Ad Creation Guide

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This document can be used as a guide when creating, printing and distilling ad files.
Note: The screenshots used here are from Mac OSX. If you are using other versions of these applications please follow these settings as close as possible.

*Printed copies are for reference only. Always check AdShuttle.com to ensure you have the most current information. Updated 03.01.2013

Best Practices

Images
- Use high resolution images. 300 DPI is recommended.
- RGB and LAB color are unacceptable.
- Images should not have ICC profiles embedded.
- Avoid scaling images. If you must, do not scale below 50% or above 110%.
- Total Area Coverage should not exceed 320%.
- Avoid using JPEG images.

Fonts
- Always embed all fonts.
- Do not allow font substitutions.
- Do not use True Type fonts.

Colors
- Only use CMYK colors, convert spot colors to process.
- If a spot color is required be sure that it is the only color designated as spot.

Layout
- Build documents in Portrait mode without scaling or rotation.
- Remember, when bleed is required, provide 1/8th inch beyond the trim area.
- Do not allow marks to encroach upon the trim or bleed areas.

Transparency
- All transparent objects must be flattened at a high resolution.
- Avoid placing transparent objects on top of text of other critical vector objects.

Overprint
- Overprinting objects may not reproduce correctly when printed and will sometimes disappear completely. We recommend creating objects exactly as you want them to appear without relying on an overprint setting.

To use Adobe Acrobat to detect overprints in your PDF files:
- Select Advanced > Print Production > Output Preview
- Choose Color Warnings in the Preview field
- Under Warnings, check Show Overprinting
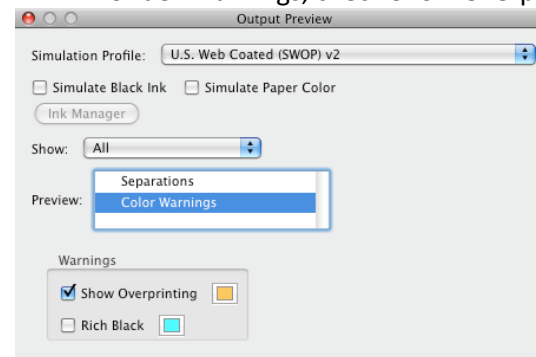
Illustrator and Photoshop
- We do not recommend exporting PDF files from Illustrator or Photoshop. Layouts created in those applications should be placed into InDesign or QuarkXPress and then converted to PDF using settings provided in this guide.

Creating Black and White ads
- Use only the color Black in fills and strokes.
- Use only Grayscale and/or Bitmap images.
  - Do not colorize the Grayscale or Bitmap images.
- Do not use Transparency effects.

Transparent objects will flatten to CMYK and generate warnings or errors during preflighting. Even if there are no pixels of value within the CMY channels.

Before creating a PDF preset in InDesign you should verify the Color Settings.

Color Settings...

- Disable Color Management: Edit > Color Settings
- Settings: Emulate Adobe InDesign 2.0 CMS Off

Load the Adobe PDF Preset

- Download the Adobe PDF Preset from the Help menu and unzip it
- In InDesign, select File > Adobe PDF Presets > Define...
- Load the PDF Preset

Link to InDesign Preset Details

Exporting

- File > Export...
- Select a destination for your file and "Save"
- Choose the AdShuttle_Adobe_PDF Preset
- Set the "Range" for the page you wish to export
- Export
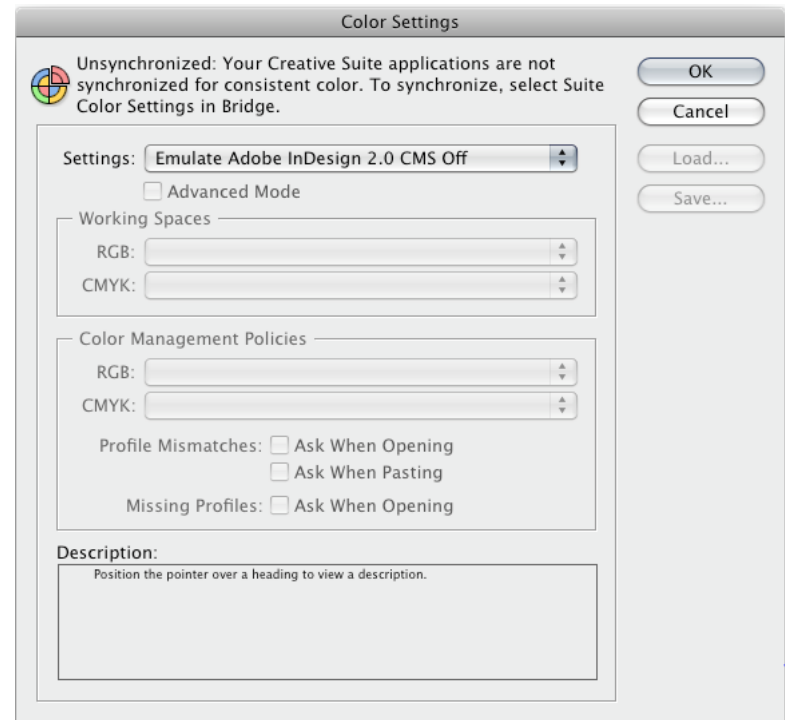
Color Settings

* It is recommened that you save as PostScript for distilling.

XTensions Manager

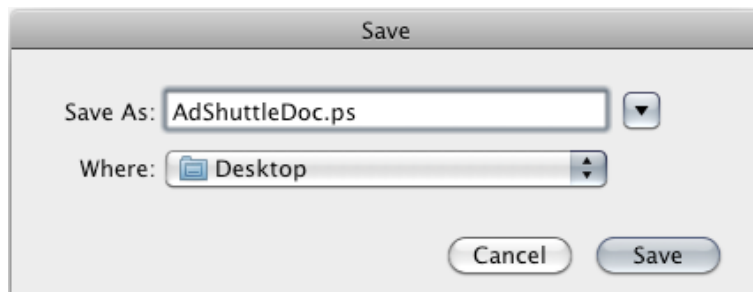- Disable the "OPI" and "Custom Bleeds" Xtensions

