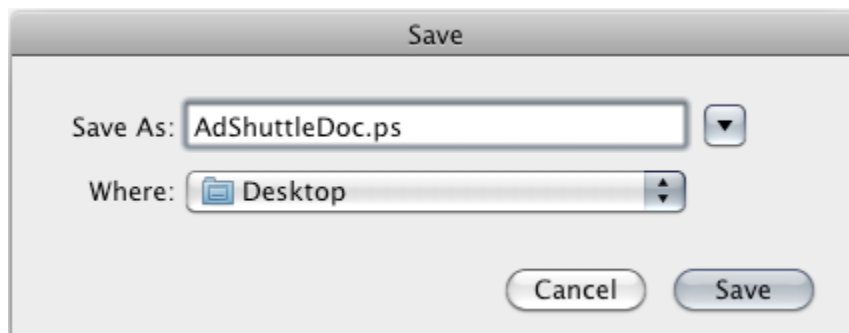
See **Quark Print Style Details** section.

Printing

- File > Print... > Select the AdShuttle_Quark_Print Print Style
- On the Setup tab > Set Paper Width 1 inch larger than the document size to accommodate Marks and Bleed
- Select Printer
- In the PDF dropdown, select Save as PostScript...



- Provide the filename and destination > Save



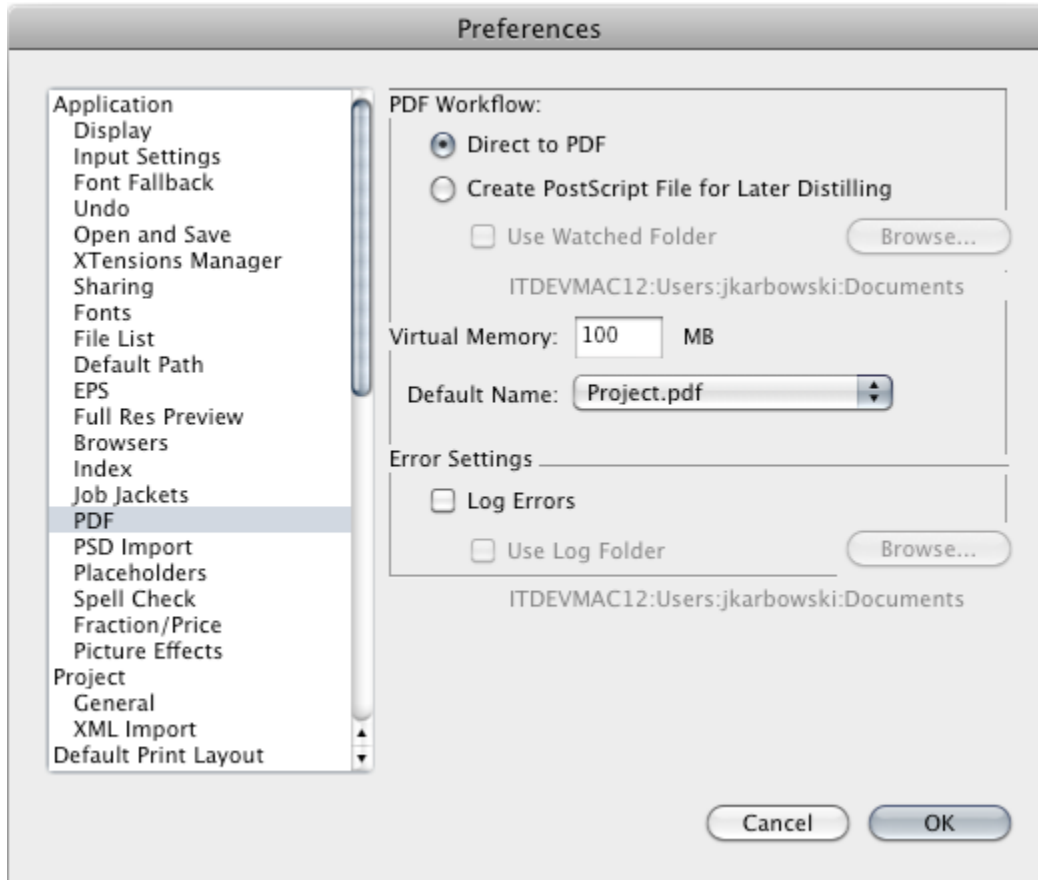
Distill the PostScript file using the settings provided. See **Acrobat Distiller Job Options** section.

QuarkXPress 7, 8, and 9 Users

It is recommended to export as PDF.

Preferences

- Open the QuarkXPress preferences
- Verify in PDF preferences that PDF Workflow is set to: Direct to PDF



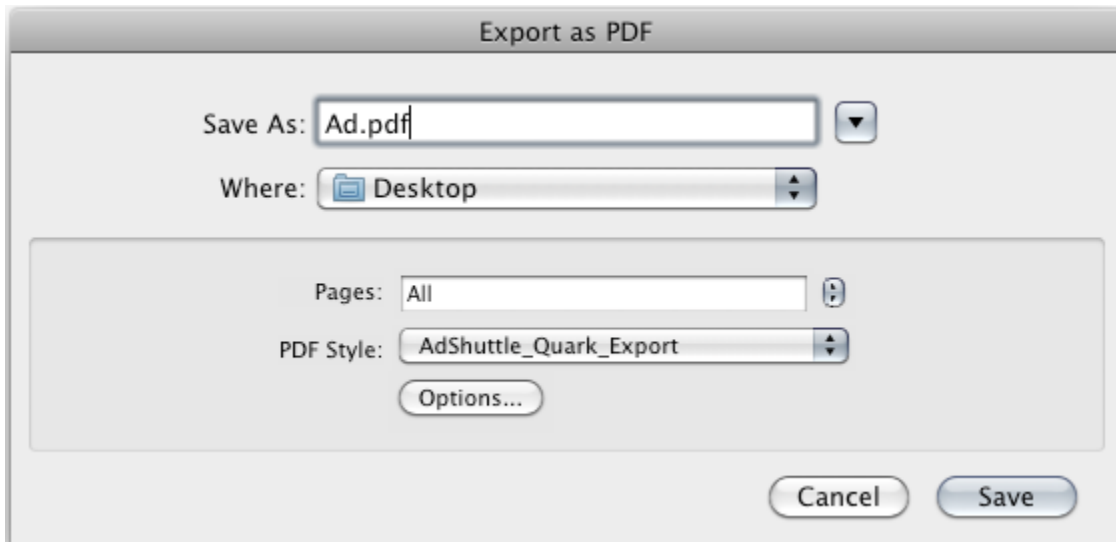
Load the Output Style

- Download the QuarkXPress_OutputStyle from the Help menu and unzip it
- In QuarkXPress, select Edit > Output Styles... > Import...
- Select the Output Style > Open

See **Quark Output Style Details** section.

