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We encourage our customers to provide PDFs (Portable Document File) for print. When created properly for professional print, PDFs can minimize problems that can occur when exchanging files from different platforms and are more reliable since they are smaller than Postscript application files with none of the issues regarding fonts and graphics. These guidelines will help ensure the production of high-quality PDFs necessary for high-end printing.

GENERAL GUIDELINES AND SPECIFICATIONS USING ADOBE ACROBAT DISTILLER 4.0

Adobe Acrobat is the software of choice by most pre-press houses to produce the best quality PDFs.

There are other ways to produce PDFs also, usually from within a software program, but if the software does not use Adobe Acrobat Distiller as its means to “distill” the PDF, the results usually will be “Screen-Optimized” only and rendered unusable for professional printing.

“PRESS-OPTIMIZED” PDFS

Please select your Job Options standard as “Press-Optimized” when using Acrobat Distiller. In order for your original high-resolution images (300 dpi) to be maintained and professional printing results optimal, we must use “Press-Optimized” PDFs for final production.

PDFs Tips:

- The page size in your layout should be the final trim size. We cannot adjust the size after the PDF is created.
- If the file is supposed to bleed, make sure the bleed is 1/8” off the page all the way around.
- Make sure all fonts are embedded. Include all downloadable fonts.
- Do not put 2 or 3 pages together on one larger page. Create a separate page for each document.
- Make sure all photos, images and graphics are CMYK (Cyan, Magenta, Yellow, Black) mode and not RGB.
- Turn off all example and compression options.
- Set the color model to “Device Independent”.
- All photos and graphics need to be 300 dpi at 100% scale. Anything less will produce poor quality printing.
- All art should be either EPS or TIF. Do not use GIFs, JPGs, WMF art downloaded from a website. The resolution is usually poor (72 dpi). If using TIF images, do not use LZW compression.

PRODUCING PDFs USING MUIR GRAPHICS JOB OPTIONS FILE - PressOptimizedMG.joboptions

A file is available from Muir Graphics’ pre-press department which is a customized options file that will help to produce high-quality PDFs. This file will be used within Adobe Acrobat Distiller 4.0 or later. Call us at 419-882-7993 for more information.

INSTALLING AND USING THE MUIR GRAPHICS JOB OPTIONS FILE

Step 1: Installing the Muir Graphics job options file

Distiller’s job options will need to be set to Muir Graphics Specifications. The easiest way to do this is to copy the file “PressOptimizedMG.joboptions” to your Acrobat>Distiller>Settings folder.

Step 2: Saving a file to “Distill”

You will need to save your file from its native application into a Postscript (.EPS, .PS or .PRN) file. Different software accomplishes this in various ways, so you may need to refer to a user’s manual. Usually an option is available within the Print dialog box or under the Save As menu. Save this file where you can easily find it.

Step 3: Using the Muir Graphics job options file

Once the job options file is installed, simply launch Distiller and set the “Job Options” window to select the Muir Graphics provided file “PressOptimizedMG”. In the menu, go to File>Open, select the Postscript file you created, then “Open”. You will be asked where you want to save the PDF. Choose a location then click “Save”.

Preparing Press Optimized PDF Files