

# TechLines

## Technical Information Sheet

November 3, 2009

## Exporting PDF from QuarkXPress 8

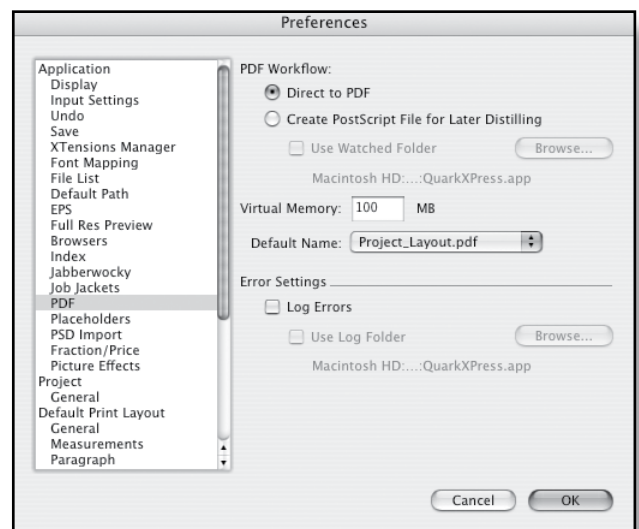
These are the settings that have proven successful for exporting a PDF file from QuarkXPress 8 here at Ripon Printers. In some instances even using these settings may not create a PDF file that processes flawlessly. It is crucial that you check the PDF file for any potential printing problems. Here at Ripon Printers we use PDF preflighting tools to check the PDF file for potential problems. We recommend that our customers use Enfocus PitStop to check the file. Please contact Jason Hauman, our customer education specialist, for a set of PitStop profiles that you can use for checking your files.

### 1. QUARKXPRESS/PREFERENCES



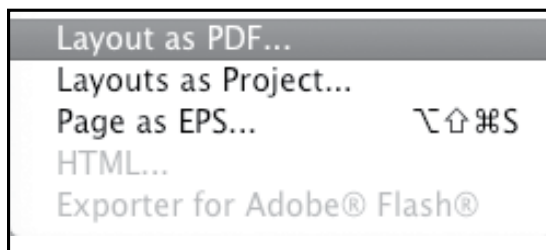
To export a PDF file from QuarkXPress, you first have to adjust the QuarkXPress preferences. To do this choose **QuarkXPress/Preferences**.

### 2. PDF PREFERENCES



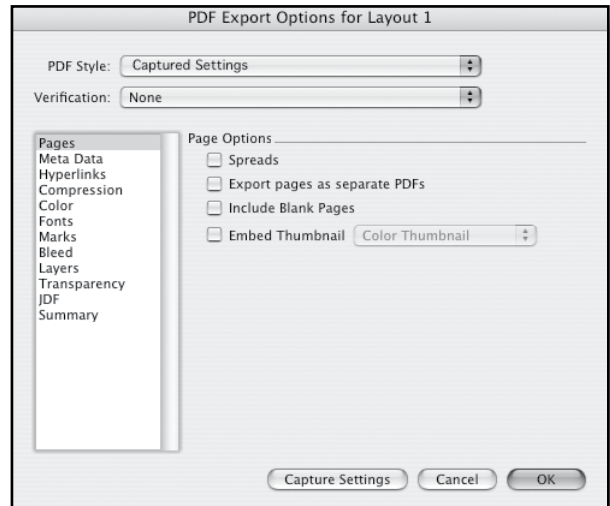
Click on the PDF tab. Press the **Direct to PDF** radial button.

### 3. FILE/EXPORT



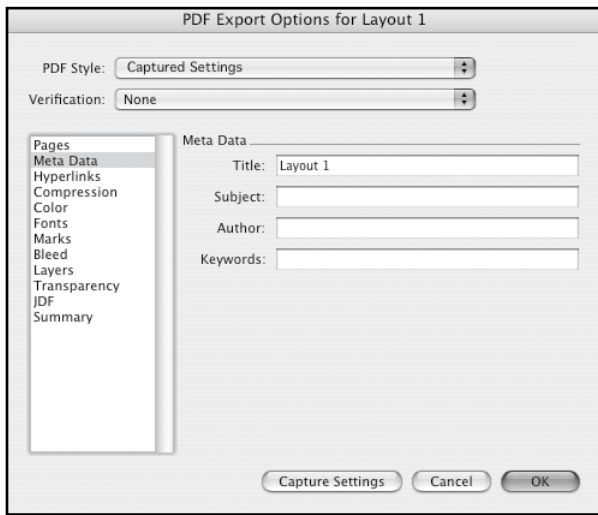
Choose **File/Export/Layout as PDF**.