Export to PDF

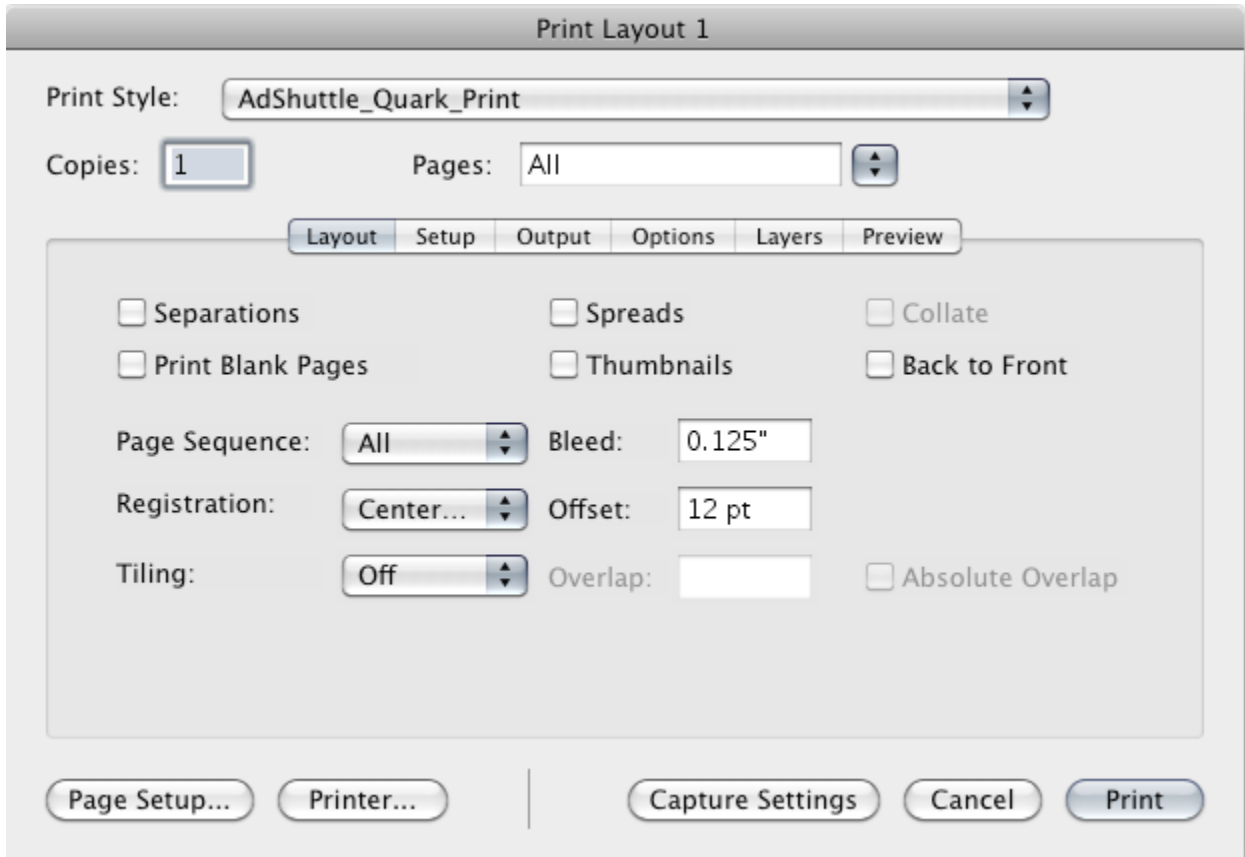
- File > Export > Layout as PDF...
- Provide the filename and destination
- Select AdShuttle_Quark_Export from the PDF Styles dropdown > Save



QuarkXPress Print Style Details

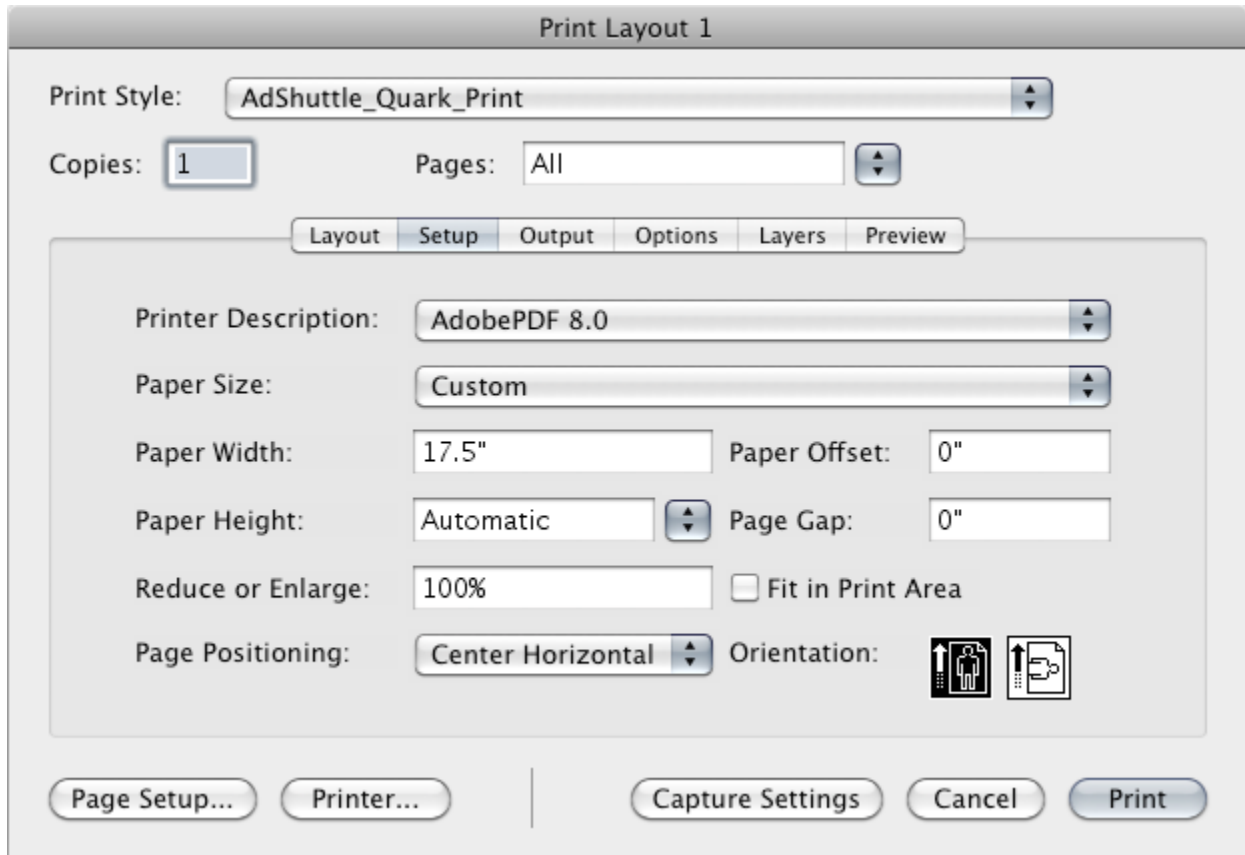
Layout

- All layout options are left unchecked
- Registration: Centered
- Bleed: 0.125"
- Offset: 12 pt.