Load the Print Style

- Download the QuarkXpress_PrintStyle from the Help menu and unzip it
- In QuarkXPress, select Edit > Print Styles... > Import...
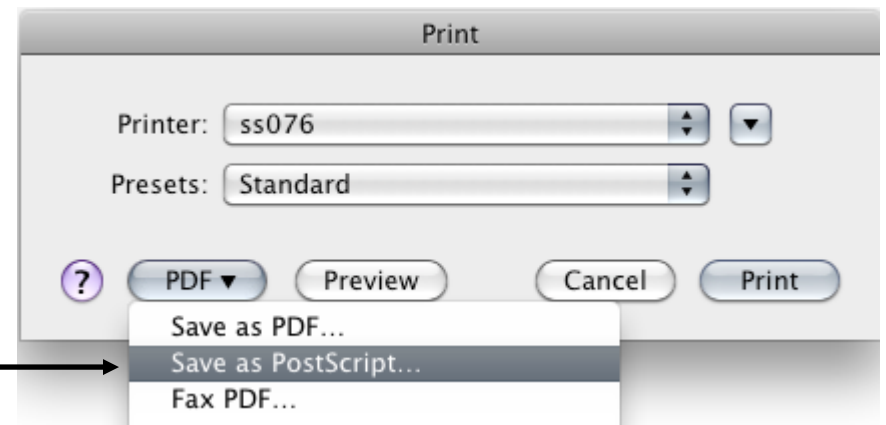- Select the Print Style
- Open

Link to Quark Print Style Details

Printing

- File > Print...
- Select the "AdShuttle_Quark_Print" Print Style
- On the Setup tab, set Paper Width 1 inch larger than the document size to accommodate Marks and Bleed
- Select "Printer"
- In the PDF pulldown, Select Save as PostScript...
- Provide the filename and destination
- Save
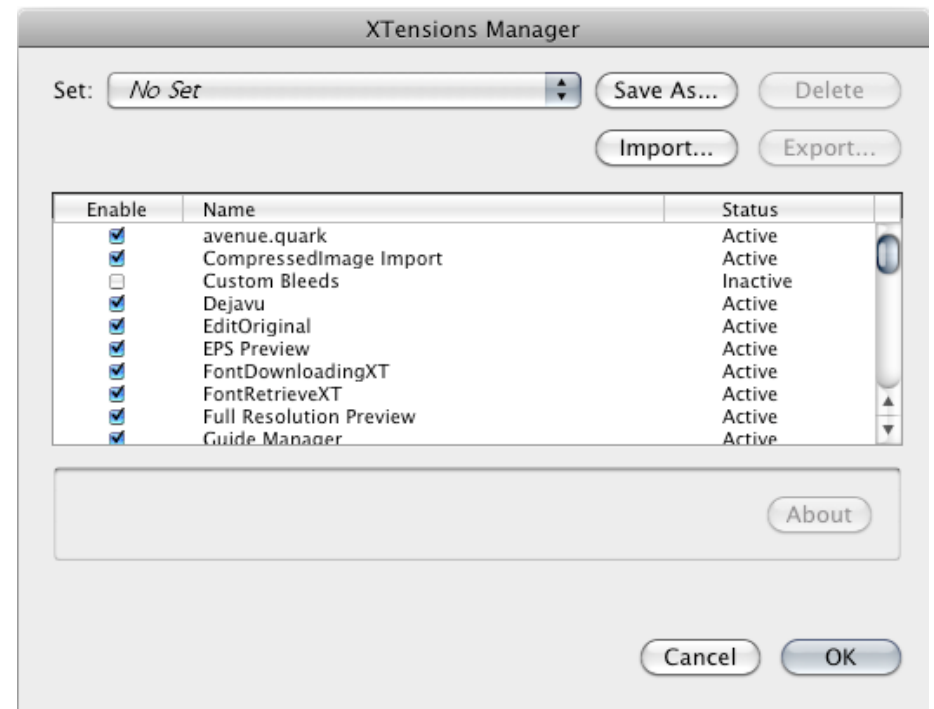
XTenaions Manager

Distill the PostScript file using the settings provided: Distiller Settings

* It is recommened that you export as PDF.

Preferences

- Open the QuarkXPress preferences
- Verify in PDF preferences that PDF Workflow is set to "Direct to PDF"

Load the Output Style

- Download the QuarkXpress_OutputStyle from the Help menu and unzip it
- In QuarkXPress, select Edit > Output Styles... > Import...
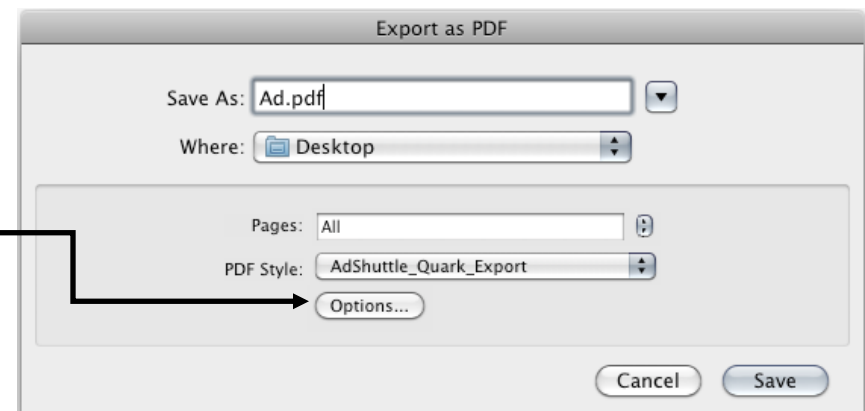- Select the Output Style
- Open

[Link to Quark Output Style Details](#)

