

Graphics Enterprise Services

PDF FILE PREPARATION AND SUBMISSION GUIDELINES





DEFINITION OF PRINT-READY PDF FILE

PDF (Portable Document Format) is a file format that has captured all the elements of a printed document as an electronic image that you can view, navigate, print, or forward to someone else. To view and use the files, you need the free Acrobat Reader, which you can easily download. Once you've downloaded the Reader, it will start automatically whenever you want to look at a PDF file.

A print-ready file is a file that GES can process successfully for output without further intervention or manipulation. Any manipulation to customer files for print or layout purposes will incur a set-up fee (see **Invoice Order Form AD12a**).

WHAT IS THE DIFFERENCE BETWEEN CMYK AND RGB?

 **CMYK** is used for printed material. CMYK stands for Cyan, Magenta, Yellow and Black - the inks a printer mixes together to make colors on printed material.

 **RGB** is used for viewing colors on a computer screen. RGB stands for Red, Green and Blue - the colors of light a computer screen mixes together to make colors on screen.

MULTIPLE-PAGE PDF

Do not impose the pages or save them as reader's pairs, this is not print ready. We require a PDF consisting of single pages running from the front cover through to the back cover. If blank pages are needed in the final book they need to be included in the document. For saddle-stitched books please remember that the number of pages in a book must be divisible by four. *If your PDF has 10 pages you will need to add 2 blank pages to make it work.*

GUIDELINES FOR CREATING PRINT-READY PDF FILES

Remember that the end product is only as good as its components. For high-quality printing, a PDF file must contain the appropriate images, fonts, and other components.

MAKE SURE THE RESOLUTION IS RIGHT

For the best quality professional printing results, it's very important to keep the resolution as high as possible. For example, 300 dpi resolution is considered by most printers to be an absolute minimum.

PROPER FONT USAGE IN PDF CREATION

Fonts are embedded or converted to outlines so no fonts are needed. Read the end-user license agreement (EULA) before purchasing a font, to ensure that it permits embedding. Black text is 100% black and not a mix of CMYK.

AVOID DRASTIC IMAGE FILE COMPRESSION

The more you can avoid compressing your final design, the better. Better final results from printing happen when better quality images are put forth.

SAVE IN A STANDARD FORMAT

Once you've finalized your graphic design and text files, save as a PDF file, how it is shown in that format is how it will be printed.

WHAT WILL MY PRINTOUT LOOK LIKE?

TRADITIONAL PRINTING (NO BLEEDS)

It's very important to leave about .125" of an inch from the edge of your dimensional content to the edge of any important lines of text or featured images. This area will be used as kind of a buffer zone in the printing process. Prints that require a bleed will be printed on oversize paper then trimmed to size, note this will affect printing costs. See below for bleed specifications.

WHAT IS BLEED & HOW DO I APPLY IT?

Ink that prints beyond the trim edge of the page to ensure it extends to the edge of the page after trimming. As there is a degree of movement when printing on any press, you should always create .25" bleed on all edges where bleed is needed. Supplying your job without bleed may result in white lines when we trim it.

BLEED

Area of print that is trimmed for final product.

MEDIA (PAPER TRIM SIZE)

Area size of final product

PRINTABLE AREA

Area of media that actual images and text will print on media. Note: 0.125" edge of non-printable area.