Setup

- Printer Description: Adobe PDF
- Paper Size: Custom
- Paper Width: Should equal Trim width + 1 inch to accommodate Marks and Bleed
- Paper Height: Automatic
- Page Positioning: Center Horizontal
- Orientation: Portrait

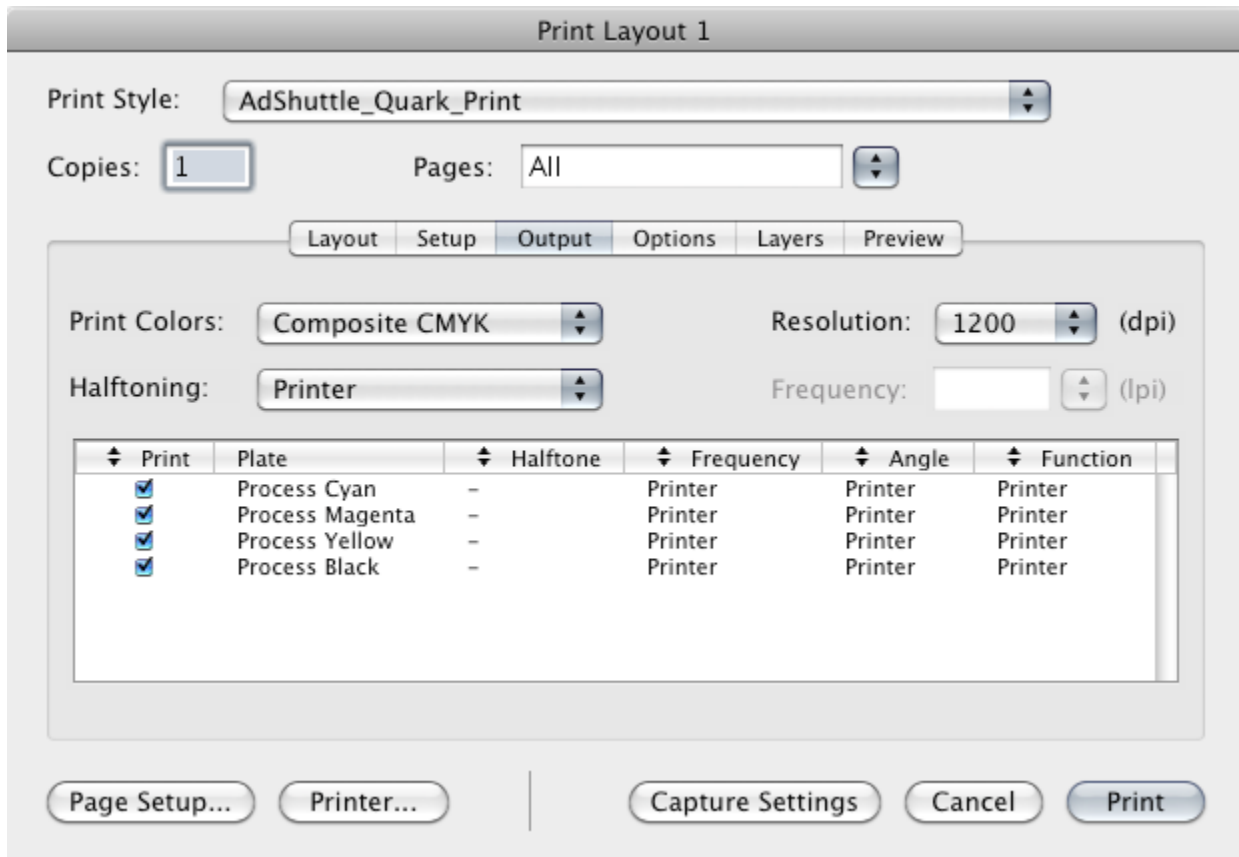


Output

- Print Colors: Composite CMYK

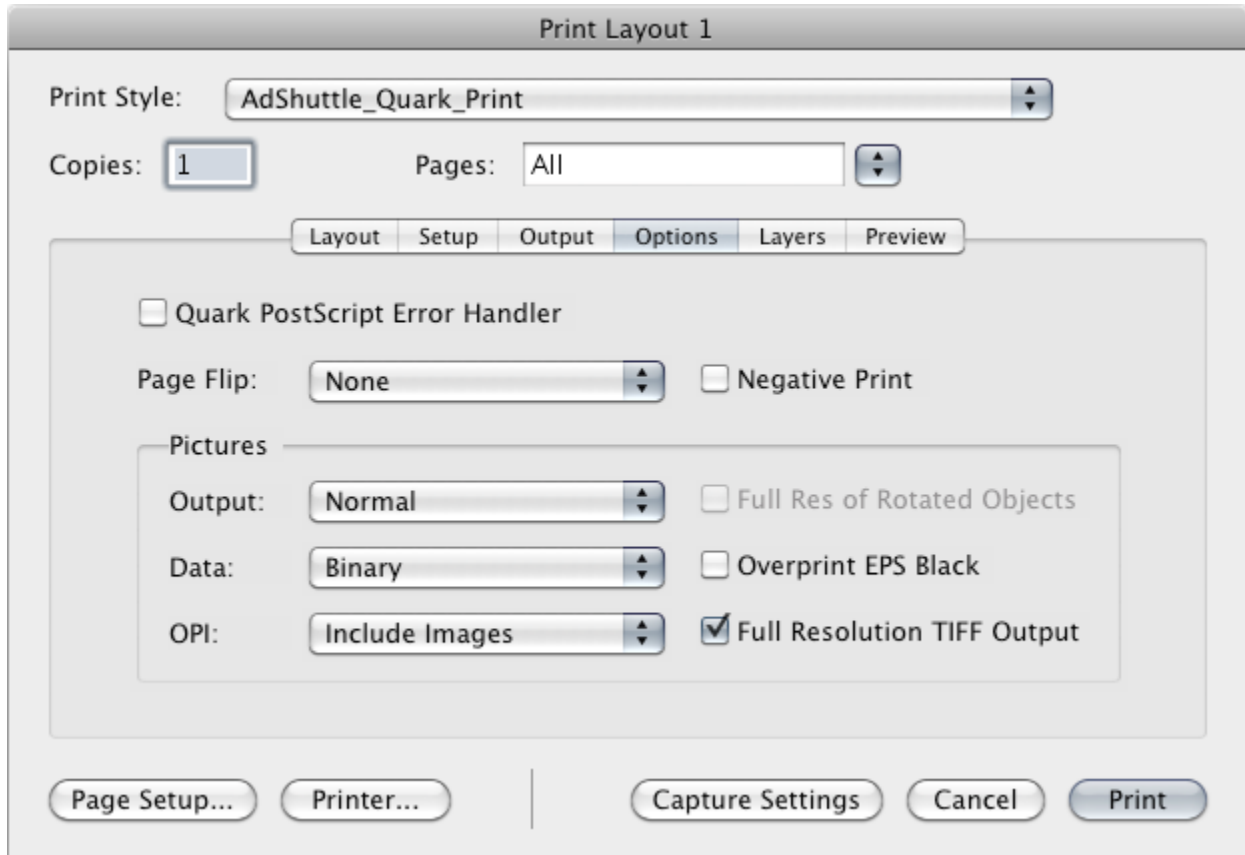
When using the Composite CMYK option, RGB objects will be converted to CMYK and will not be detected during the preflight check. Be sure not to use them.

