

PDF Creation Guidelines

FROM ADOBE INDESIGN:

- 1) Before you begin, please download the "C-M Books job options" file from <http://www.c-mbooks.com/guidelines-policies> and save it to a permanent location of your choice. *(Instructions for Quark users are on page 2 of this document)*
 - If you have Acrobat Distiller simply double-click on the "C-M Books job options" file you just downloaded > in the dialogue box that opens choose "Save as" > save the file to the default location with the default name. You should now have a "CM-Books" Adobe PDF preset in InDesign and possibly other programs as well.
 - If you don't have Acrobat Distiller but you do have Adobe InDesign > open InDesign > choose file > choose Adobe PDF presets > click the "load" button > navigate to and double-click on the downloaded "CM-Books.joboptions" file. You should now have a "CM-Books" Adobe PDF preset when you export to PDF.
- 2) Please be certain all colors are defined as CMYK or PMS spot colors in your document.
- 3) Check that all used fonts are active so they will embed into the PDF you are creating. Postscript Type1 and Multiple Master fonts must have each printer font residing in the same folder/directory with its associated screen font or they will not embed into the PDF.
- 4) Update any linked graphics. Any fonts used in graphics also need to be active or they will not embed.
- 5) You may now create your PDF by exporting directly to PDF from your page layout application. Be sure to select the "CM-Books" job options configuration in your Adobe PDF presets menu. If you are using InDesign: Choose File > Adobe PDF presets > C-M Books > In the window that appears, type a name for the PDF file, navigate to a save location, and click the save button. Your PDF file creation is complete. Please preview your PDF(s) for accuracy prior to submission to C-M Books to be certain nothing has changed during the conversion to PDF.

If your software does not support directly exporting to PDF format, or if the above presets are not available, please see the alternative methods for creating PDFs later in this document.

FROM QUARKXPRESS:

To prepare QuarkXPress to export to PDF for C-M Books:

- 1) Download the file "CM-Books_Quark_joboptions" from <http://www.c-mbooks.com/guidelines-policies> and save it to a permanent location of your choice.
- 2) Open QuarkXPress > Go to Edit > Output styles > Click the "Import" button > Navigate to the file and double-click on it > Click save.

Make sure your document is ready to be exported to PDF:

Open your Quark document > Select "Utilities" > Usage > In the left panel choose "Fonts" and make sure no fonts are missing > In the left panel choose "Pictures" and make sure no pictures are missing. When no fonts or pictures are missing click the "Done" button at the bottom.

To export your QuarkXPress document to PDF for C-M Books:

Once the above steps are complete, choose file > Export > Layout as PDF > Name your file and choose a location for it > Choose a page range if desired (except for in special circumstances, you will want to leave it as "all") > In the "PDF Style" drop down menu, choose "CM-Books.joboptions" > Click "Save" > the PDF file should now be generated and saved in the location specified.

Please preview your PDF(s) for accuracy prior to submission to C-M Books making sure nothing has changed during the conversion to PDF.

If your software does not support directly exporting to PDF format, or if the above presets are not available, please see the alternative methods for creating PDFs later in this document.

ALTERNATIVE PDF CREATION METHODS

Note: Colors could shift or become altogether unusable.

The following methods are not as ideal as the preceding methods but still may work out well depending on the design elements. Use at your own risk.

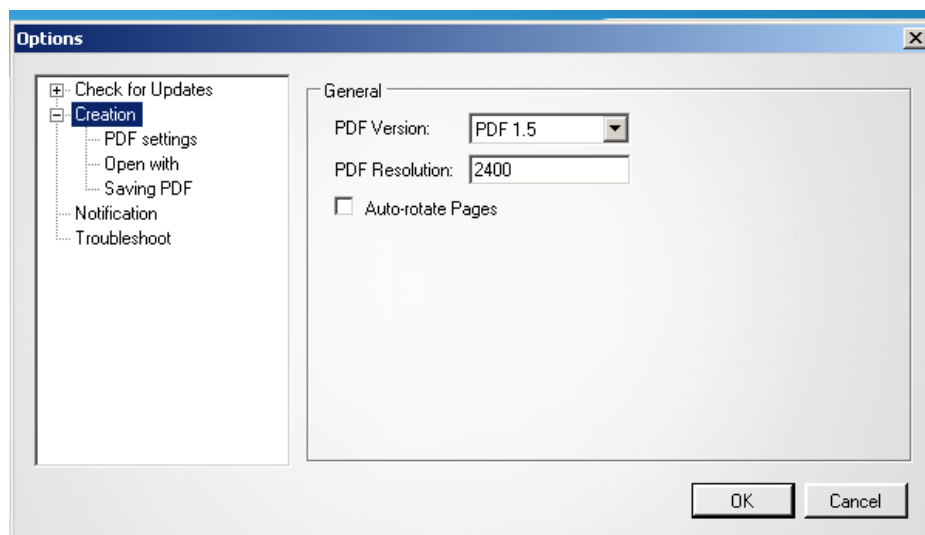
Using Quartz (Mac OS X Snow Leopard or later)

NOTE: Quartz does not support all PDF features. For example, transparencies in a Quartz PDF will be rendered at 72 ppi, well below the optimal resolution of 300 ppi.

