

# Citizen Printing, LLC



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# The Benefits of PDF

## The AGFA Apogee Imaging System

Citizen Printing's AGFA Apogee imaging system is specifically designed to process PDF files.

The "Portable Document Format" offers many benefits to document creators:

All fonts and graphics are embedded into the PDF file. No need to send graphic and font files along with your digital files.

Embedded fonts eliminate text reflow and font replacement.

PDF files can be created on Mac or PC systems.

PDF files can be viewed and preflighted in a color composite mode.

Eliminate the need to ship disks for production. The compressed PDF files transfer efficiently on FTP.

Advertisers can submit ads in the PDF format via email or FTP.

You can place PDF ad files within your layout.

PDF ads eliminate the need for supplied fonts and graphics from your advertisers.

PDF ads can be processed into PDF pages.

# High Resolution PDF

! *Preflight for low resolution PDF files.*

## Advertiser PDF Files

You may accept PDF files from your advertisers. You may place the advertiser PDF files on your layout pages. It's possible to process a layout page with a PDF ad into a PDF file.

It's a good idea to preflight the PDF files supplied to you from your advertisers. You should inspect the files for:

- Font integrity
- Color integrity
- Graphic resolution
- Bleed requirements

You must reject PDF files with:

- Fonts not embedded
- RGB & LAB colors
- Low resolution images
- Short on bleed

## Multi-Purpose PDF Files

PDF is a multi-purpose format. PDF files can be created for the web and high resolution output.

PDF files created for web use are low resolution. It is very important to note that low resolution PDF files cannot be used for print output.

## Important Information for Preparing PDF Files

This booklet provides you with information for preparing PDF files for Citizen Printing. Files that are not built to our Citizen specifications will be rejected for production. Here are some important tips that can help you prepare PDF files:

Your digital pages must be complete. Ads, photos, graphics and editorial copy must be in position.

All of your pages must be the correct trim size.

Place bleed objects as instructed.

Use compliant graphic file formats and software.

Keep an organized font library.

Understand the use of process and spot colors.

Name and organize your pages and files as instructed.

Preflight all files that are supplied to you for production. Don't wait until deadline to inspect the files.

Preflight your own PDF pages.

# Prepare Your Software for PDF Production



The Apogee PPD is the PostScript Printer Description file for the Apogee imaging system. This file provides you with the correct resolutions for high resolution output.

Put this file in the System /Extensions/Printer Descriptions



Put this file in the Adobe/Distiller/Settings folder



You must use the 1.6 PDF filter. Be sure to read the "ReadMe" file before you install the filter. There are three extra files that need to be installed along with the Quark xtension.

## Where to Start

You will need to install some software before you begin PDF production.

## Required Software

- AGFA Apogee PPD
- Citizen.joboptions
- Custom Bleeds Quark xtension.
- Adobe PostScript Print Driver version 8.7 (or higher)

**Apogee PPD** - This is a PostScript Printer Description file. Place this PPD in the **System Folder/Extensions /Printer Descriptions**. You need to create a Printer Driver with the Apogee PPD. The next page of this booklet explains this process in detail.

**Citizen.joboptions** - This is a Distiller profile. Place this profile in your **Adobe Acrobat/Distiller/Settings folder**. This profile will be available as a Distilling option the next time Distiller is opened.

**Custom Bleeds Xtension**- This is a Quark xtension. You can download this xtension from [www.quark.com](http://www.quark.com). The Custom Bleeds xtension allows you to define a .25" bleed in your Quark files.

**LaserWriter 8** - You can download the most recent PostScript print driver from Adobe. You may also use the PS Driver. You should use a driver that is 8.7 or higher.

## PDF Filter 1.6 Quark xtension.

The Quark PDF filter is not required for PDF production, however, you will need this filter if you plan to place PDF files within your Quark layout.

# Preparing Your PostScript Driver



Desktop Printer Utility



## Desktop Printer Utility

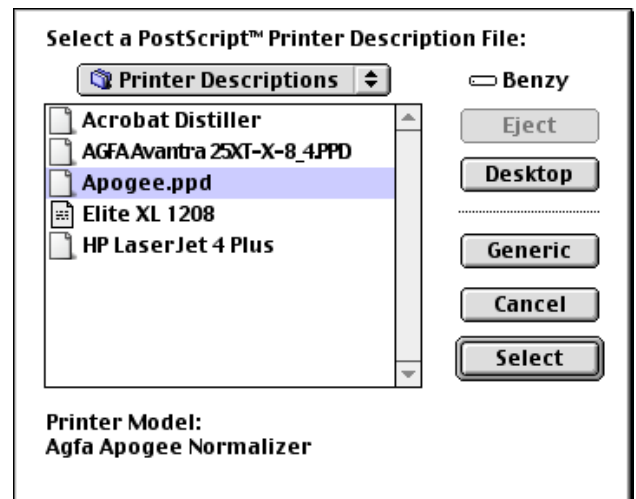
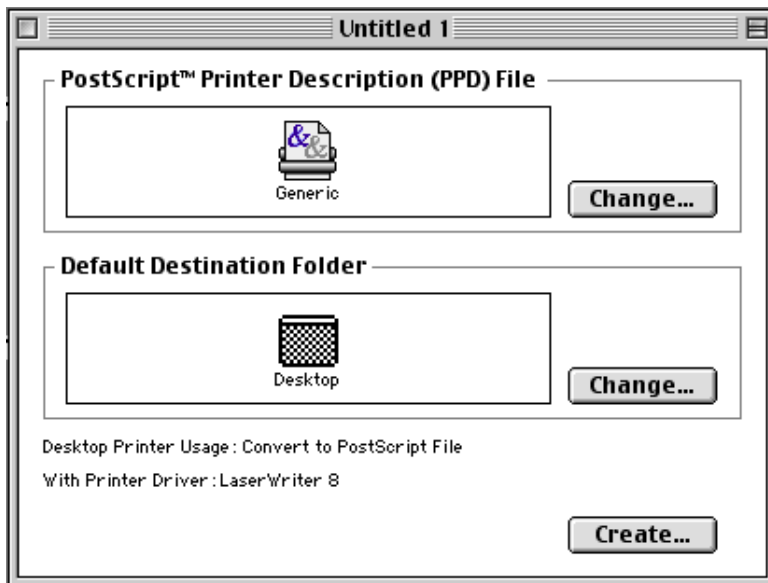
Use the Desktop Printer Utility to build a Print Driver for your PDF production.