- Halftoning: Printer
- Resolution: 1200 (dpi)



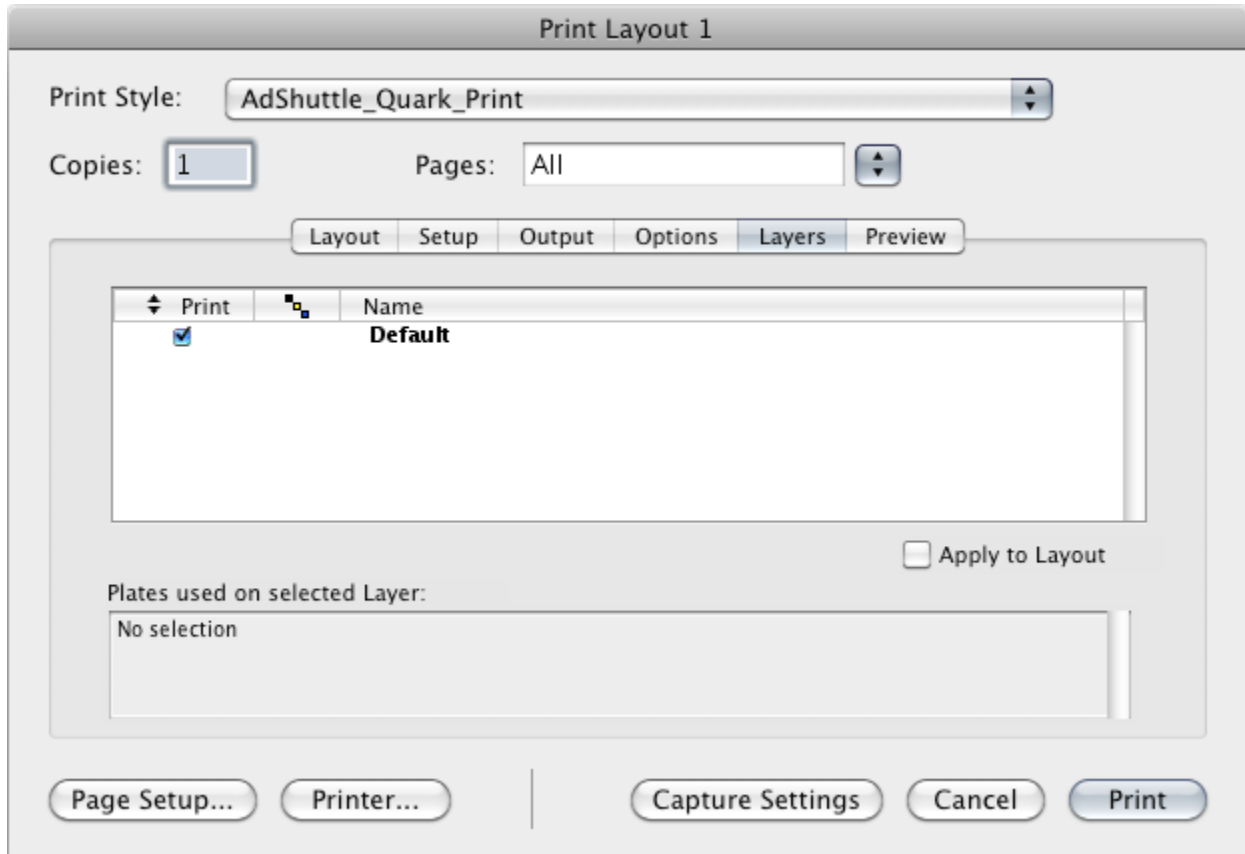
Options

- Quark PostScript Error Handler: Unchecked
- Page Flip: None
- Negative Print: Unchecked
- Pictures
 - Output: Normal
 - Data: Binary
 - OPI: Include Images
 - Full Res of Rotated Objects: Unchecked
 - Overprint EPS Black: Unchecked
 - Full Resolution TIFF Output: Checked



Layers

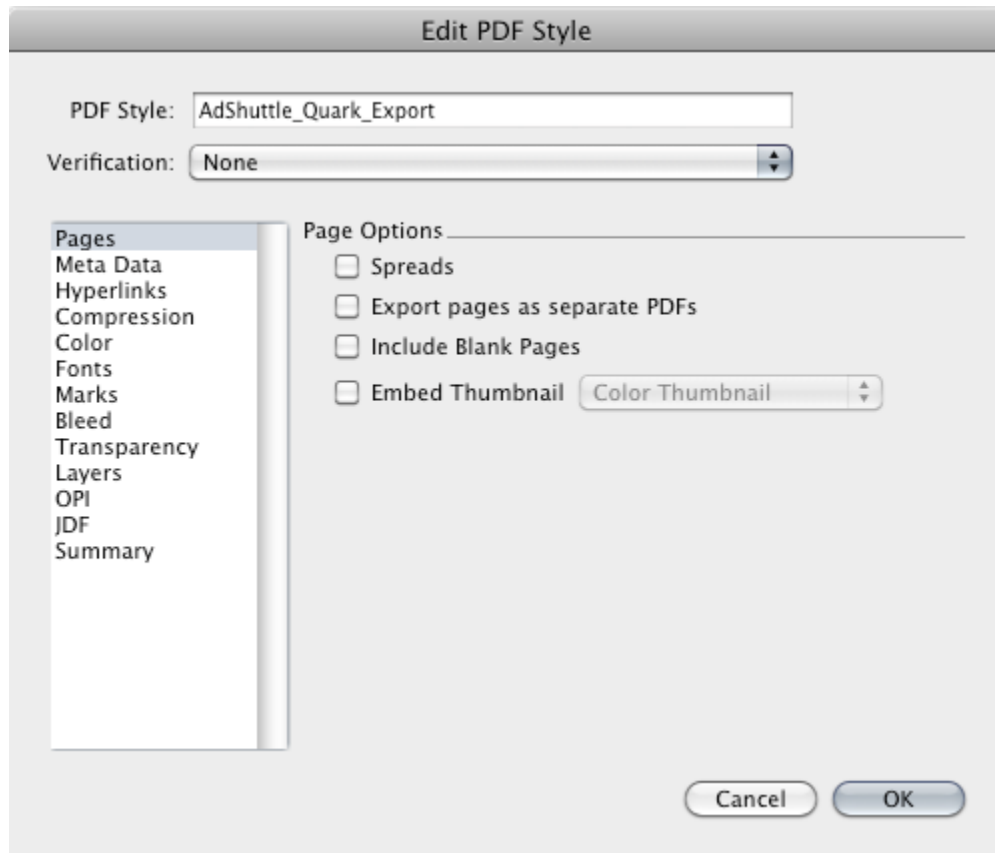
- Check the layers required to produce a good file



