

Publication Page File Specifications

1. Acceptable Formats for Publication Page Files

PDF Files (PDF is the preferred format for page files.)

We accept PDF/X-1a+ files that adhere to the page geometry requirements in spec #2 below and the PDF file criteria in spec #3 on page 2 of this document.

Single-page PDF files are the standard for production. Single-page PDF files are preferred over multiple-page PDF files. If you *must* send multiple-page PDF files, the pages contained in each file must be contiguous. Consult your Cadmus Account Manager if it is your intent to supply multiple-page PDF files.

Do not merge multiple PDF files into a single PDF file. This can create font ID conflicts and cause type characters in the merged file to drop unexpectedly.

PDF file names must be short, consistent, and must contain no spaces or special characters or punctuation other than the “dot” or “period” that precedes the pdf extension. (Note that the underscore character [_] can be used in PDF file names. This is the only non-alpha/numeric character that can be used when naming files and its use is generally reserved for separating a page range in a multi-page file.) The page number (single-page PDF files) or page range (multiple-page PDF files) must begin the file name, and pages must line up in correct page order in the computer directory.

File naming example for single-page PDF files:

001pn0108.pdf – 001 = page 1, pn = publication name (this is just an example), 0108 = date (January 2008)

010pn0108.pdf – 010 = page 10

100pn0108.pdf – 100 = page 100

Revised files must have an “r” preceding the .pdf extension:

001pn0108r.pdf – a revised file for page 1

A second revised file must have an “r2” preceding the .pdf extension:

001pn0108r2.pdf – a second revised file for page 1 (a third revised file gets “r3” added, etc.)

File naming example for multiple-page PDF files:

001_010pn0108.pdf – 001_010 = file contains pages 1 through 10

Page-Layout Application Files

We accept native page-layout application files that are created in QuarkXPress for Macintosh and Windows and Adobe InDesign for Macintosh and Windows. All QuarkXPress files will be processed in QuarkXPress 7.x. All Adobe InDesign application files will be processed in Adobe InDesign CS3.

2. Page Geometry Requirements

Page-Layout Application File Dimensions

The page-layout file must be set up to the true-trim size of the publication. Bleed elements must extend beyond the page by 1/8” (0.125”) on the trim sides.

PDF File Dimensions

When supplying PDF files, the originating page-layout application file must be “printed” or “exported” to a PostScript file that is exactly one inch larger in width and height than the page-layout file. This file must include bleed and crop/registration marks. Bleed elements must extend beyond the page by 1/8” (0.125”) on the trim sides, and crop marks must fall outside of the bleed area. There must be exactly 1/2” (0.5”) of space on each side of the live page to accommodate the bleed and marks.

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3. Adobe Acrobat PDF Files

A. PostScript Printer Description File

PDF files must be Distilled from PostScript files generated with the PPD that is available for download through www.cadmusmediaworks.com. Click on the icon labeled “Cadmus MediaWorks Digital File Specs”.

Macintosh users will click on the link “The Macintosh files can be found here.”, the link for “Applications”, and the link for “PPDs” to choose the file named “PrinergerRefinerPPD.sit” and begin its download. Use StuffIt Expander to extract the file named “Prinerger Refiner”.

Mac OS 9.x (or for page-layout applications running in “Classic” on OS X): Place the PPD file inside the “Printer Descriptions” folder (Macintosh HD > System Folder > Extensions > Printer Descriptions).

Step 1 for all Mac OS X versions: Place the PPD file inside the “en.lproj” folder (Macintosh HD > Library > Printers > PPDs > Contents > Resources > en.lproj). Take note of this path as you will navigate to the location of the “Prinerger Refiner” PPD during the next step.

