

# SUBMITTING THE CORRECT PDF

WE WANT YOUR FILES TO PRINT CORRECT, NO FUSS, NO PROBLEMS, JUST PERFECT!

The Web2Print solution is a fully automated system whereby you can select the print you require and submit your order via our secure web portal. The system accepts orders placed using one of the online PDF templates or by uploading a print ready PDF.

In order for your artwork to print correctly the PDF supplied needs to be in the correct format for the system to process it properly. As it is a fully automated process what you supply is what will print. If the files are not supplied in the requested format we **do not** accept any responsibility for the finished job not being correct.

**We require your artwork to be uploaded as ONE PDF document, with the following specs:**

- » High Resolution PDF.
- » Single pages, not printer or reader spreads.\*
- » Must contain 3mm bleed and crop marks.
- » Must have the fonts embedded.
- » Needs to be in CMYK colour format.

\* We do however require spreads on perfect bound covers, this must also include the spine; and also on roll fold leaflets which will need to have smaller panels as the leaflet folds.

**ARTWORK GUIDES** are available on the website in order to ensure your artwork is of the correct dimensions with the right positioning. You should not place any critical content too close to the edges of your page, 'Image' area; and all images need to bleed off the edges of your page. Crop marks should also sit outside of the bleed area to ensure these will not be visible when trimming.



## WHAT IS A PRINT READY PDF?

A print ready PDF is a document created on a high enough quality setting to print from. If you are creating your artwork from professional software you should save out your page/s as a postscript file from your software with 20mm added to your page size all round and distill it through Adobe Distiller to create a print ready PDF. Please ensure that when you create your PDF that you manually select print and choose the 'press quality' setting. This is especially important when creating documents on the PC, and when converting Microsoft documents to PDF. For more guidance please refer to [www.pass4press.com](http://www.pass4press.com) and [www.freepdfcreator.org](http://www.freepdfcreator.org).

# IN MORE DETAIL...

## 1 - PREPARE

**Page Specs** - Make sure you have all the key information you need to create your artwork:

- » Trim Size - eg **A4** 210x297mm
- » Bleed Information - **3mm** bleed
- » Print Resolution - minimum **300dpi**
- » Colour Space - **CMYK**

**Content** - Check all your raster, bitmap and vector images meet the criteria for the job; it's critical that these external files have the correct resolution and colour space assigned from the beginning.

## 2 - ARTWORK

**Document Set Up** - Ensure your page is set up exactly according to the printer's spec. Start with the correct trim size; extend objects fully into the bleed area when necessary, and pay attention to the 'image' area.

- » Correct **Trim** size
- » Extend objects fully into the **bleed** area when necessary
- » Pay attention to the '**Image**' area
- » Check your colour space is **CMYK**
- » **Fonts** - use fonts which you have available on your system in order to embed them within the print ready PDF
- » **Placed Images** - all links are up to date, they are of the correct colour space and resolution
- » Ensure any transparency effects used are **flattened** correctly to ensure accurate results.

## 3 - CREATE

**Postscript** - The best method to create your PDF is to print your artwork out as a postscript file and convert it into a PDF through Acrobat Distiller. When printing out the file please follow the below specs (a more detailed document can be downloaded from the website):

- » Add 20mm to your desired finished page size. eg A4 would be 230 x 317mm. This is to allow bleed and crop marks to be clearly visible
- » Print with 3mm bleed on all sides
- » Ensure your pages are not scaled and that the page position is set to centered
- » You should print crop marks offset 3mm so these do not appear in your bleed area
- » Output your file as composite CMYK colour
- » Ensure all graphics are sent with complete fonts, postscript level 3, binary format
- » Colour Management is generally set to postscript let printer determine
- » You should use the High Resolution setting for the transparency flattener.

**Distill into a PDF** - Once you have saved your postscript file you should process it through Acrobat Distiller to create your print ready PDF. You should use the "Press Quality" setting for the best results, with all fonts embedded and high resolution images selected. (A more detailed document using screen shots can be downloaded from the website).