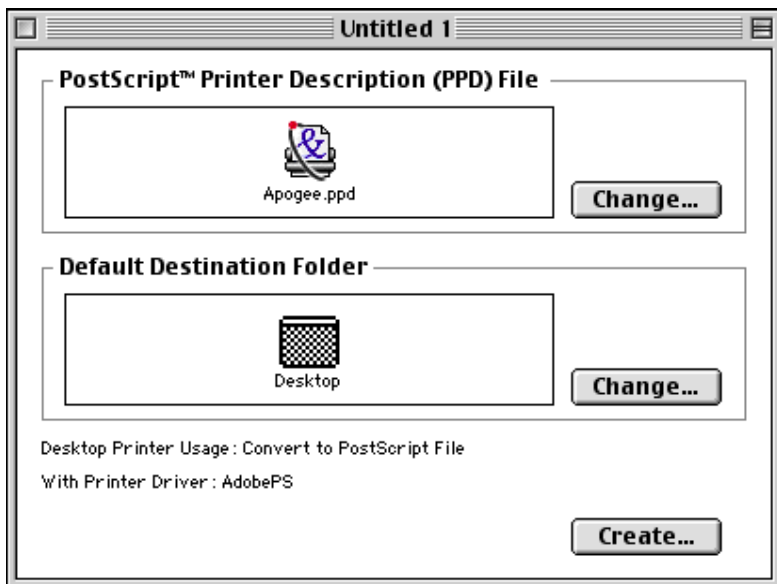
1. Locate the Desktop Printer Utility on your hard drive. Open the utility. A new desktop printer window will open.

2. Select the Translator (PostScript) option. This is the option that will create a Print Driver that only writes to file. Click the OK button.

3. An Untitled window will open. A Generic Printer Driver will be displayed. Click the Change button.

4. Click on the Apogee.ppd. This is where you define that you will use the Apogee PPD for the Printer Driver that you are building. Click the Select button.





5. Click the Create button. Give your Print Driver a name. Remember that this Print Driver will only be used to print PostScript to file.



6. Click the Save button. You now have a Print Driver for printing PostScript.



Print to PDF

**This driver is not active.**



Print to PDF

**This driver is active.**

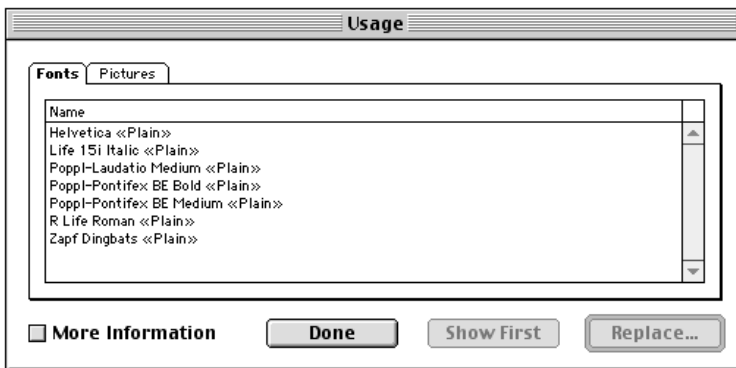
The Print Driver will look like this. The circle and red dot indicate that the Apogee PPD is assigned to this Print Driver.

You will need to activate the Driver before you create your PDF files. To activate a Driver, click on it to select it, and then type ⌘ L.

# Final Page Check

Remember, fonts that are used in your imported graphics will not be displayed in the Font Usage dialog.

All of the fonts used in your ads, graphics and pages need to be running when you create your PDF file.



## Inspect Your Pages

Perform a final page check before you process your layout pages into PDF.

Your pages must be complete. All ads, graphics and photos must be in position.

Colors and colored objects must be correct. Convert RGB and LAB objects into CMYK.

All the fonts used on your pages and in your graphics must be running properly in your operating system (or font utility).

All graphic links must be positive. Graphics that are not linked will print as low-res.

All images that do not bleed must reside within the defined image area.

All bleed objects must extend .25" past the page edge.

Zoom in and examine objects placed at the spine. Objects that do not spread should stop at the spine.

All of your pages must be numbered correctly.

All of your pages must be the same size.

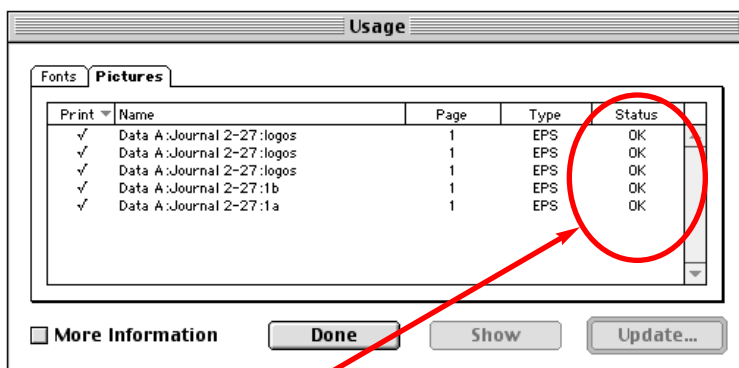


Image links must be positive before PDF files can be created.

