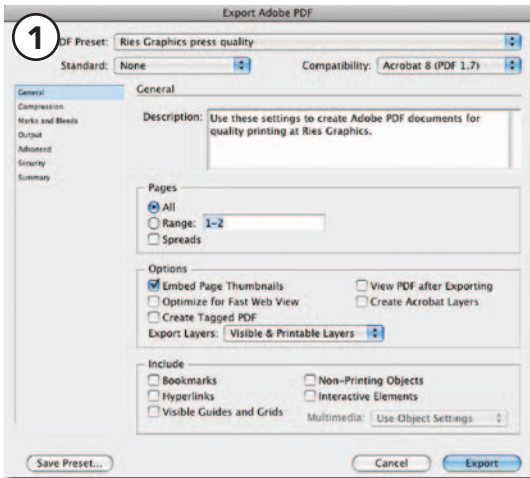


Exporting Press-ready PDFs from Adobe InDesign

The Apogee pre-press system used by Ries Graphics is one of the most powerful and versatile pre-press systems available, made even more versatile with the ability to do direct PDF file processing. However, there are specific procedures that need to be followed when exporting PDFs out of Adobe® InDesign® to ensure the proper processing of PDF files. The instructions below will help you write your PDF files to produce the best results. The following settings and screen captures are from InDesign CS4. Earlier versions of InDesign may differ somewhat from what you see here, but the basic principles are similar.



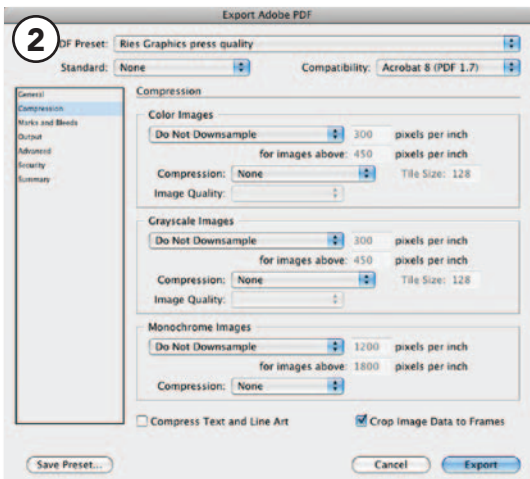
Before you begin...

We suggest that you do a quick preflight of your job before exporting your PDF, paying particular attention to the following items:

- Make sure that all color images are CMYK, not RGB. We suggest using Photoshop to make the conversions so that you can control the results. (It also does a better job.) Although Apogee can convert images from RGB to CMYK, the results may not be what you are expecting.
- By the same token, make sure that all grayscale images are set to grayscale (unless they are intentionally printing in CMYK).
- Spot colors in your document that are not being printed as spot colors should be converted to process. In InDesign, you can do this via the **Swatches** panel. Colors created using the RGB color space should be converted to CMYK, as well. Don't forget spot colors in linked Illustrator files — you'll have to change those in Illustrator.

Creating your PDF

Go to **File > Export**. You will have the opportunity to name your file. For **Format**, select **Adobe PDF**, click **Save**, and you'll be able to adjust the following:



1 General

Standard — Set to **None**.

Compatibility — Set to the latest version of Acrobat on the pull-down menu (currently **Acrobat 8.0**). This must be at least version 5.0 — if not, all transparency in your document (soft drop shadows, for example) will be flattened, which will cause trapping problems.

Pages area:

All or Range — as needed.

Spreads — In general, this should be **unchecked**.

Options area:

Embed Page Thumbnails — If desired, this may be checked.

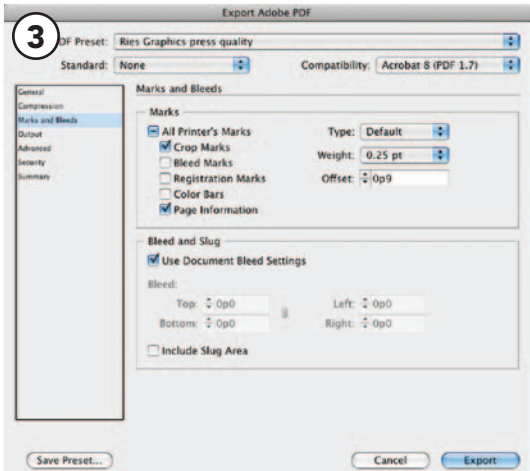
View PDF after Exporting — If desired, this may be checked.

Optimize for Fast Web View, Create Tagged PDF, Create Acrobat Layers — **Unchecked**.

Export Layers — Set to **Visible & Printable Layers**.

Include area:

All boxes should be **Unchecked**.



2 Compression

Color Images, Grayscale Images, Monochrome Images — all sampling settings should be set to **Do Not Downsample**. Compression for each should be set to **None**.

Compress Text and Line Art — **Unchecked**.

Crop Image Data to Frames — **Checked**.

3 Marks and Bleeds

Marks area:

Crop Marks — **Checked**.

(continued on next page)