PDF Preferences

Export to PDF

- File > Export > Layout as PDF...
- Provide the filename and destination
- Select AdShuttle_Quark_Export from the PDF Styles pulldown
- Save
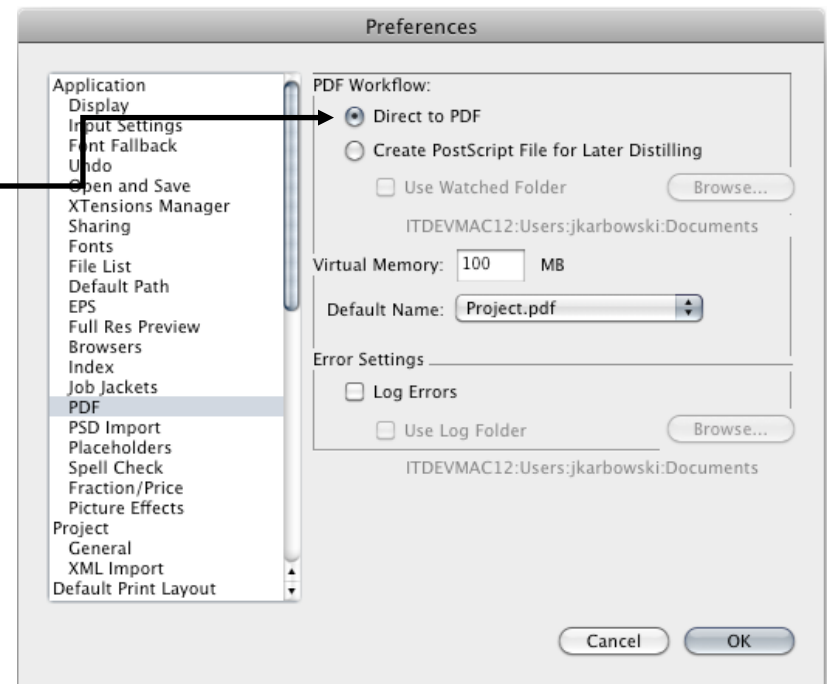
File – Export

Load the Output Style

- Download the Adobe PDF Preset from the Help menu and unzip it
- In Acrobat Distiller, select Settings > Add Adobe PDF Settings...
- Select the AdShuttle_Adobe_PDF job options file and "Open"

Distilling

- Select "AdShuttle_Adobe_PDF" in the Default Settings pulldown
- Drop your postscript file onto the Acrobat Distiller window

Link to Distiller Job Option Details
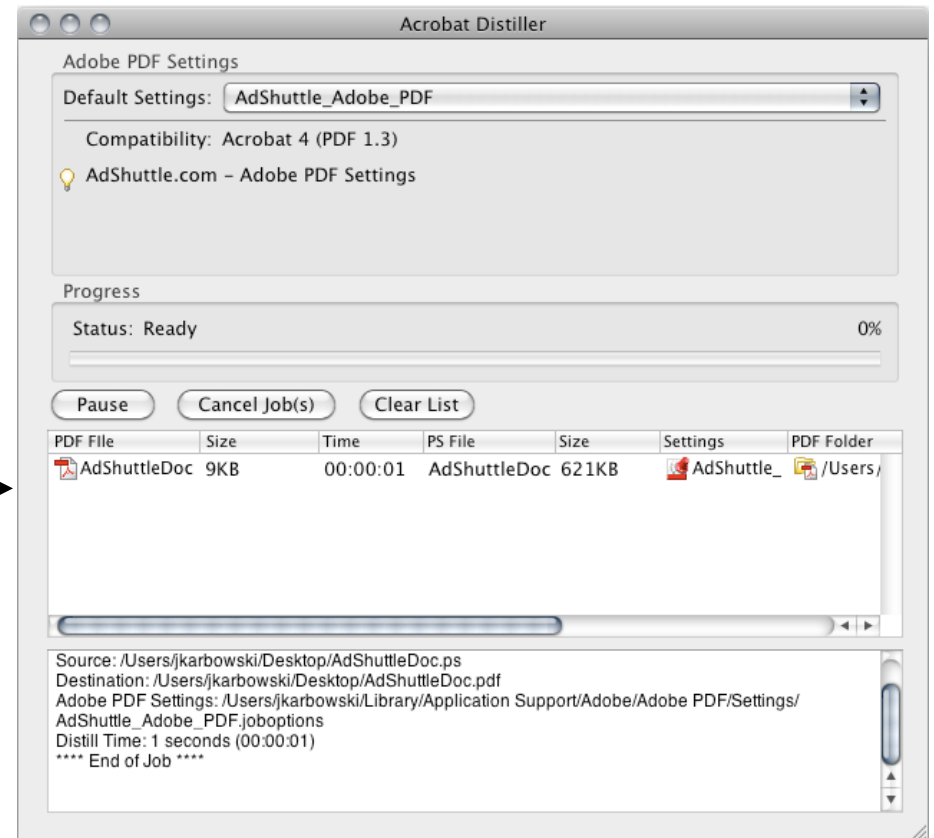
Distiller Window

Common Settings

- Standard: None
- Compatibility: Acrobat 4.0 (PDF 1.3)

General

Pages

- Select Range and enter a single page to export (*only single page PDFs are accepted*)

Options

- All options are Unchecked
- Export Layers: Visible & Printable Layers

Include

- All options are Unchecked

General Options

Compression

Color Images

- Sampling: Bicubic Downsampling to: 300 ppi for images above: 300 ppi
- Compression: Automatic (JPEG)
- Image Quality: Maximum

Grayscale Images

- Sampling: Bicubic Downsampling to: 300 ppi for images above: 300 ppi
- Compression: Automatic (JPEG)
- Image Quality: Maximum

Monochrome Images

- Sampling: Bicubic Downsampling to: 1200 ppi for images above: 1200 ppi
- Compression: CCITT Group 4
- Anti-Alias to gray: Off
- Compress Text and Line Art: Checked
- Crop Image Data to Frames: Checked
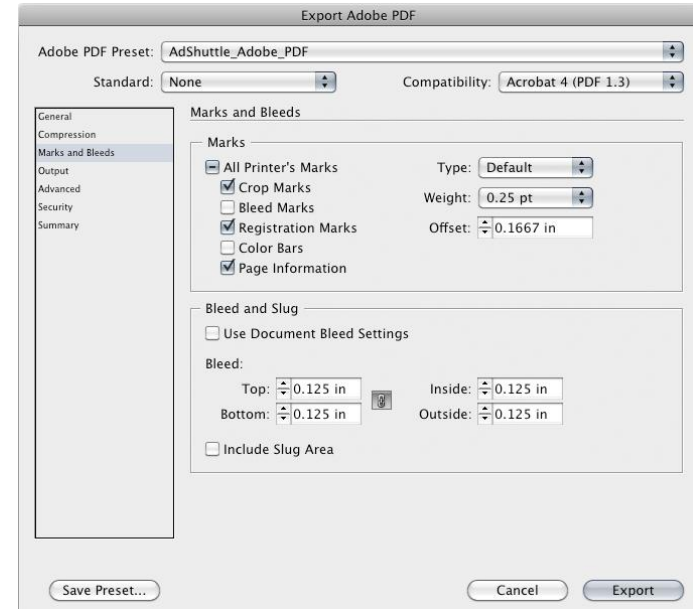
Compresstion options