QuarkXPress Output Style Details

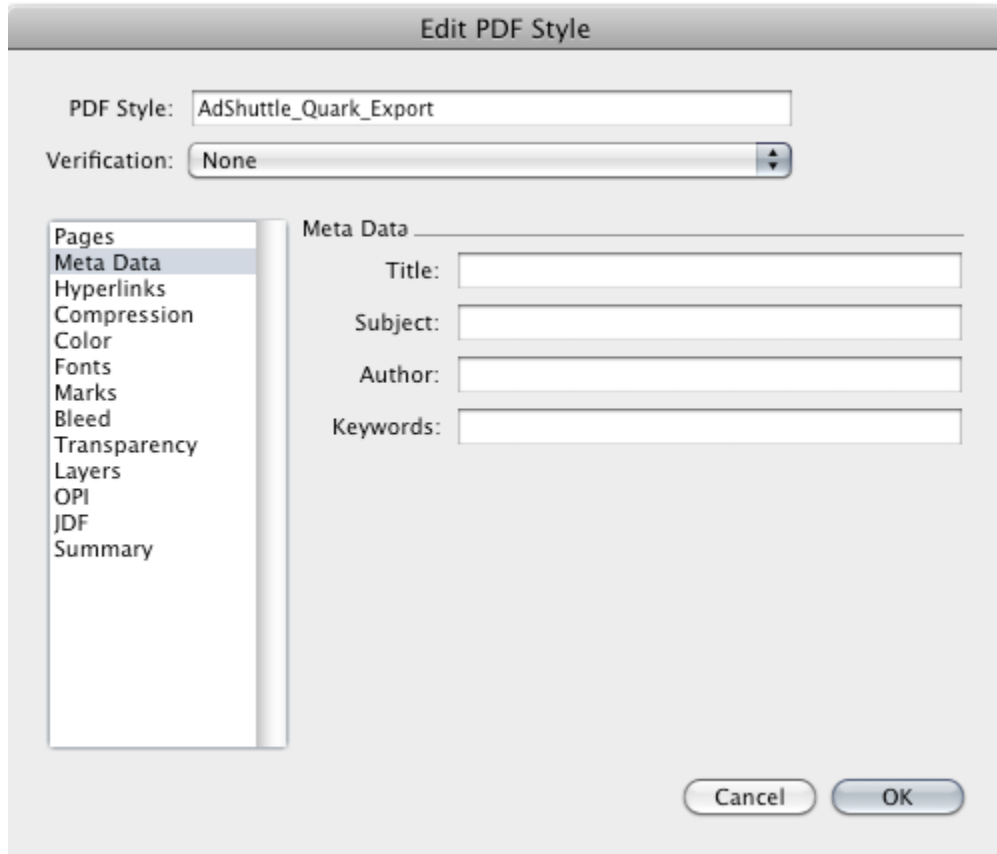
Pages

- All page options are left unchecked



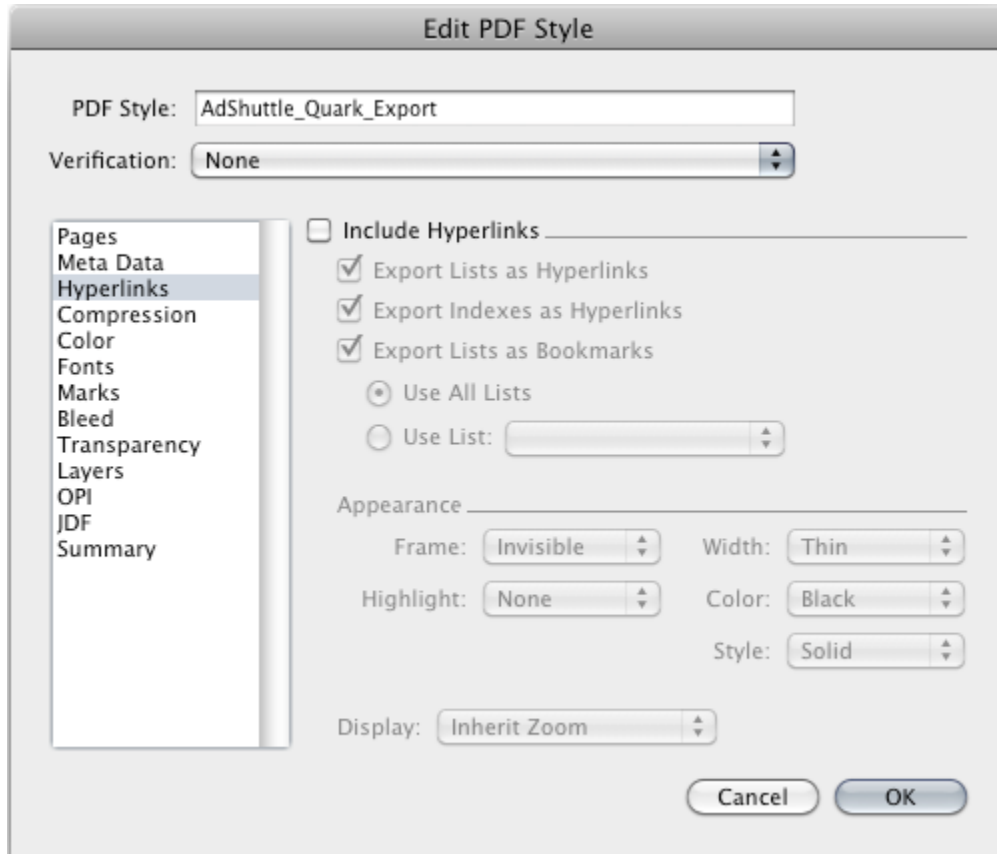
Meta Data

- By default, the layout name will be used as the Title. The rest can be left blank.