### 4. PAGES



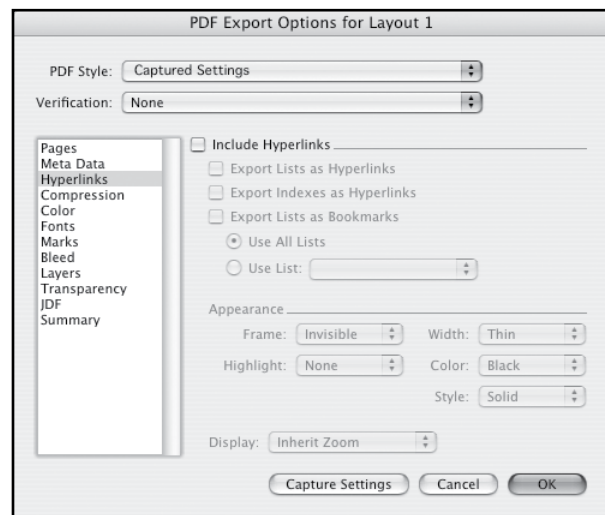
If exporting all pages in one document, you may need to include blank pages to keep the pagination correct.

## 5. META DATA



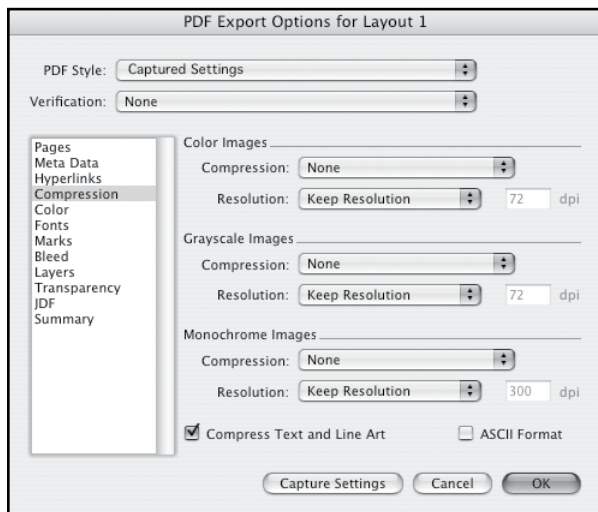
Meta Data doesn't have to be included in the PDF file.

## 6. HYPERLINKS



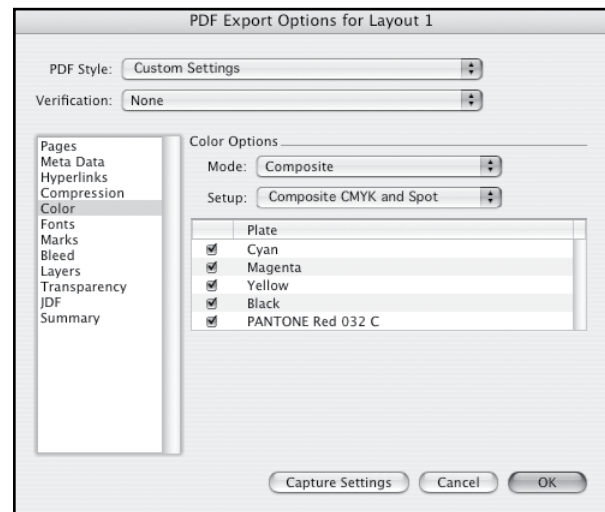
Hyperlinks should not be embedded in a PDF file that will be used for print production.

## 7. COMPRESSION



As a general rule we suggest that you don't apply file compression to the PDF file so that the image resolution that was specified in Photoshop is carried through to the PDF as well. Photoshop images should be built at 300 dpi resolution for optimal printing quality.