Marks and Bleeds

Marks

- Crop Marks: Checked
- Bleed Marks: Unchecked
- Registration Marks: Checked
- Color Bars: Checked
- Page Information: Checked
- Type: Default
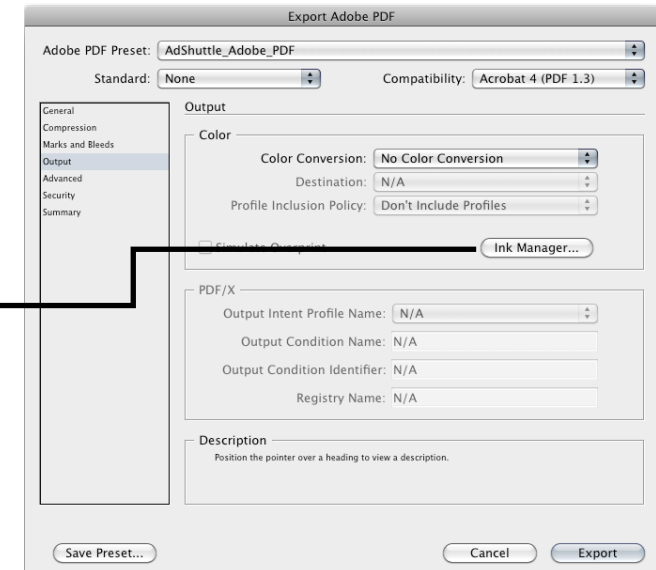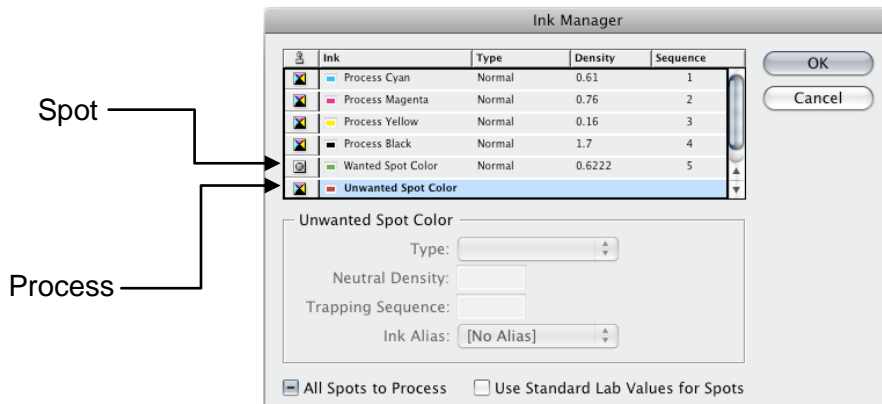- Weight: .25 pt
- Offset: .1667 inch

Bleed and Slug

- Use Document Bleed Settings: Unchecked
- Bleed: .125 inch on all sides
- Include Slug Area: Unchecked

Output

- Color Conversion: No Color Conversion
- Ink Manager: Can be used to verify that only the necessary spot colors will print or to designate spot colors to print as process.

Marks and Bleeds Options

Spot

Process

Output options

Advanced

Fonts
- Subset fonts when percent of characters used is less than: 100%

OPI
- All options are Unchecked

Transparency Flattener
- Preset: High Resolution
- Ignore Spread Overrides: Unchecked
  - When transparency effects are used, always inspect your final PDF to verify *that desirable flattening has occurred. You may need to adjust the Preset.*

Job Definition Format (JDF)
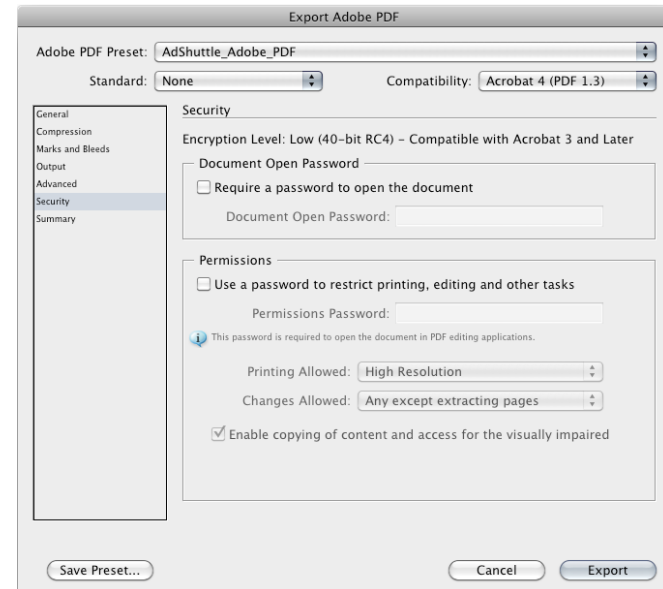- Create JDF File Using Acrobat: Unchecked
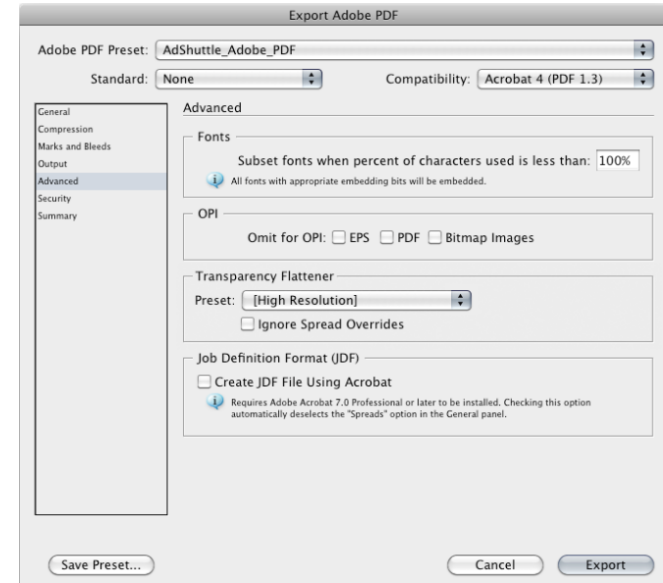
Advanced options