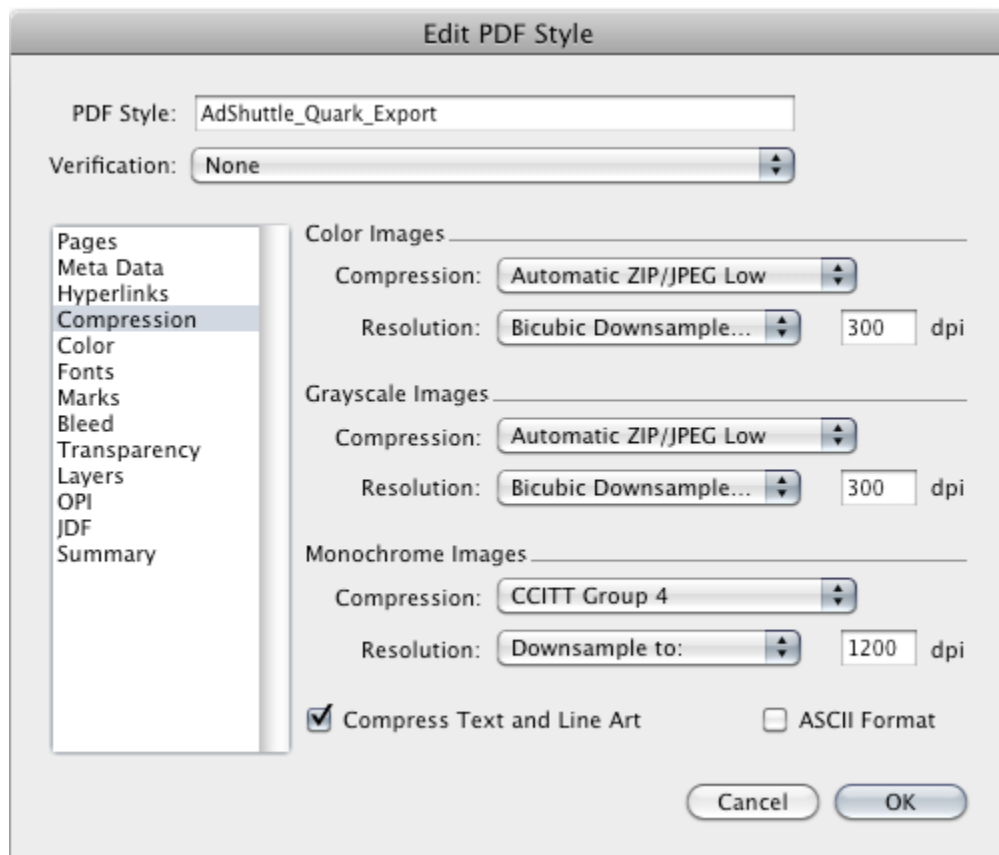
Hyperlinks

- Include Hyperlinks: Unchecked



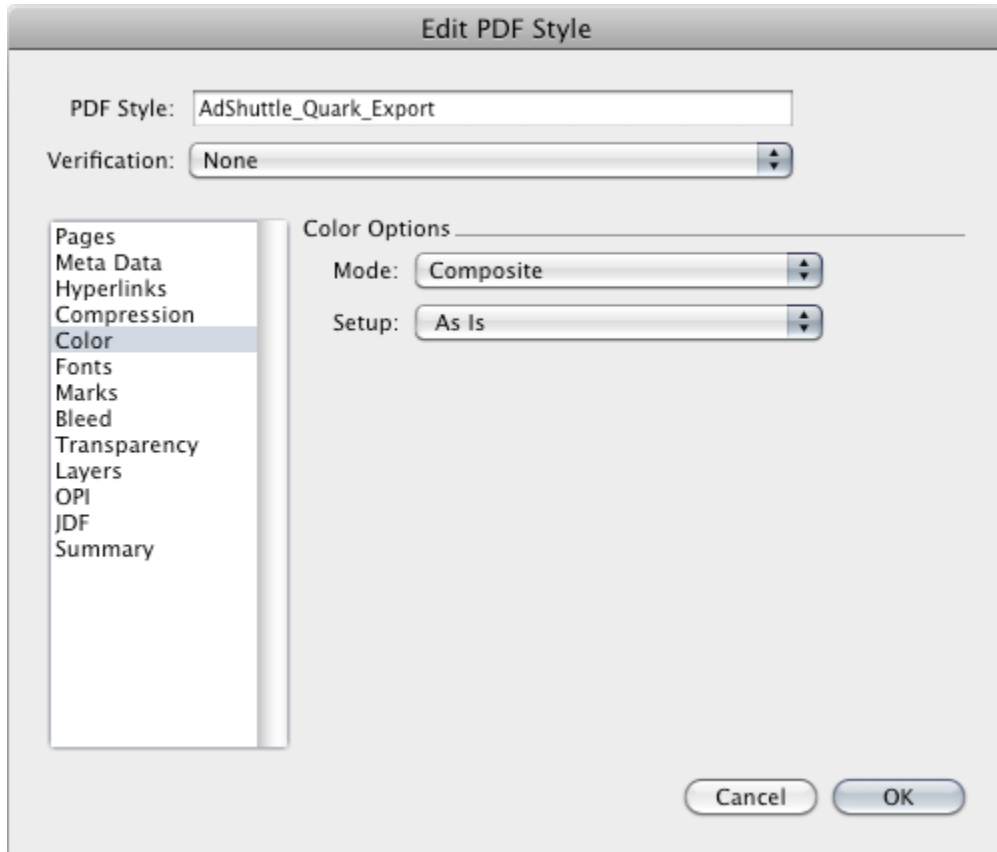
Compression

- Color & Grayscale Images
 - Compression: Automatic ZIP/JPEG Low
 - Resolution: Bicubic Downsample... 300 dpi
- Monochrome Images
 - Compression: CCITT Group 4
 - Resolution: Downsample to 1200 dpi
 - Compress Text and Line Art: Checked
 - ASCII Format: Unchecked