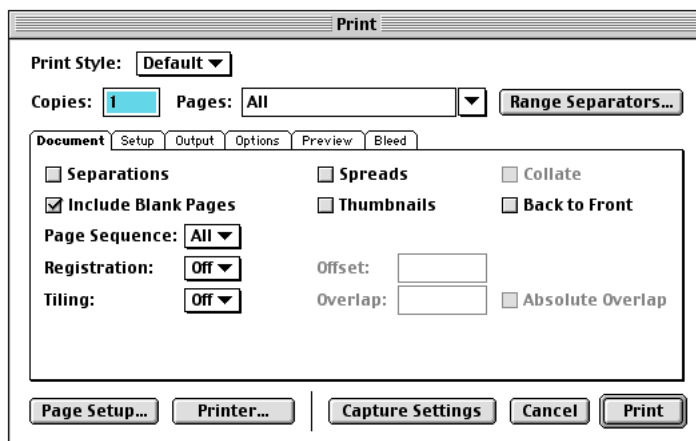
# Printing PostScript

## Printing PostScript Files

There are two techniques for creating PDF from Quark XPress. You can print PostScript files and Distill, or you can “Export PDF” from Quark.

The Export PDF command automatically prints a PostScript file and then opens Distiller to Distill the file. If you choose to use the “Export PDF” command, you MUST have the export options setup correctly for high resolution PDF. Refer to the “Quark Export PDF” booklet for more information on this technique.

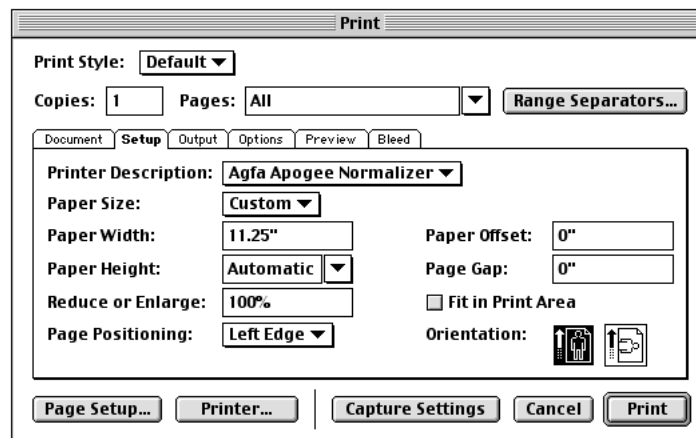
The print PostScript technique is described here.



## Document Tab

Select the Print command from the File menu. Do not check separations or registration marks.

**!** *If you do not see that Agfa Apogee Normalizer in the Printer Descriptions menu, then your Printer Driver is not setup correctly!*

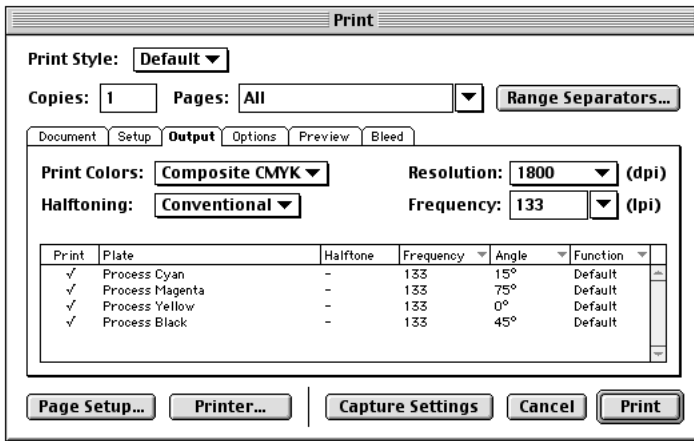


## Setup Tab

Select the Agfa Apogee Normalizer in the Printer Description menu. This is the Apogee PPD that you placed in the System Folder/Extensions Folder/Printer Descriptions Folder.

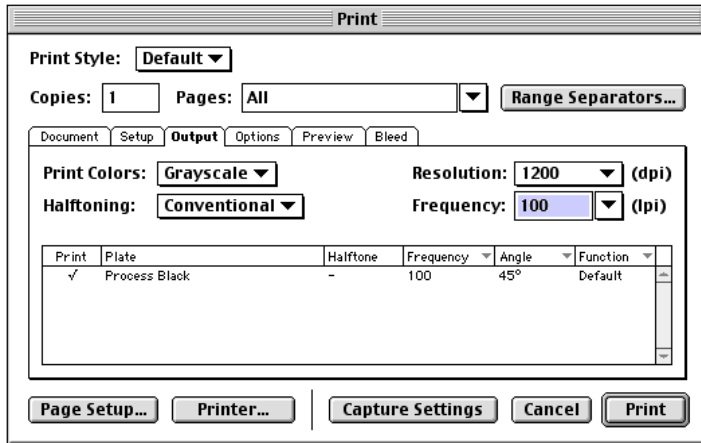
In the Paper Width field, enter the BLEED width of your publication. The bleed width is .5" wider than your trim size. For example, if your trim width is 10.75," then your bleed width is 11.25."