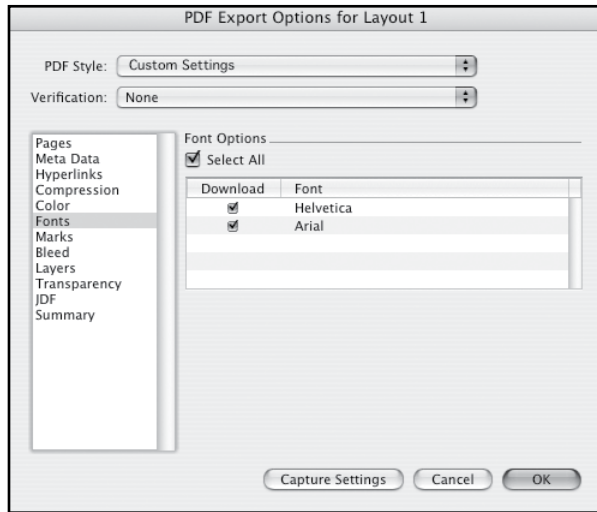
## 8. COLOR



QuarkXPress 8 users should be selecting **Composite CMYK and Spot** for their color. If your job is going to print CMYK only you will need to convert all spot colors to process before creating your PDF files. If your job is going to print with only spot colors make sure that you are only using spot colors that will print in the final piece.

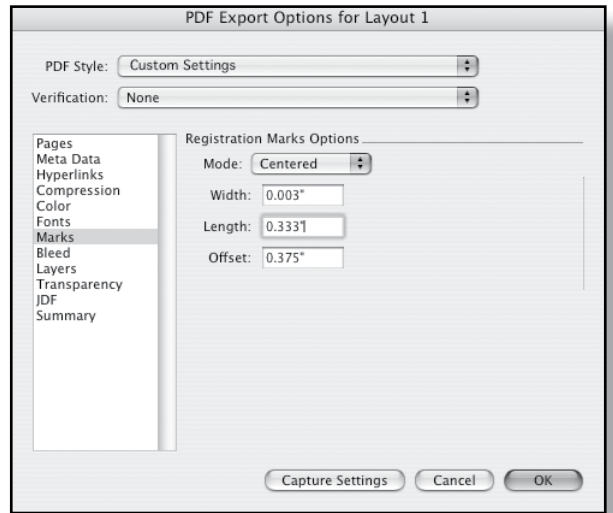
**NOTE:** QuarkXPress 8 is using the new Pantone Bridge color formulas for CMYK color breakdowns.

## 9. FONTS



Be sure to embed all fonts in your PDF file.

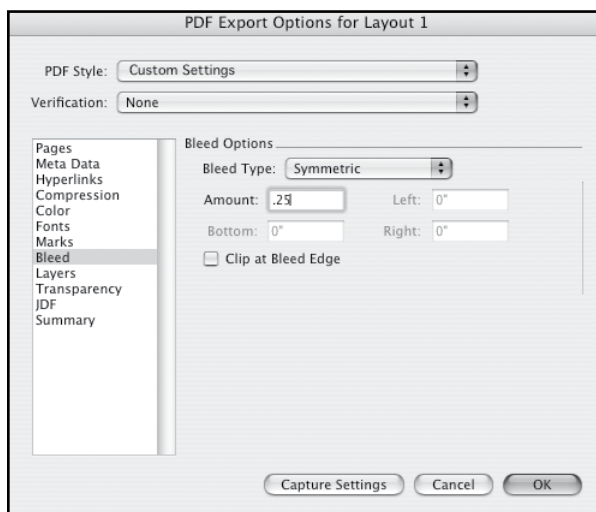
## 10. MARKS



Include registration marks when creating your PDF files. When adding registration marks the overall PDF page size will be increased so that they will fit on the page. Be sure to choose **Centered** when adding your marks. Also choose an **Offset** of .375". If your project is built at final trim size this will push the registration marks far enough away from the page and the bleed.

**NOTE:** If you didn't build your page at the quoted final trim size and we will need to reduce your pages, you will need to use more of an offset or else the registration marks could come into live copy area when the page is reduced.

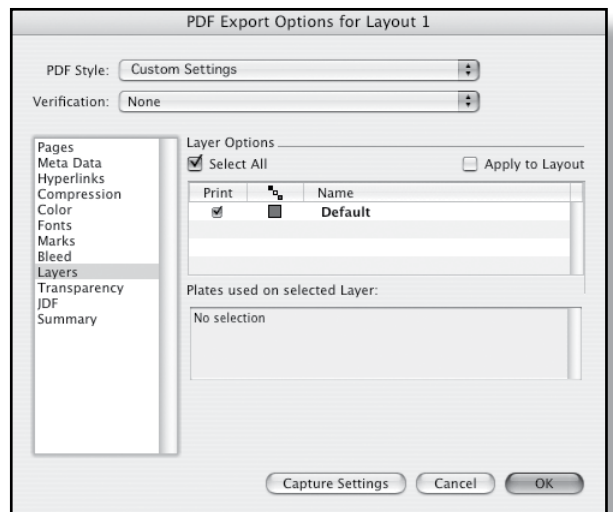
## 11. BLEED



Include .25" of bleed in your PDF.