Step 2 for Mac OS X 10.3.x: Launch the “Printer Setup Utility” application (Applications > Utilities > Printer Setup Utility). Click “Add”. Select “IP Printing”. Select “LPD/LPR” for “Printer Type”. For “Printer Address” type in “localhost” (without the quotes). For “Queue Name” type in “PrinergerRefiner” (without the quotes). For “Printer Model” choose “Other...”. Navigate to and select the “Prinerger Refiner” PPD and click “Choose”. Click “Add” and “PrinergerRefiner on localhost” is added to the list and set as the default printer.

Step 2 for Mac OS X 10.4.x: Launch the “Printer Setup Utility” application (Applications > Utilities > Printer Setup Utility). Click “Add”. Click the “IP Printer” icon at the top of the “Printer Browser” window. Select “Line Printer Daemon - LPD” for “Protocol”. For “Address” type in “localhost” (without the quotes). For “Queue” type in “PrinergerRefiner on localhost” (without the quotes). For “Name” type in “PrinergerRefiner on localhost” (without the quotes). Leave the field for “Location” blank. For “Print Using” select “Other...”. Navigate to and select the “Prinerger Refiner” PPD and click “Open”. Click “Add” and “PrinergerRefiner on localhost” is added to the list and set as the default printer.

Step 2 for Mac OS X 10.5.x: From the Apple pull-down menu, choose “System Preferences” and click on “Print & Fax”. Click the + button at the bottom of the “Printers” list to add a printer. Click the “IP” icon at the top of the window. Select “Line Printer Daemon - LPD” for “Protocol”. For “Address” type in “localhost” (without the quotes). For “Queue” type in “PrinergerRefiner on localhost” (without the quotes). For “Name” type in “PrinergerRefiner on localhost” (without the quotes). Leave the field for “Location” blank. For “Print Using” select “Other...”. Navigate to and select the “Prinerger Refiner” PPD and click “Open”. Click “Add” and “PrinergerRefiner on localhost” is added to the list. Set “Prinerger Refiner on localhost” as the “Default Printer” if you are exporting files to PostScript from QuarkXPress. InDesign will have this printer specified in the Print Preset.

Windows PC users click on the link “The Windows files can be found here”, the link for “Applications”, and the link for “Printer_Drivers” to choose and download two files (“AdobePSPrinter.zip” and “PrinergerRefiner.ppd.zip”). Save each of these files to a convenient location on your drive. Extract the content of both .zip files: The .zip file named “AdobePSPrinter.zip” contains the file named “winsteng.exe” and the .zip file named “PrinergerRefiner.ppd.zip” contains the file named “PRINREFE.PPD”. Remember the location of these files.* Double-click on “winsteng.exe” to start the Adobe PostScript Driver Setup, which will take you through the process of setting up the “print-to-file” printer: “Prinerger Refiner”. Set this printer up as a “Local Printer”. For “Local Port Selection”, choose “FILE: Local Port”. You do not need to configure this port. You will be asked to “Browse” to the location of the PPD file. When you have arrived at the folder containing the PPD (through the navigational window in the installer) you will see a printer listed on the left side of the window named “Prinerger Refiner”. Select this printer name and continue the install. This printer will not be shared (choose “Not Shared”). It is not necessary to choose a new name for the printer, print a test page, or view the ReadMe file. When prompted to configure the printer, choose “Yes” and click “Next”. Double-click on “Font Substitution Table” and set all fonts to “Don’t Substitute”.

*PageMaker users must place and install the PPD file inside the “PPD4” folder (PageMaker folder > RSRC > USENGLISH > PPD4).

B. Acrobat Distiller Settings for Distiller versions 5.x, 6.x, 7.x, 8.x, and 9.x

Click on the link above to connect to the Cadmus MediaWorks site, then click on the icon labeled “Cadmus MediaWorks Digital File Specs”. Click on the appropriate link for Macintosh or Windows user.