**The paper width listed here is an example. Your paper width is .5" wider than your trim width.**

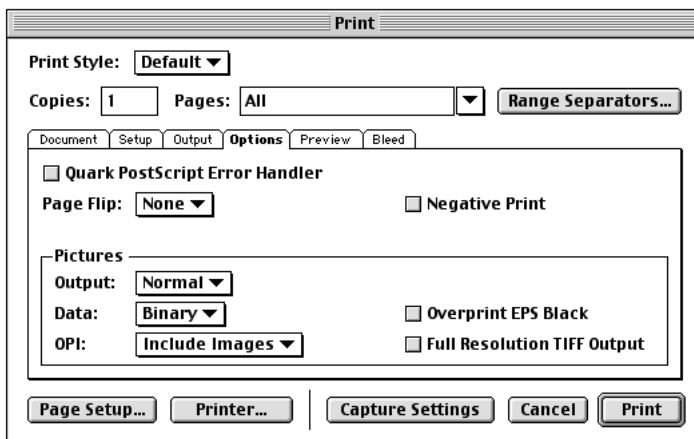


## Output Tab

**Color page setup** - Composite CMYK, with a Resolution of 1800 d.p.i., and a Frequency of 133 l.p.i.

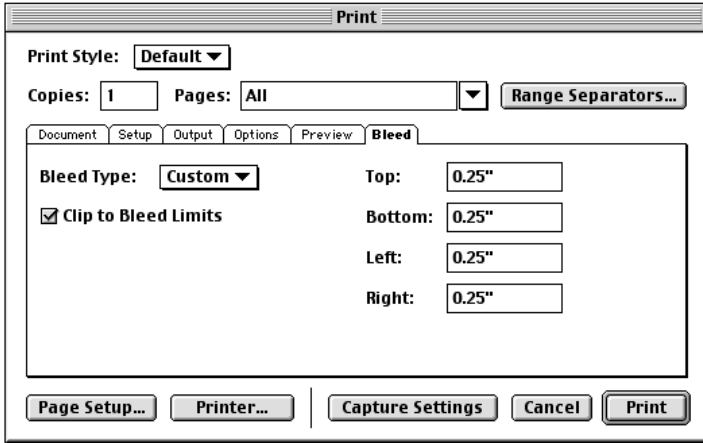


**Grayscale page setup** - Grayscale, with a Resolution of 1200 d.p.i., and a Frequency of 100 l.p.i.



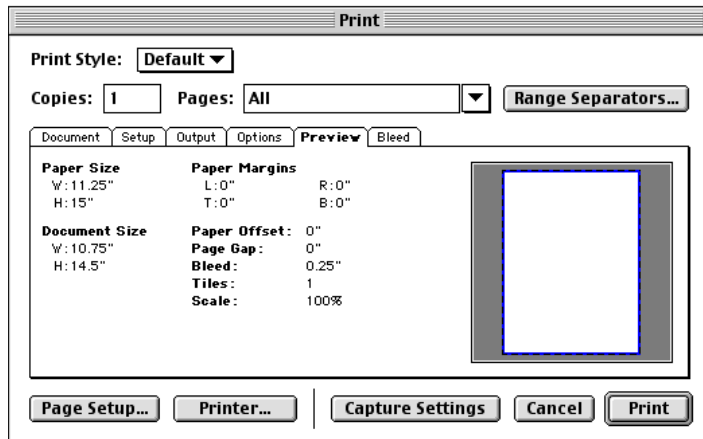
## Options tab

Do not check any of the options. Output pictures as Normal, Data as Binary, and Include OPI images.



## Bleed Tab

Setup your Bleed tab for a .25" bleed. Define bleed all the way around the page.

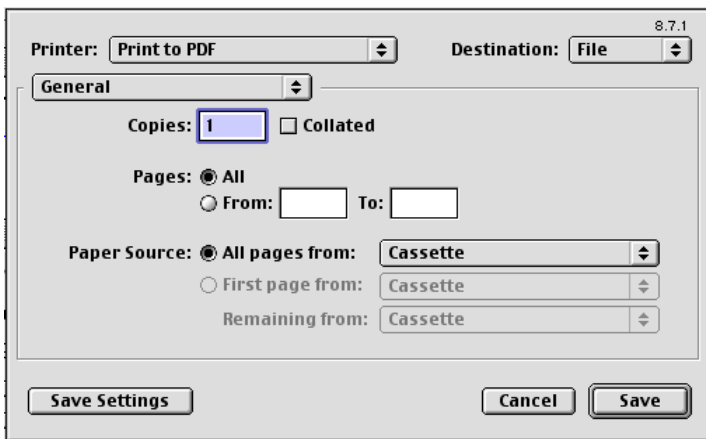


## Preview Tab

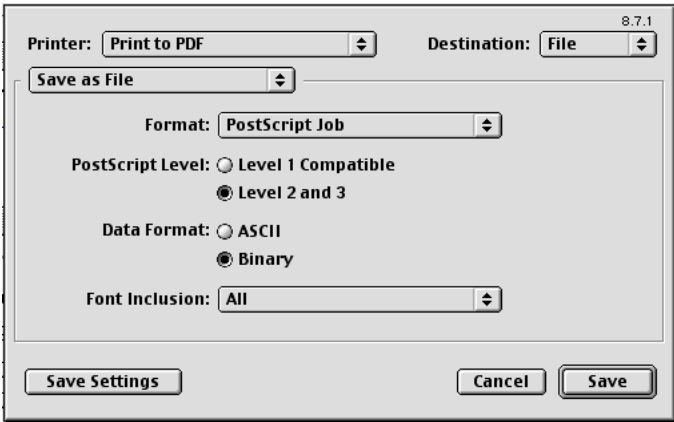
If you view the Preview tab, you should see bleed defined all the way around your page.

If you compare the paper size, and the document size, you will see that the paper size is .5" larger than the document size.

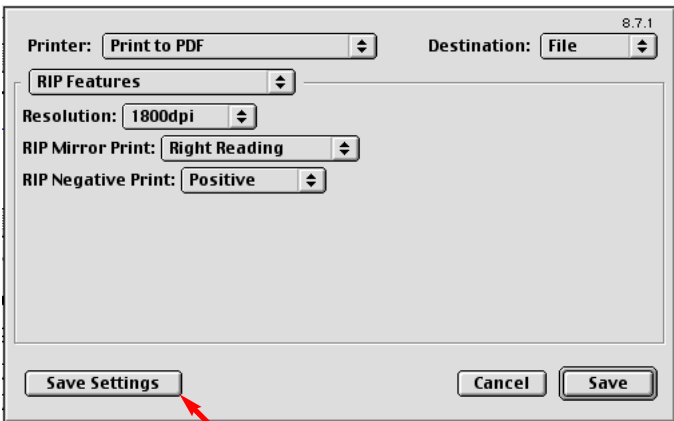
Click the PRINTER button.