Security

Document Open Password
- Require a password to open the document: Unchecked

Permissions
- Use a password to restrict printing, editing and other tasks: Unchecked
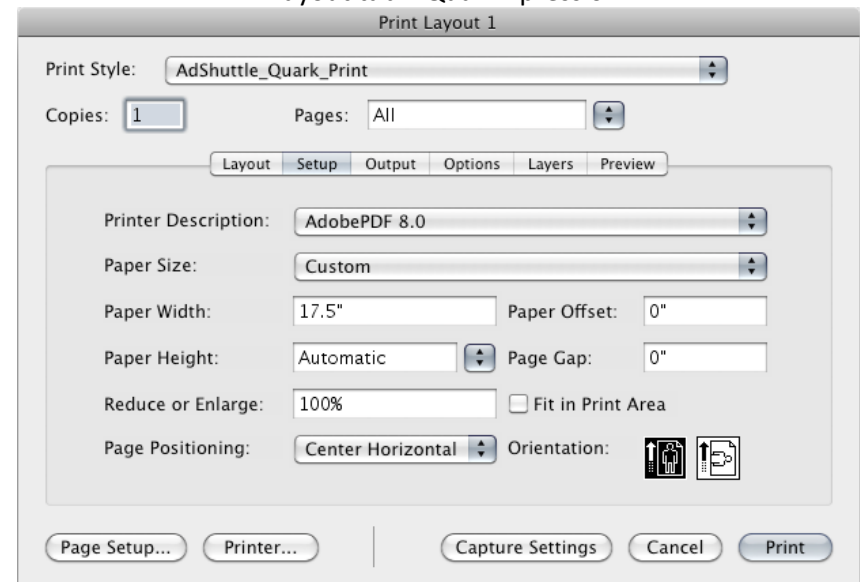
Security options

Layout

- All layout options are left unchecked
- Registration: Centered
- Bleed: .125"
- Offset: 12 pt.
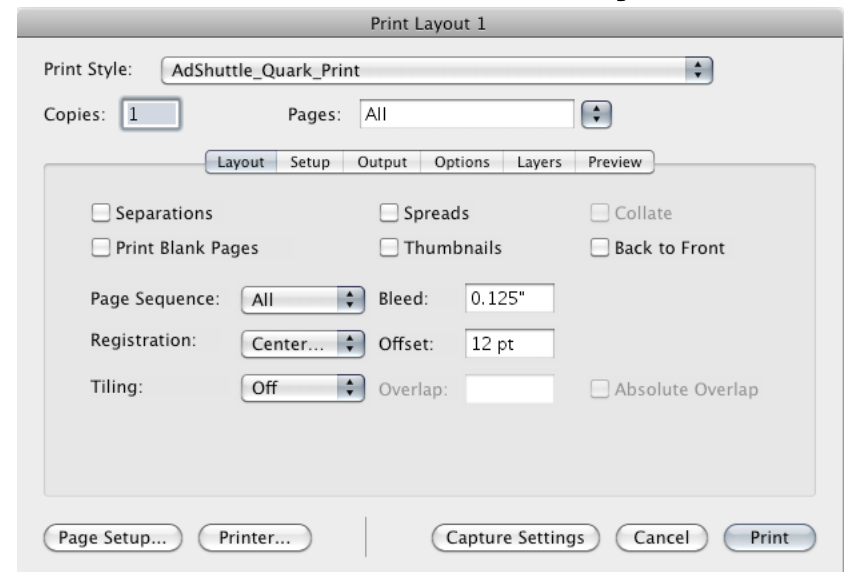
Layout tab – Quark Xpress 6

Setup

- Printer Description: Adobe PDF
- Paper Size: Custom
- Paper Width: Should equal Trim width + 1 inch to accommodate Marks and Bleed
- Paper Height: Automatic
- Page Positioning: Center Horizontal
- Orientation: Portrait

Setup tab – Quark Xpress 6

Output

- Print Colors: Composite CMYK
    - When using the Composite CMYK option, RGB objects will be converted to CMYK and will not be detected during the preflight check. Be sure not to use them.
- Halftoning: Printer
- Resolution: 1200 (dpi)

Output tab – Quark Xpress 6

Options

- Quark PostScript Error Handler: Unchecked
- Page Flip: None
- Negative Print: Unchecked

Pictures

- Output: Normal
- Data: Binary
- OPI: Include Images
- Full Res of Rotated Objects: Unchecked
- Overprint EPS Black: Unchecked
- Full Resolution TIFF Output: Checked

Options tab – Quark Xpress 6

Layers

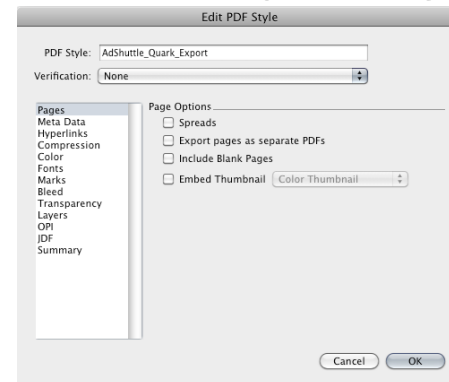- Check the layers required to produce a good file
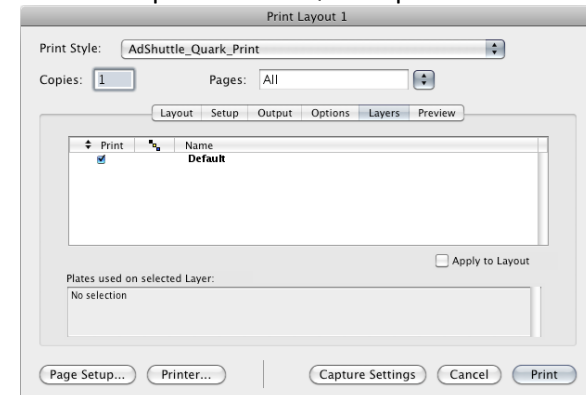
Layers tab – Quark Xpress 6

