

# Specification

## Digital artwork PDF



*Acrobat 5.0*



*Acrobat<sup>™</sup> Distiller<sup>™</sup>*

In order to run our production as smooth as possible and to reach shorter lead-times, it is very important to use our templates. The templates are made in eps (Illustrator/Freehand) and Quark (InDesign).

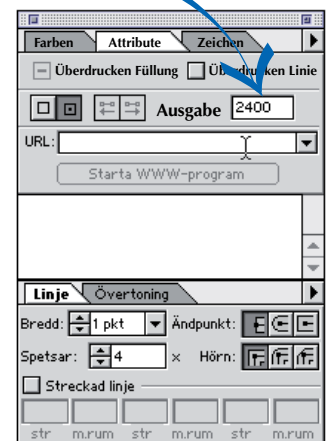
We would like you to create and send your files as PDF documents.

Minimum version for the file is PDF 1.3. This means that you must have Adobe Acrobat Distiller version 4.05 or higher. If not possible, please send us the files together with the pictures and typefaces that are used in the document.

This specification will illustrate how to save your documents.

It is very important that:

- The greyscale and colour pictures that you mount in your program must have a resolution of minimum 300 dpi. Line art images must have a resolution of minimum 1.200 dpi.
- The total ink of dark pieces in pictures and objects is not more than 260% (check the separation settings).
- The fonts are included.
- Printing under ATTRIBUTE is set to 2400 dpi (see picture) when the document is created in Adobe Illustrator.
- That you don't save as PDF directly from Illustrator, Photoshop or Freehand, but save as eps and use the Distiller to create the PDF.

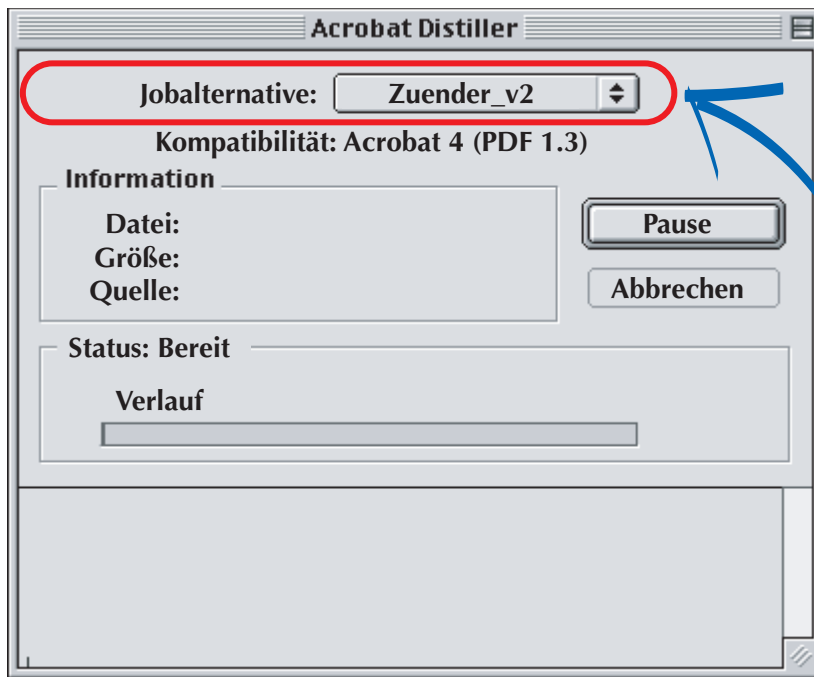


You'll get a file named

**Zuender\_v2.joboptions**

Put this file into the folder SETTINGS for the Adobe Acrobat Distiller folder.

You can now open the program Distiller and get a menu like picture.



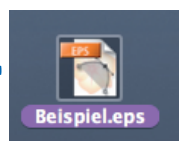
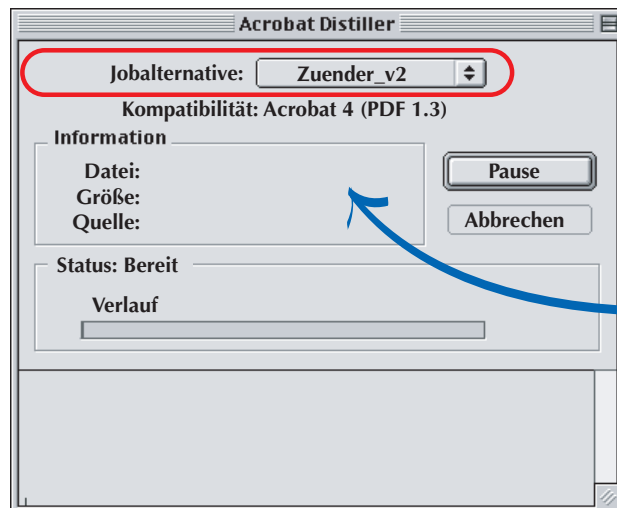
In Jobalternativ you can choose Zuender\_v2.

Just drag and drop the postscript file into the field "Information".

The Distiller now creates a PDF file.  
It will be saved with the right setting of our joboption.

**When you have the PDF file ready it's very important that you open the file and control if everything is ok.**

The PDF file is ready now for delivery to us.



If you don't want to create the PDF file yourself please send your data to us.

- a) We need a file in the format Illustrator, FreeHand, Quark or InDesign.
- b) Graphics should be delivered as vector data, text as text or curves.
- c) In case text will be delivered the fonts should be attached.
- d) Colour pictures should have a resolution of 300 dpi, bitmaps 1.200 dpi.
- e) All material should be available in CMYK colour range.
- f) All printing colours and/or colour parameters must be clearly defined.
- g) If printing colours are created in CMYK and PMS colours are demanded, or the other way around, colour differences can occur.
- h) If we need to scan material quality or colours can change. In order to avoid such problems, all material should be delivered in digital format.