You are presented with another series of print dialogs. This is where you define the setup options for your PostScript file. The options can be saved after the initial setup.



Click on the General pop-up menu, and select the Save as File command. Click PostScript Level 2 and 3. Data Format must be Binary. Include All Fonts.

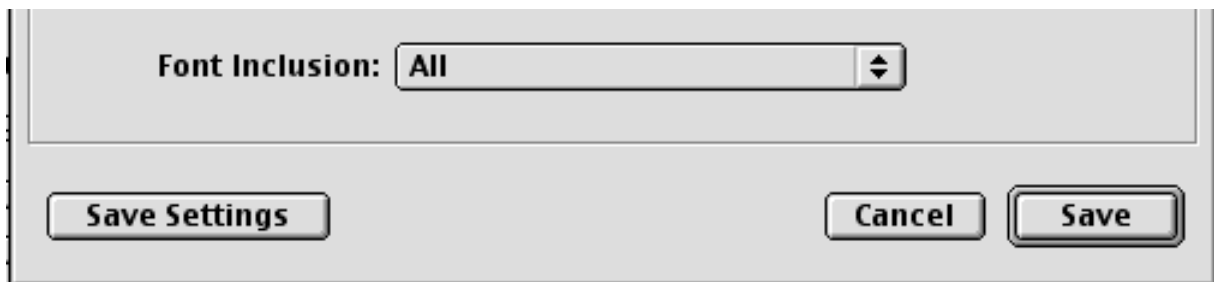


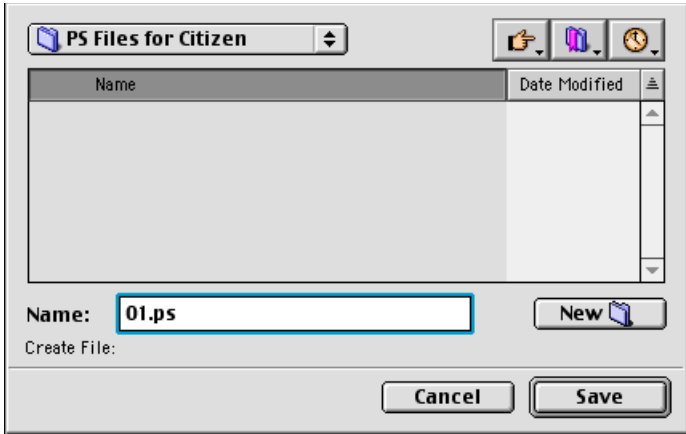
Select the RIP Features command from the pop-up menu. Define an output Resolution of 1800 d.p.i. Leave the other options at their defaults.

The Destination menu will only display the File option because you have setup your Print Driver to print to File. Click the Save button to begin writing your PostScript file.

Click the Save Settings button to save your PostScript setup.

! Your fonts will not be embedded into your PostScript file if you do not select to Include All Fonts in this setup dialog.





## Naming Conventions

A Save dialog will open. Name your file by page number only. Do not include any other information in the file name.

Use the following naming conventions for your files.

### Naming Page Files

01-12.ps	Consecutive pages 1 thru 12.
02.ps	Page 2
24, 28.ps	Non-consecutive pages, 24, and 28.
01-05, 20.ps	Pages 1 thru 5, and page 20.

Use a dash to separate page ranges.

Use a comma to separate non-consecutive pages.

Number pages 1 thru 9 as:

01, 02, 03, 04, 05, 06, 07, 08, and 09.

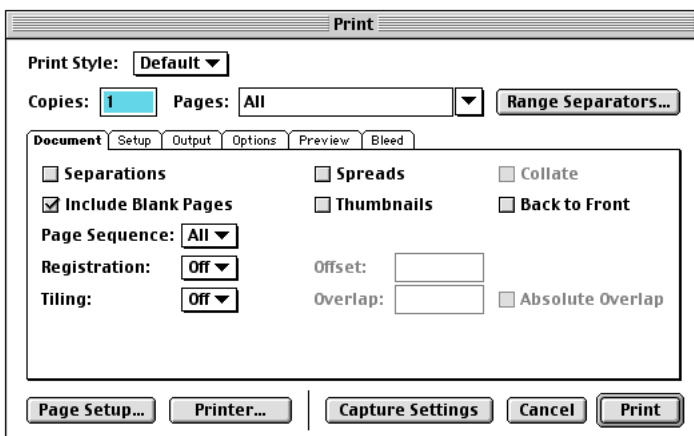
**!** *Name your files by page number only!*

### Naming Correction & Replacement Pages

01X.ps	First revision of page 1.
01XX.ps	Second revision of page 1.
01XXX.ps	Third revision of page 1.

Use an X to indicate a correction or replacement page.

Please note that correction or replacement pages are billed at the customer alteration rate.



Click the Save button to begin saving your PostScript file. You will return to the Quark Print dialog. Click the Print button to begin writing your PostScript file.