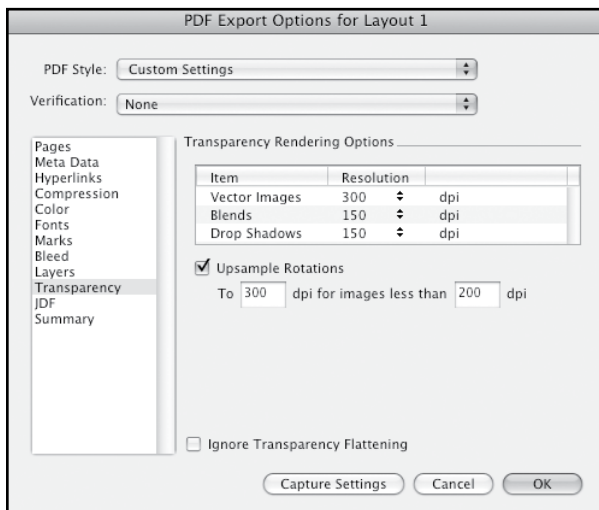
**NOTE:** If you didn't build your page at the quoted final trim size and we will need to reduce your pages, you will need to include more bleed in your file. This is because as the page is reduced the bleed that you specified will shrink along with the rest of the page elements.

## 12. LAYERS



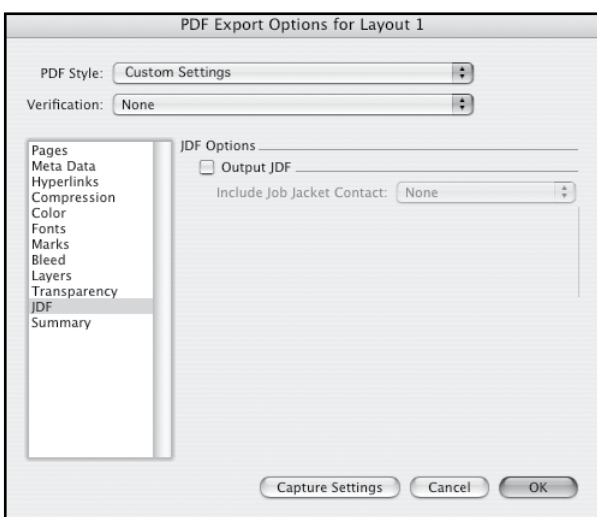
If you have built your QuarkXPress file using layers, you can turn on or off the layers when you are generating the PDF files.

### 13. TRANSPARENCY



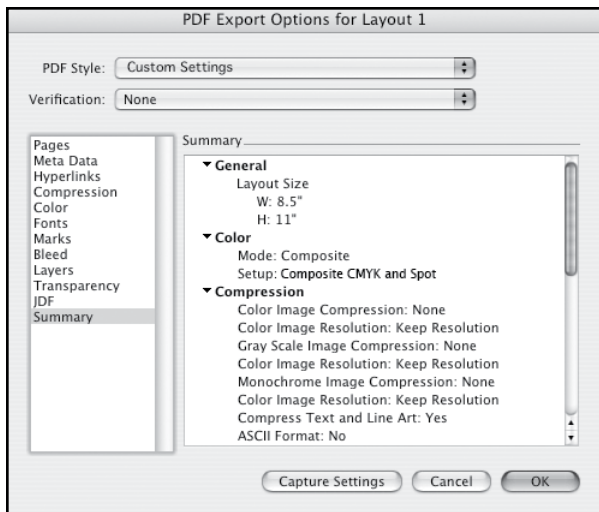
If your page includes objects which have been altered with opacity or drop shadows QuarkXPress will need to flatten the transparency. Use the settings above for flattening. Do not use the **Ignore Transparency Flattening** button. When this is used, all transparent objects are set to 100% opacity, effectively removing all transparency.

### 14. JDF



Leave **Output JDF** turned off.

### 15. SUMMARY



Gives a summary of all of the settings that have been used.