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3. Adobe Acrobat PDF Files *(continued from page 2)*

B. Acrobat Distiller Settings for Distiller versions 5.x, 6.x, 7.x, 8.x, and 9.x *(continued from page 2)*

Macintosh users click on the link for “Applications” and the link for “Distiller_Settings” to choose “CMW_Acr5_V2.joboptions.sit” (for Acrobat Distiller ver. 5.x) or “CMW_Acr6_V2.joboptions.sit” (for Acrobat Distiller ver. 6.x) or “CMW_Acr7_V1.joboptions.sit” (for Acrobat Distiller ver. 7.x) or “CMW_Acr8_V1.joboptions.sit” (for Acrobat Distiller ver. 8.x) or “CMW_Acr9_V1.joboptions.zip” for Acrobat Distiller ver. 9.x). For the .sit files, use StuffIt Expander to extract the .joboptions file. For the .zip file, double-click to extract.

Windows PC users click on the link for “Applications” and the link for “Distiller_Settings” to choose “CMW_Acrobat5Settings.zip” (for Acrobat Distiller ver. 5.x) or “CMW_Acrobat6Settings.zip” (for Acrobat Distiller ver. 6.x) or “CMW_Acrobat7Settings.zip” (for Acrobat Distiller ver. 7.x) or “CMW_Acrobat8Settings.zip” (for Acrobat Distiller ver. 8.x) or “CMW_Acrobat9Settings.zip” (for Acrobat Distiller ver. 9.x). Extract the content of the zip file.

Macintosh and Windows PC users — Install and Activate Distiller Settings:

Distiller version 5.x: Place the appropriate .joboptions file inside the “Settings” folder that is inside the “Distiller” folder that is inside the “Acrobat” folder. Launch Distiller and choose “CMW_Acr5_V2” as the active set.

Distiller version 6.x, 7.x, 8.x, and 9.x: Launch Acrobat Distiller and drag the appropriate .joboptions file to the Distiller window.

4. File Construction Considerations

Imported Images

- Continuous-tone-type images must be saved to CMYK or Grayscale mode and should have an effective resolution of 300 pixels per inch for publications to be produced with a 150 line screen (150 lpi) or 266 ppi for publications to be produced with a 133 line screen (133 lpi).
- Line-art scans should be saved to Bitmap mode and should have an effective resolution no less than 600 ppi. The optimum resolution for this type of image is 1200 ppi.
- Apply custom effects (colorizing, rotation, and other special effects) in the photo-retouching program.

Imported Art — Adobe Illustrator or Macromedia FreeHand EPS or PDF Files

- Files should be set for high resolution output. Files will be output to a device resolution of 2400 dpi.
- Select all text and “Convert to Paths” in FreeHand or “Create Outlines” in Illustrator.
- Be sure that the colors are specified properly in your files. Make sure that colors are set to CMYK rather than RGB. If elements are to print in a spot color, be sure the spot color name matches exactly to the spot color name for the same color used in the page-layout application. Make sure that spot colors are correctly designated as “Spot” and that process colors are correctly designated as “CMYK” or “Process Separation”.
- Be aware of effects that can be caused by transparency and flattener settings. All transparency must be flattened in the final page file that is submitted for processing.

General File Construction Tips

- We accept native page-layout application files that are created in QuarkXPress and Adobe InDesign. If you are sending application files (rather than PDF files), it is important that you supply all of the elements that went into the building of those files: fonts, art files, and high-resolution image files.
- Avoid using third-party XTensions or Plug-Ins in your page-layout application if you are supplying native page-layout application files.
- Do not use font menu styling to create type effects. Avoid TrueType fonts.
- Be sure that colors are specified properly in your files. If you have created any custom colors or are using Pantone colors, be sure that they are designated as “Process Separation” or “Spot” depending on the intent. Delete any unused colors from the color palette. Make sure that all elements intended to print in the same spot (Pantone) color are assigned exactly the same spot color name.

Confirmation

- Supply a directory listing all files copied to transfer media, or all files that are transferred electronically.
- Supply a composite proof with color content clearly indicated.
Color proofs are preferred for files with color content.