# Distilling PostScript to PDF



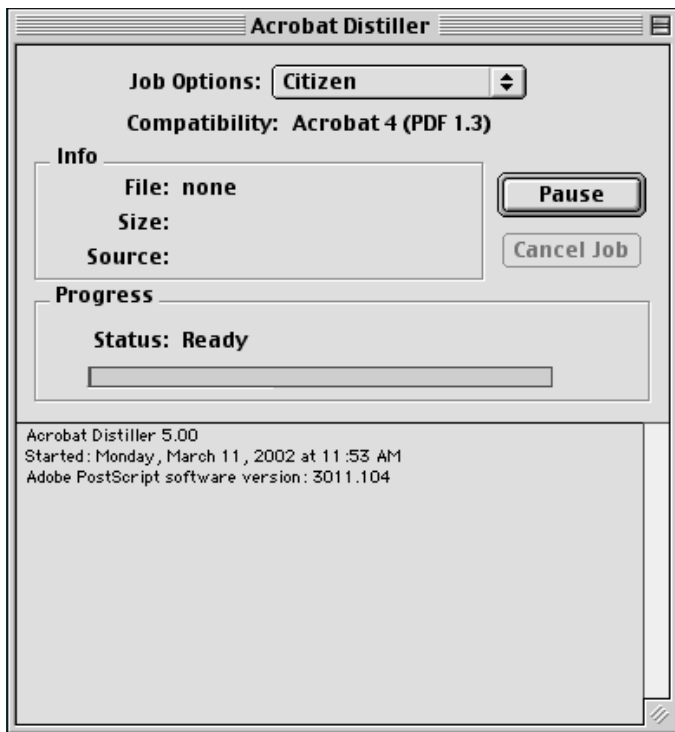
## Distiller

Acrobat Distiller is the PostScript interpreter that processes PostScript files into PDF. Distiller is supplied with the Adobe Acrobat application. Distiller is an application that operates independently from Adobe Acrobat. You will find the Distiller folder inside of the Acrobat folder.

You have been provided with a customized Citizen Distiller profile. The profile is setup to Distill PostScript files for high resolution printing at Citizen Printing.

The custom profile will preset the Distiller options to the correct settings for Citizen Printing. Therefore, you do not have to program Distiller. Simply select the Citizen job option from the Job Options pop-up menu to Distill your PostScript.

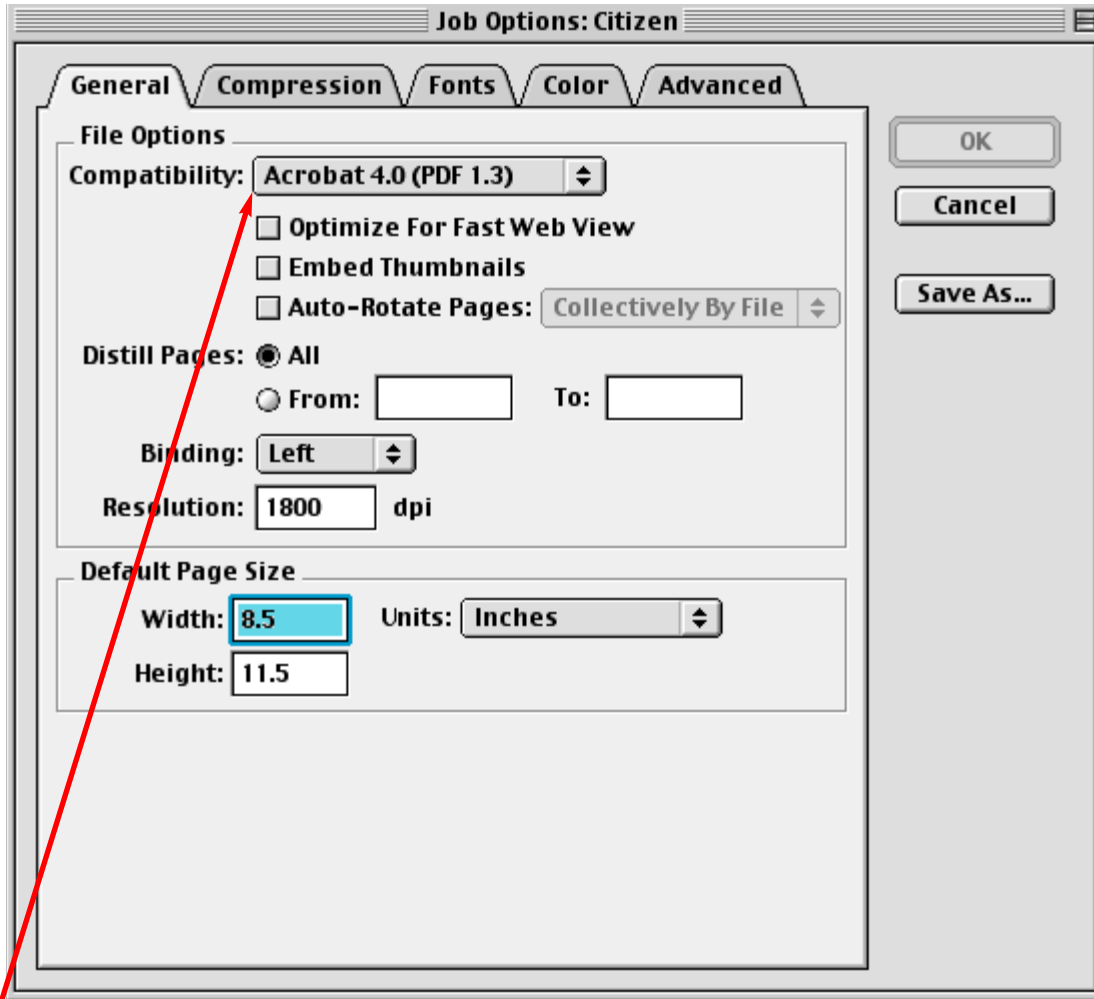
The following documentation is a breakdown of the Citizen job options. Refer to this information if you need to reprogram the Distiller Citizen job options. You can also contact your Tech CSR for a new profile.



