
CREATION OF DIGITAL PDF FILES



CREATION OF DIGITAL FILES - PDF

The present guide is aimed at providing the fundamental characteristics and indications for the correct exchange of advertising material between AGENCIES / ADVERTISING CLIENTS and EDITORIAL DOMUS, in digital version.

THE MATERIAL HAS TO BE SUPPLIED IN THE FOLLOWING VERSIONS:

FORMAT.....PDF

It is advisable to send all of the elements that compose the ad (Font, images, document etc).

Indicate always the finished size of the page (if it is one full page) or the net size of the ad.

The pages have to be centred in the format.

Together with the digital files, there should be a certified colour proof attached (Digital Cromalin) of the document and copy the cd-roms for MACINTOSH

CREATION OF THE PDF FILES

The PDF file becomes generated from a Post-Script file, here followed we list and re-engage the characteristics that have to be prepared.

<u>Usable font:</u>	Type 1, type 2
<u>Screened images:</u>	Minimum resolution 273 dpi, CMYK
<u>Lines:</u>	Minimum resolution 1.200 dpi
<u>Separation:</u>	OFF (composite)
<u>Font inclusion:</u>	All
<u>Postscript options:</u>	Non
<u>Data format:</u>	Binary
<u>Bleed:</u>	Top 15mm, Bottom 15mm, Left 15mm, Right 15mm: 5 mm of image + 10 mm of white Ex: Bottom page magazine 200x300 mm set up 230x330 mm
<u>Page set-up (positioning):</u>	Centred, no spread document

It is advised to use the file PPD and generate file PDF using the application ACROBAT DISTILLER from the version 4-0 or successive.

Once generated the PostScript file, it is enough to “distil “ with Acrobat distiller using the following parameters or using those already set up from the application:

Pre-press optimize.

<u>Resolution:</u>	2.400 dpi
<u>Images bitmap colours</u>	Downsampling bicubic at 300dpi
<u>Compression</u>	Automatic
<u>Quality</u>	Maximum
<u>Images bitmap at scale of grey</u>	Downsampling bicubic at 300dpi
<u>Compression</u>	Automatic
<u>Quality</u>	Maximum
<u>Images bitmap monochromatic</u>	Downsampling bicubic at 1.200 dpi
<u>Compression</u>	CCITT Group 4
<u>Incorporate all Fonts:</u>	Yes 100% - subset 100%
<u>Maintain original colours</u>	Yes