QuarkXPress Output Style Details
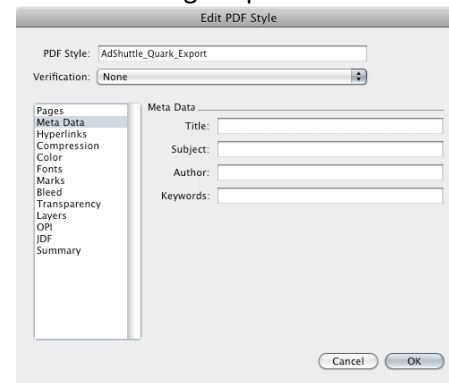
Pages

- All page options are left unchecked
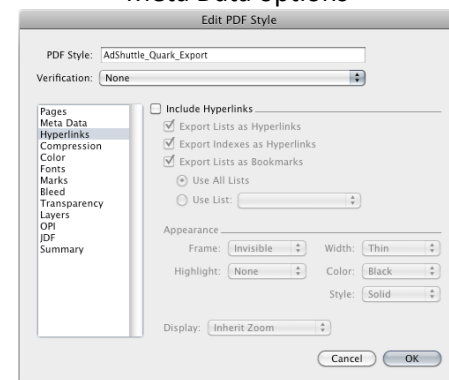

Pages options

Meta Data

- By default the layout name will be used as the Title. The rest can be left blank.

Meta Data options

Hyperlinks

- Include Hyperlinks: Unchecked

Hyperlinks options

Compression

Color Images
- Compression: Autoimatic ZIP/JPEG Low
- Resolution: Bicubic Downsample... 300 dpi

Grayscale Images
- Compression: Autoimatic ZIP/JPEG Low
- Resolution: Bicubic Downsample... 300 dpi

Monochrome Images
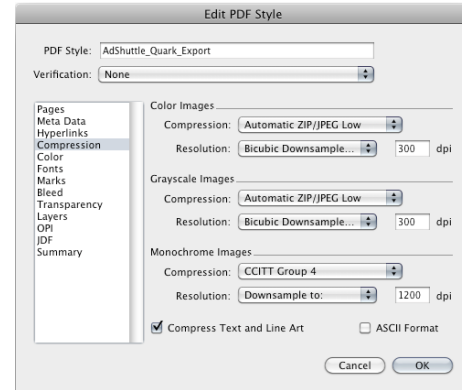- Compression: CCITT Group 4
- Resolution: Downsample to 1200 dpi
- Compress Text and Line Art: Checked
- ASCII Format: Unchecked

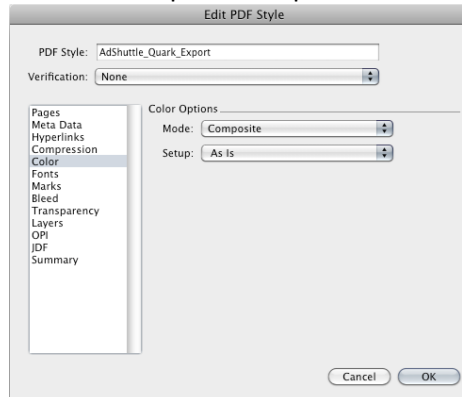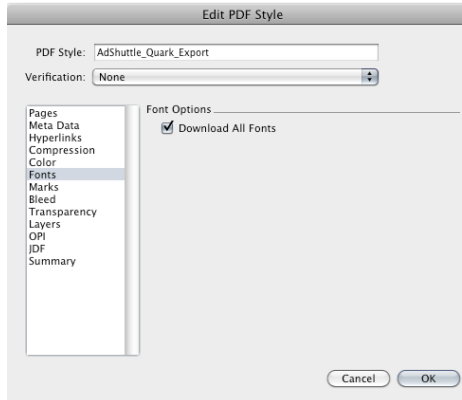Compression options

Color
- Mode: Composite
- Setup: As Is
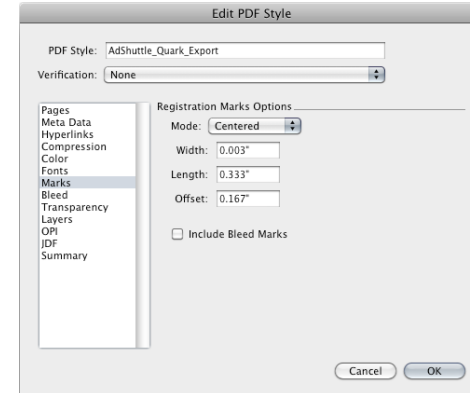

Color options

Fonts
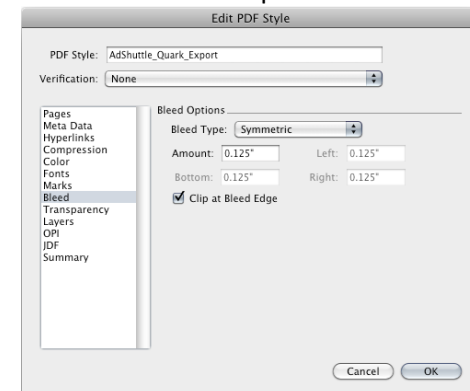- Download All Fonts: Checked

Fonts options

Marks

- Mode: Centered
- Width: .003"
- Length: .333"
- Offset: .167"
- Include Bleed Marks: Unchecked

Marks options

Bleed

- Bleed Type: Symmetric
- Amount: .125"
- Clip at Bleed Edge: Checked

Bleed options

Transparency

QuarkXPress Objects

- Select "Flatten Transparency"
  - When transparency effects are used, always inspect your final PDF to verify that desirable rendering has occurred. You may need to adjust the resolution values.
- Vector Images: 1200 dpi
- Blends: 300 dpi
- Drop Shadows: 300 dpi
- Upsample Rotations: Unchecked
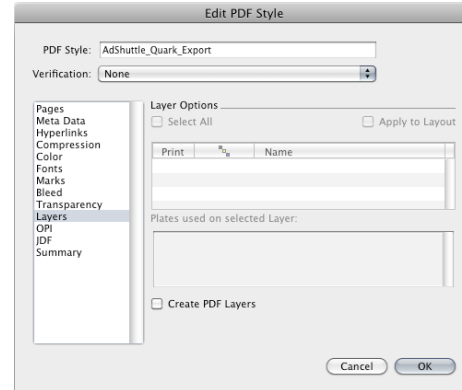
Transparent Objects In Imported PDF and AI Files