**Drop your PostScript files on the Distiller window to process to PDF.**

# Citizen Job Options

## General Tab



**!** *Compatibility must be set to 4.0!*

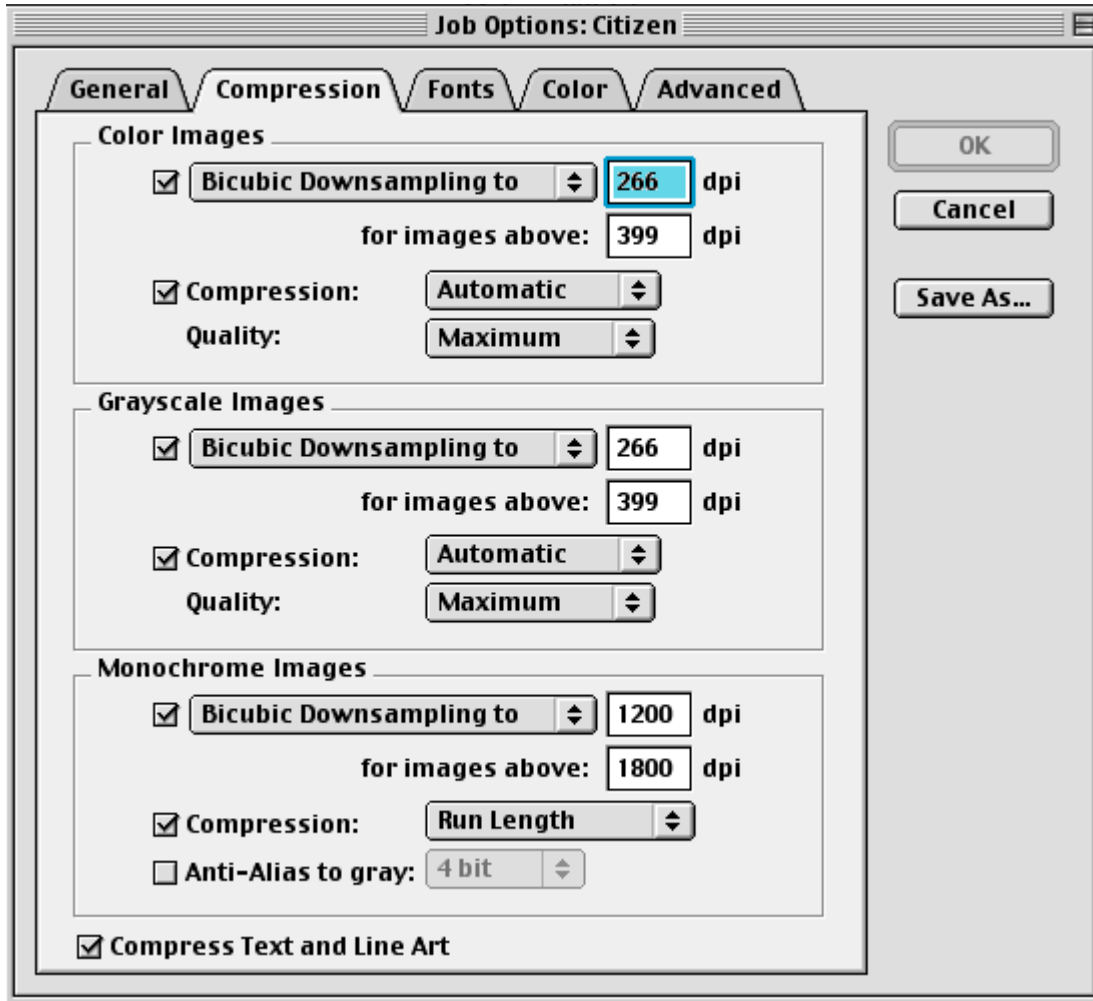
Prepare the General tab as above.

Be sure that the Compatibility is set to Acrobat 4.0.

The Resolution must be set to 1800 d.p.i.

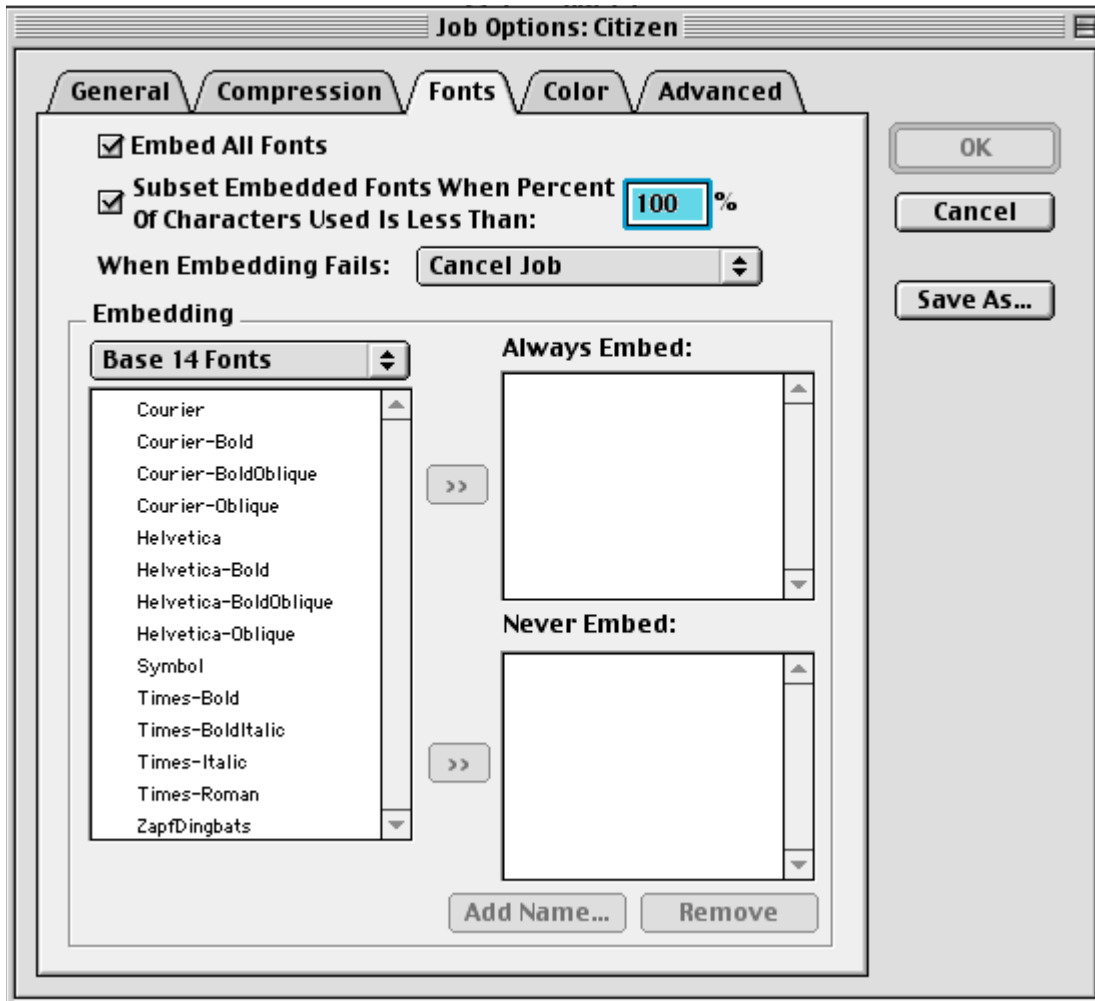
Do not change the Default Page Size information. Your pages are not affected by this option. Leave the option at 8.5" x 11.5".