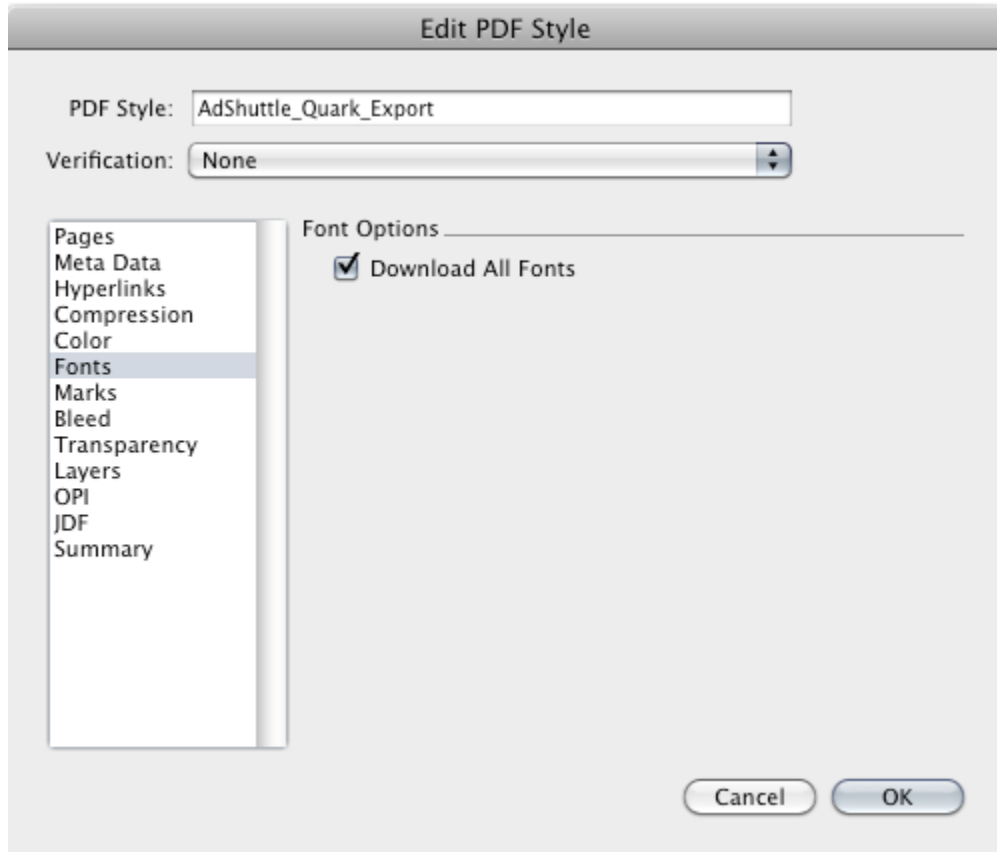
Color

- Mode: Composite
- Setup: As Is



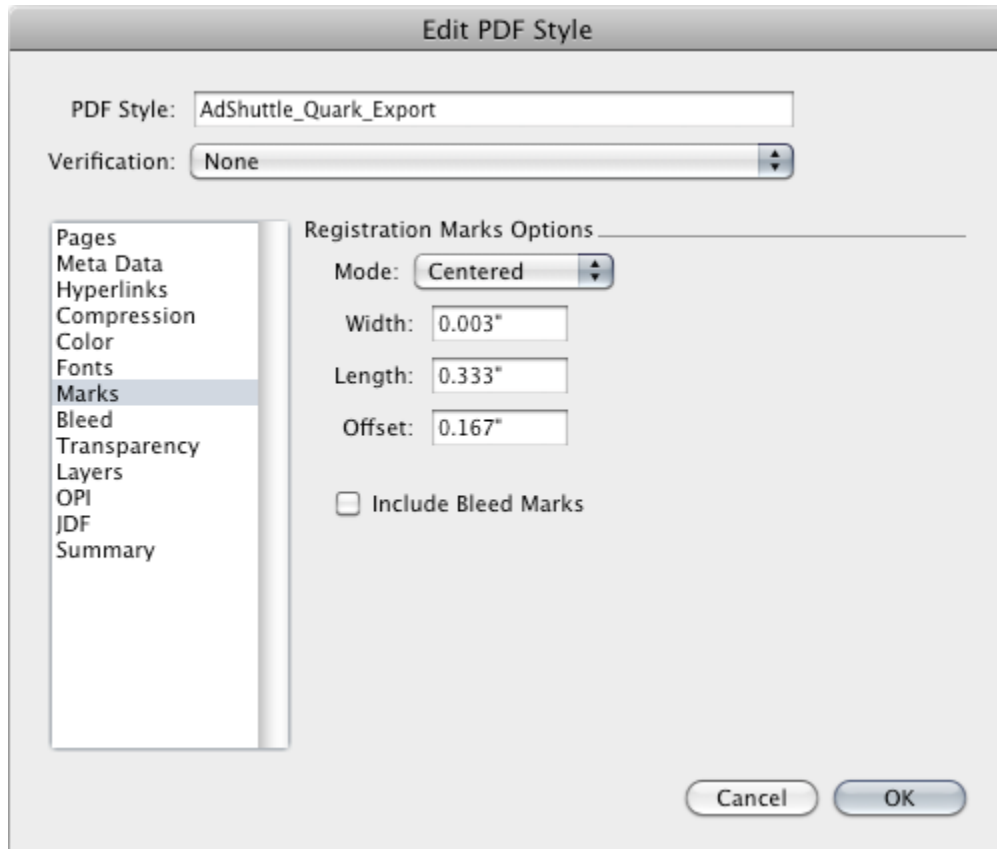
Fonts

- Download All Fonts: Checked



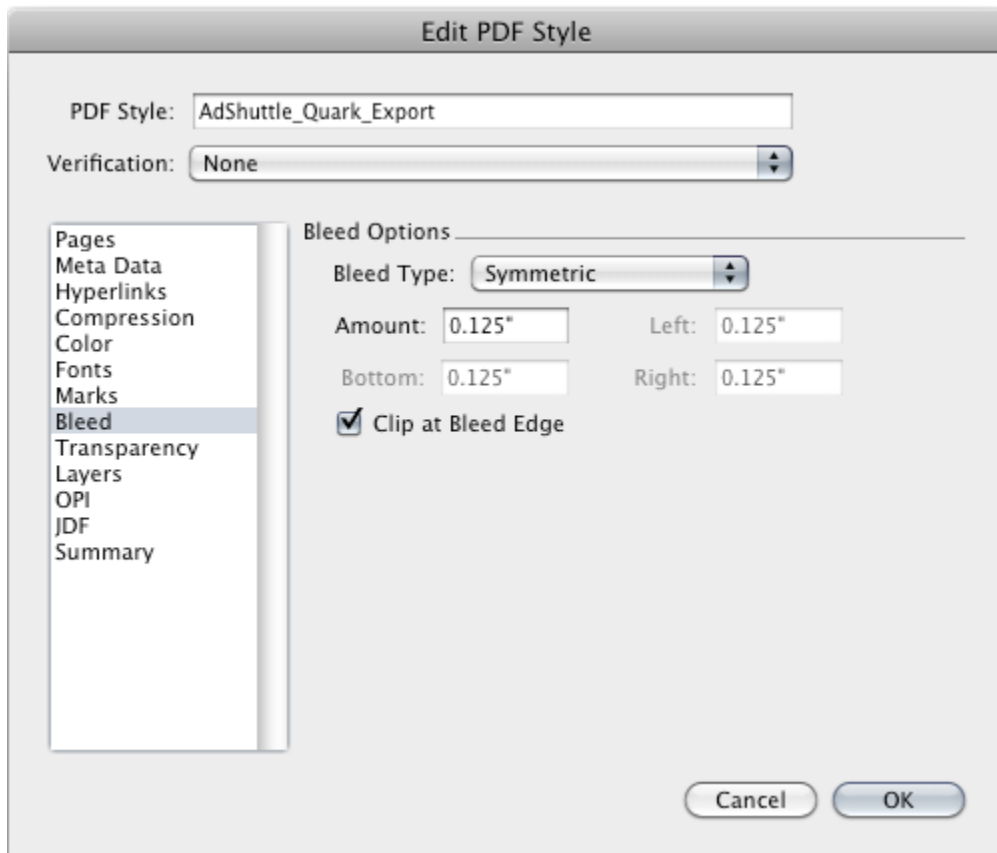
Marks

- Mode: Centered
- Width: 0.003"
- Length: 0.333"
- Offset: 0.167"
- Include Bleed Marks: Unchecked