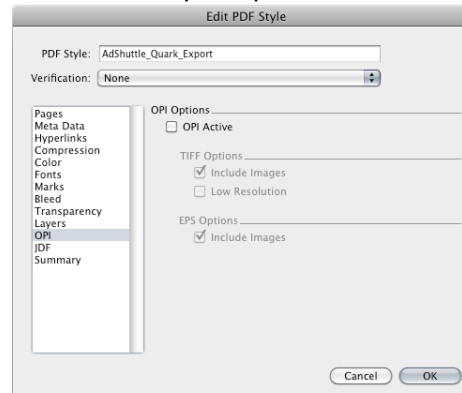- Flattening Resolution: 300 dpi
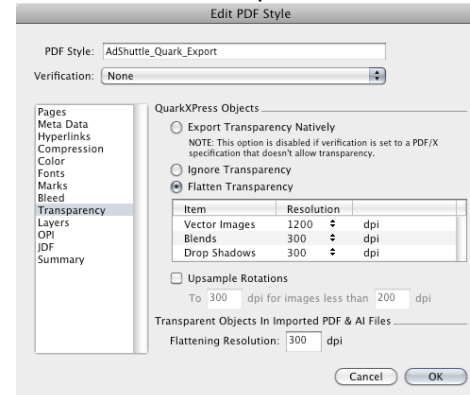
Transparency options

Layers

- Select the appropriate layers
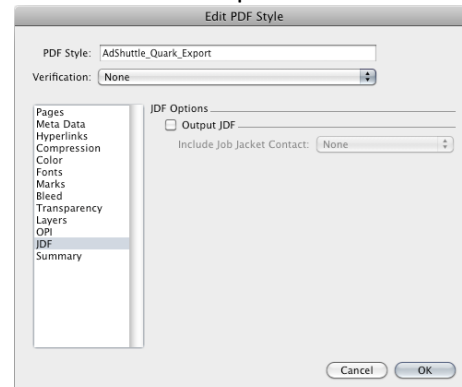- Create PDF Layers: Unchecked

Layers options

OPI

- OPI Active: Unchecked

OPI options

JDF

- Output JDF: Unchecked

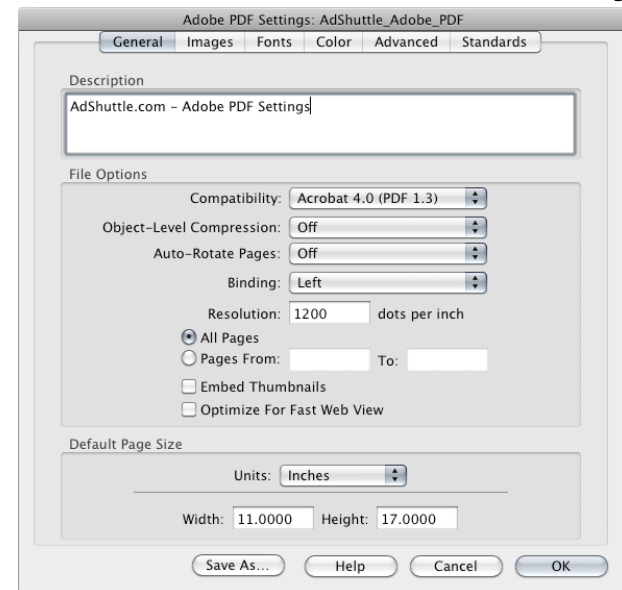JDF options

Acrobat Distiller Job Options

General

File Options

- Compatibility: Acrobat 4.0 (PDF 1.3)
- Object-Level Compression: Off
- Auto-Rotate Pages: Off
- Binding: Left
- Resolution: 1200
- All Pages: Selected (Distilling single page postscript files)
- Embed Thumbnails: Unchecked
- Optimize For Fast Web View: Unchecked

Default Page Size

- Units: Inches
- Width: 11
- Height: 17

General tab

Images

Color Images

- Sampling: Bicubic Downsampling to: 300 ppi for images above: 300 ppi
- Compression: Automatic (JPEG)
- Image Quality: Maximum

Grayscale Images

- Sampling: Bicubic Downsampling to: 300 ppi for images above: 300 ppi
- Compression: Automatic (JPEG)
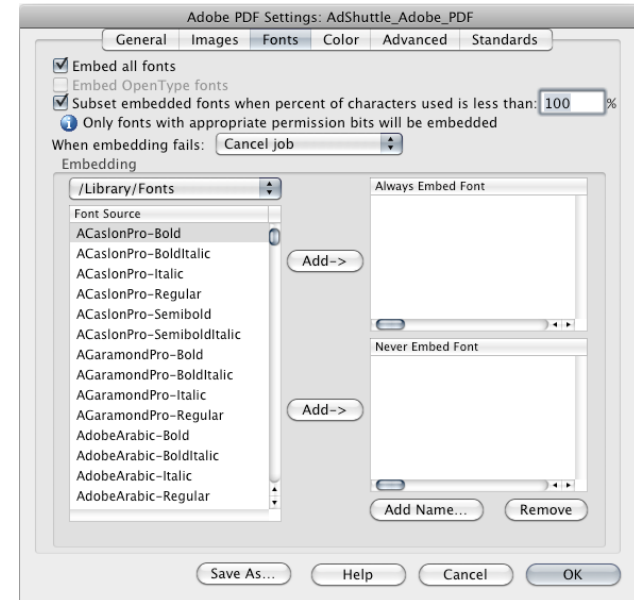- Image Quality: Maximum