## Compression Tab



Prepare the Compression tab as above.

## Fonts Tab



Prepare the Fonts tab as above.

Note that Distiller has been programmed to Cancel the Job when font embedding fails. A missing screen or printer font may cause Distiller to fail.

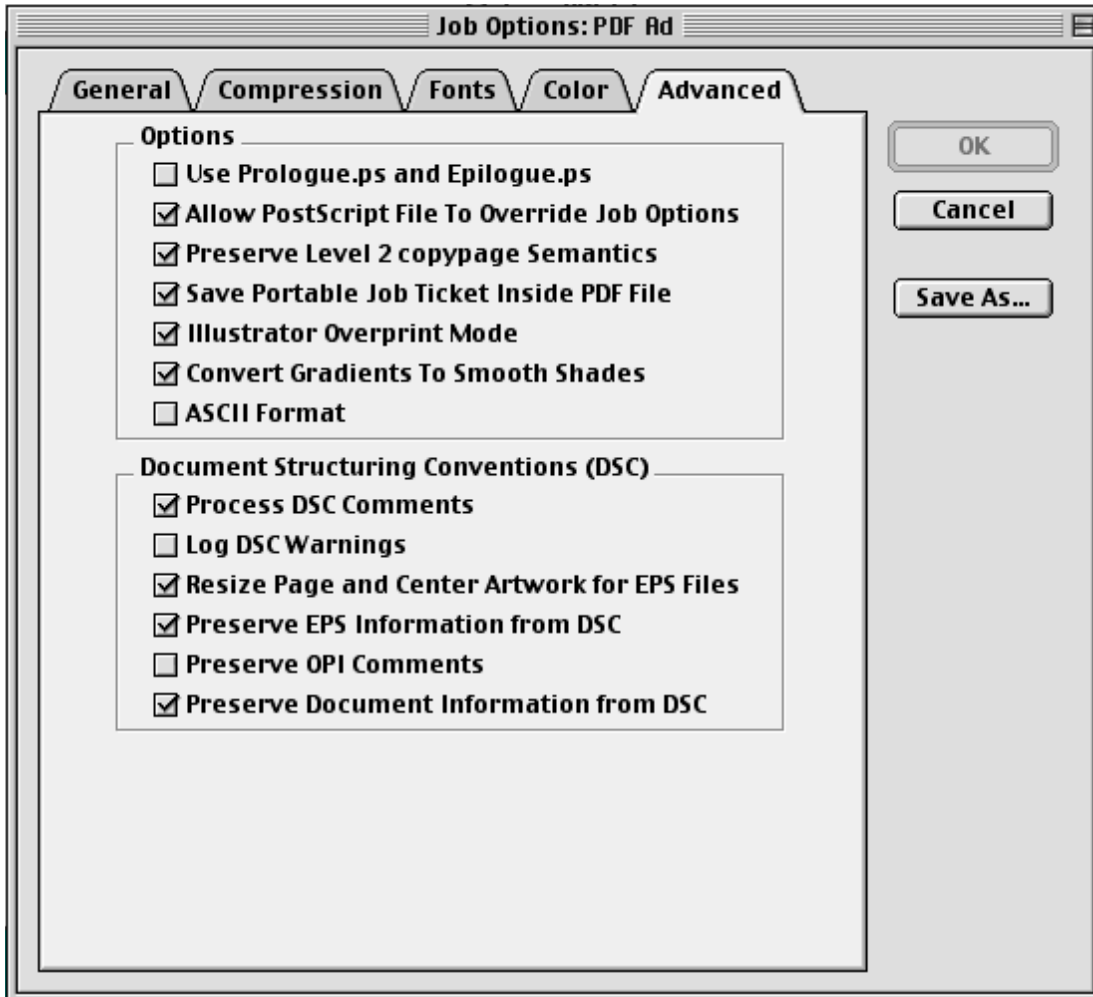
! *Organize your font library if you continue to have font problems!*

## Color Tab



Prepare the Color tab as above.

## Advanced Tab



Prepare the Advanced tab as above.

Do not check the OPI option if you do not use OPI copy-dot ads from Citizen Printing.

! Check the Preserve OPI Comments if you use color copy-dot OPI ads.