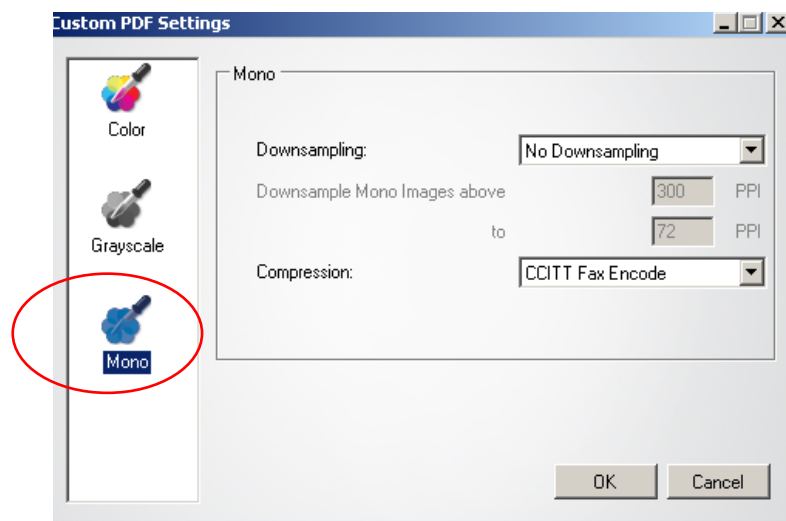
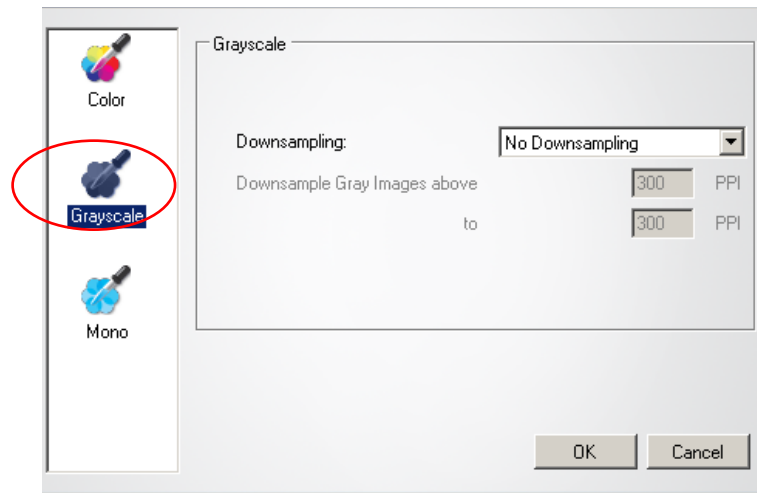
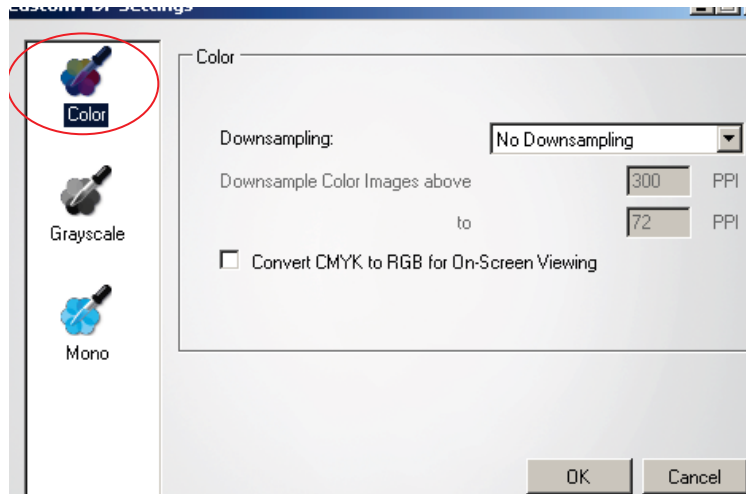
- Be certain all used fonts are active and all graphics are either embedded or linked (making sure links are not broken.) When ready to create your PDF, choose Print.
- In the PDF drop down menu, choose "Save as PDF-X"
- Choose a name and save location then click Save.

Using Primo PDF (Windows only)

- Go to <http://www.primopdf.com/> Download and install the free PDF conversion program PrimoPDF. This will install a new virtual printer named "PrimoPDF" in the print menus.
- Open your Document > Go to File > Print > choose the PrimoPDF printer > click the print button.
- Wait until the PrimoPDF dialogue window appears (this may be slow to appear.) Choose Prepress.
- Choose Options. Match the snapshot below and click ok.



- Choose custom and match the three snapshots below:



- Click ok
- Click create PDF. Choose a name and location to save the file and click Save.