Monochrome Images

- Sampling: Bicubic Downsampling to: 1200 ppi for images above: 1200 ppi
- Compression: CCITT Group 4
- Anti-Alias to gray: Off
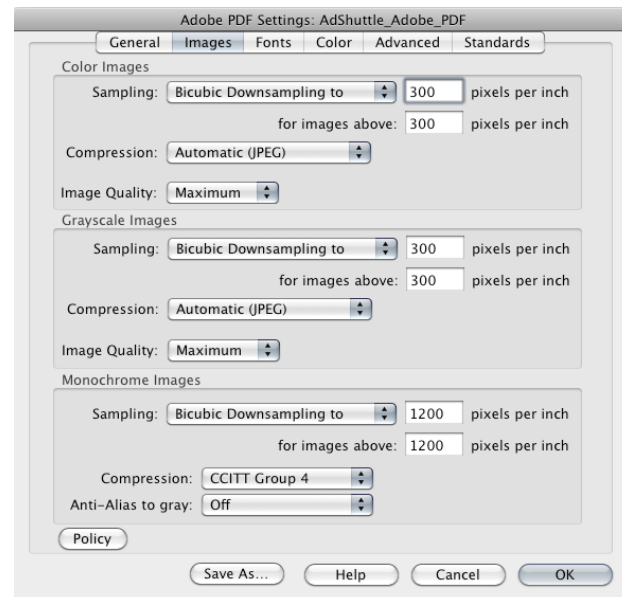
Images tab

Fonts

- Embed all Fonts: Checked
- Subset embedded fonts when percent of characters used is less than: 100%
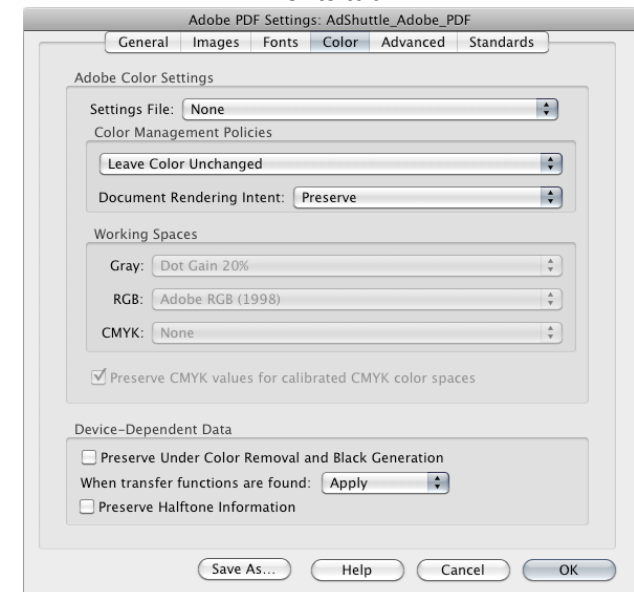- When embedding fails: Cancel Job

Fonts tab

Color

Adobe Color Settings

- Settings File: None
- Color Management Policies: Leave Color Unchanged
- Document Rendering Intent: Preserve

Device-Dependent Data

- Preserve Under Color Removal and Black Generation: Unchecked
- When transfer functions are found: Apply
- Preserve Halftone Information: Unchecked

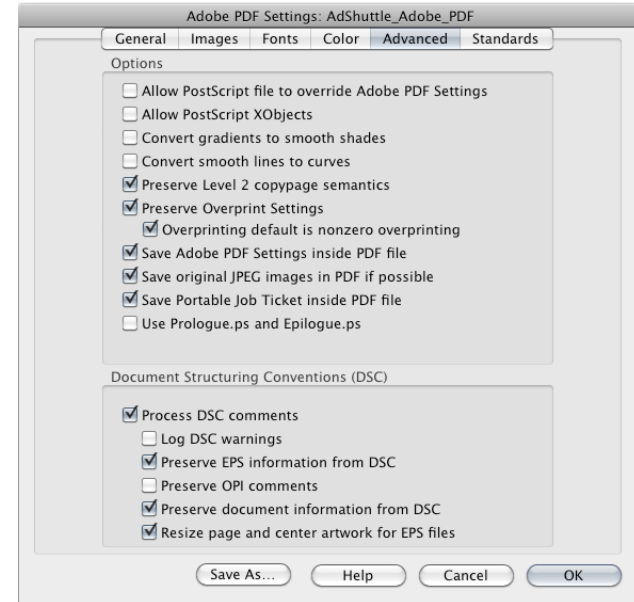Color tab

Advanced

Options
- Allow PostScript file to override Adobe PDF Settings: Unchecked
- Allow PostScript XObjects: Unchecked
- Convert gradients to smooth shades: Unchecked
- Convert smooth lines to curves: Unchecked
- Preserve Level 2 copypage semantics: Checked
- Preserve Overprint Settings: Checked
  - o Overprinting default is nonzero overprinting: Checked
- Save Adobe PDF Settings inside PDF file: Checked
- Save original JPEG images in PDF if possible: Checked
- Save Portable Job Ticket inside PDF file: Checked
- Use Prologue.ps and Epilogue.ps: Unchecked
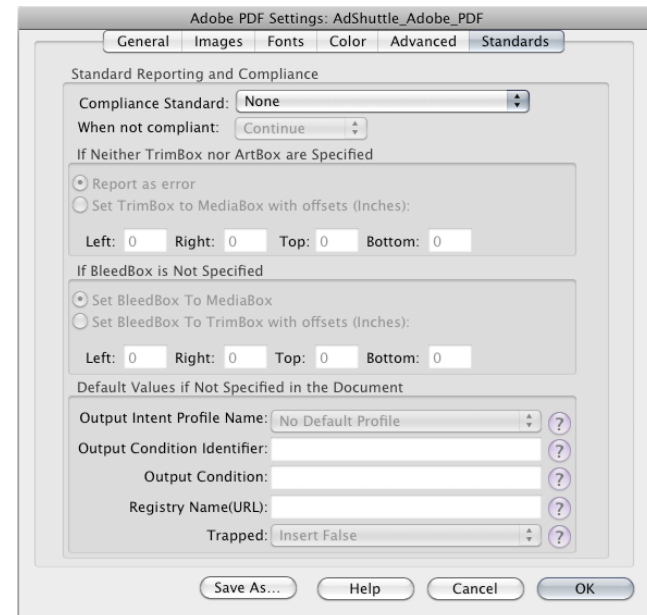
Document Structuring Conventions (DCS)
- Process DSC comments: Checked
  - o Log DSC warnings: Unchecked
  - o Preserve EPS Information from DSC: Checked
  - o Preserve OPI comments: Unchecked
  - o Preserve document information from DSC: Checked
  - o Resize page and center artwork for EPS files: Checked

Advanced tab

Standards
- Compliance Standard: None

Standards tab