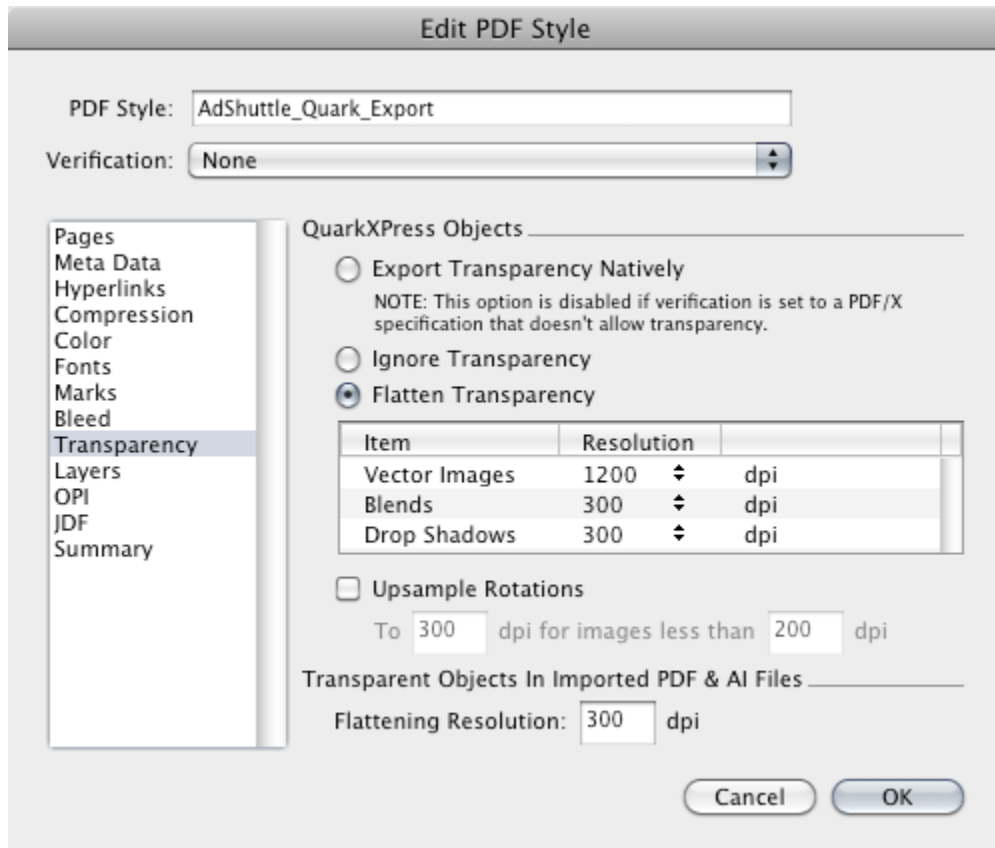
Bleed

- Bleed Type: Symmetric
- Amount: 0.125"
- Clip at Bleed Edge: Checked



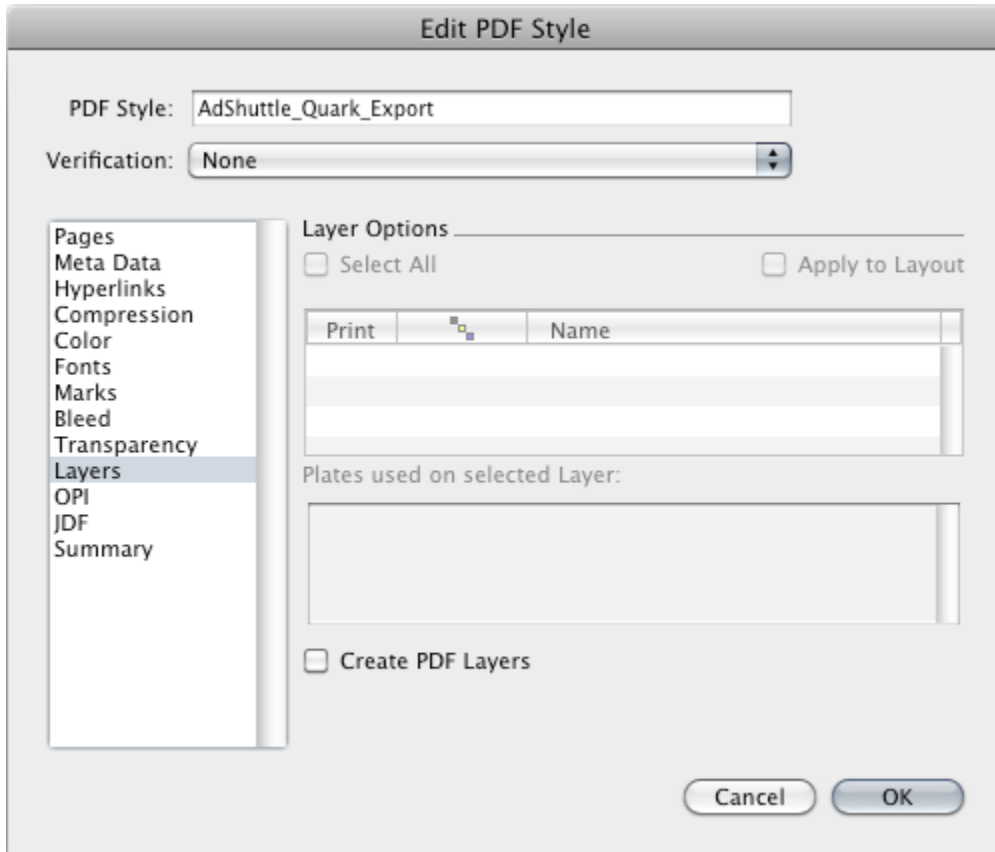
Transparency

- QuarkXPress Objects
 - Select “Flatten Transparency”. Note: When transparency effects are used, always inspect your final PDF to verify that desirable rendering has occurred. You may need to adjust the resolution values.
 - Vector Images: 1200 dpi
 - Blends: 300 dpi
 - Drop Shadows: 300 dpi
 - Upsample Rotations: Unchecked
- Transparent Objects In Imported PDF and AI Files
 - Flattening Resolution: 300 dpi



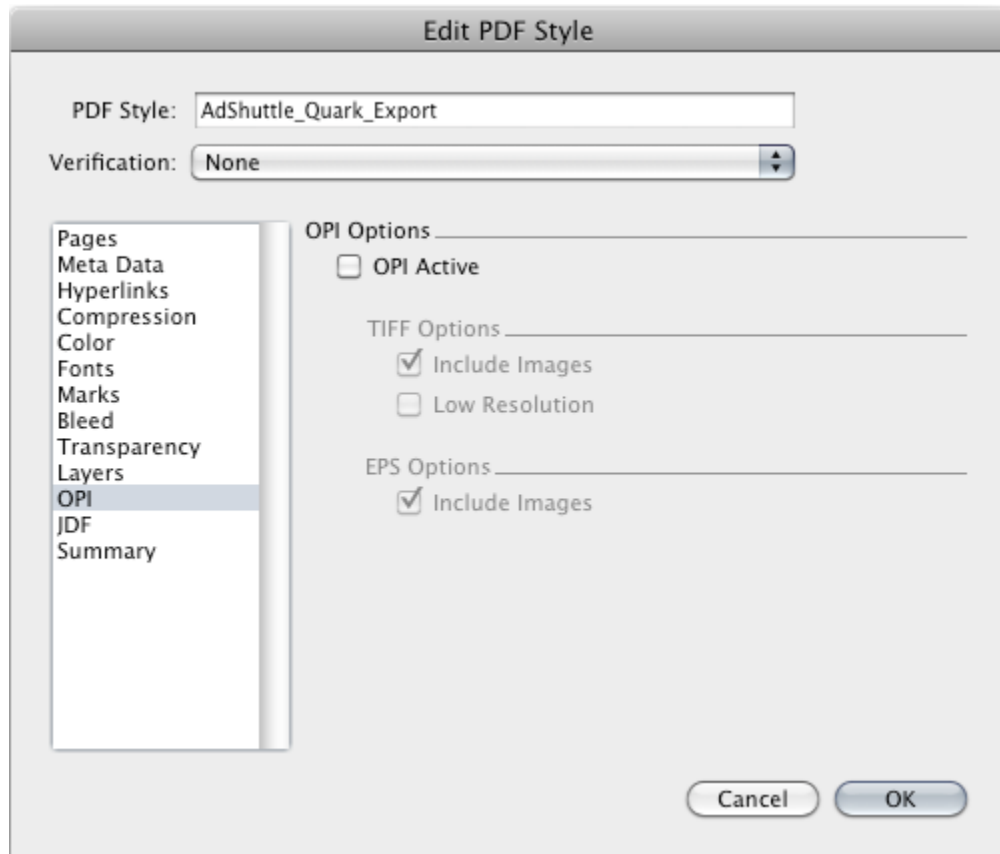
Layers

- Select the appropriate layers
- Create PDF Layers: Unchecked



OPI

- OPI Active: Unchecked



JDF

- Output JDF: Unchecked

