Design:

The "trim" size is your document size. ie: 11.25 inches by 17 inches. The "image area" will be one inch less in both directions. This allows for a 1/2 inch margin on all four sides of each page. Please keep this margin clear of ALL type and images. The only exception would be on your center spread, where you can span the center gutter. (Please see the diagram on the last page for an example of your document page.)

Keep the margins clear of images, page numbers, and type.

Your images should be CMYK and Grayscale. Not RGB or Index. You resolution should be 200 pixels per inch. Please keep your "black only" pages, black only.

Here are some tips for adjusting images prior to making your press-ready pdf.

1. Use Photoshop's eyedropper tool with the sampling set to 3px by 3px average. Hold the eyedropper over the portion of the image to be measured and note the readout in the Info palette (Window->Info).

2. Correcting grayscales: The darkest areas (aka shadows) should read 90-95%. The lightest areas (aka highlights) should read 0-5%. The midtone areas should look just a little lighter than you want.

3. Correcting color images: Images should be CMYK. Flesh tone areas should have the yellow and magenta areas pretty close together with the yellow being just a little higher than magenta. ie: Yellow 32%, Magenta 30%.

4. Balanced white areas should read (CMYK respectively): 10,6,6,0; or 8,6,6,0; or 6,4,4,0. Get the idea? If your white areas are reading a higher yellow or magenta, your final print will show yellow or magenta. Various monitors display this differently and are hard to judge color just by looking. We always suggest using the numbers instead of your eyes.

What goes into creating a Press-Ready PDF?

When created properly, the pdf will downsample the resolution of any images that have more resolution than is necessary. All fonts used in the document will be embedded into the pdf so it is available when we RIP your file. Grayscale (black and white) images and type should be black only, not RGB or Registration.

Remember: You now have access to our entire library of video tutorials. The videos are short, easy to understand, and can save you on headaches and printing cost. Visit our web site to view our tutorials. www.mullenpublications.com

Creating a Press-Ready PDF:

A pdf is the most cost effective way to print your file. Go to File–>Export. Choose a location and name for your pdf. The next two pages will show you the pdf settings from InDesign. If you are using QuarkXpress, you should be able to apply the settings, though the interface will look different.

Export A Press-Ready PDF

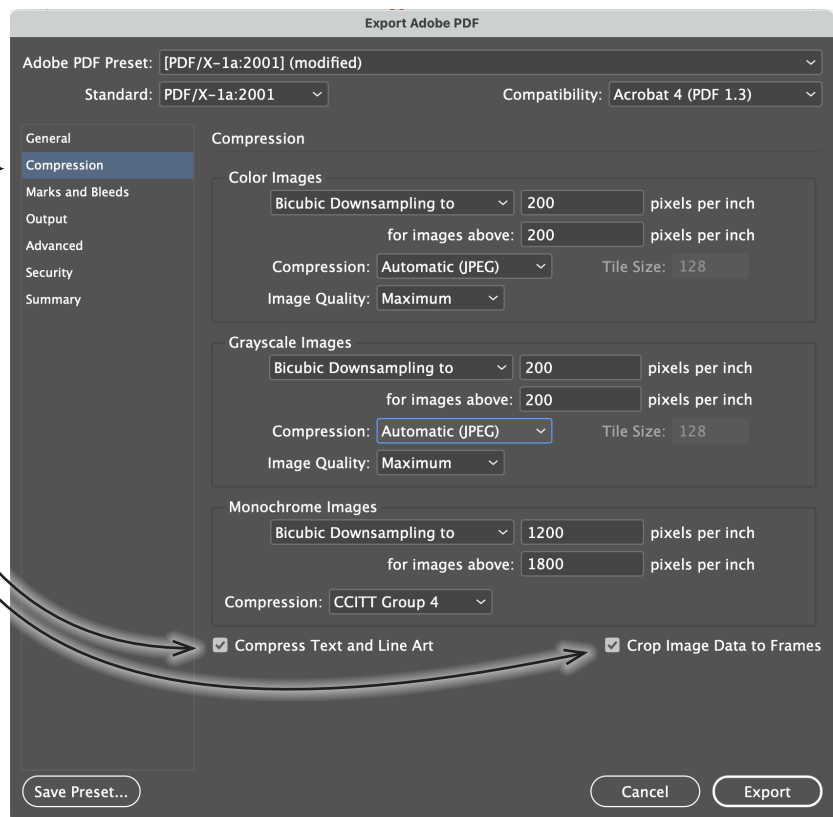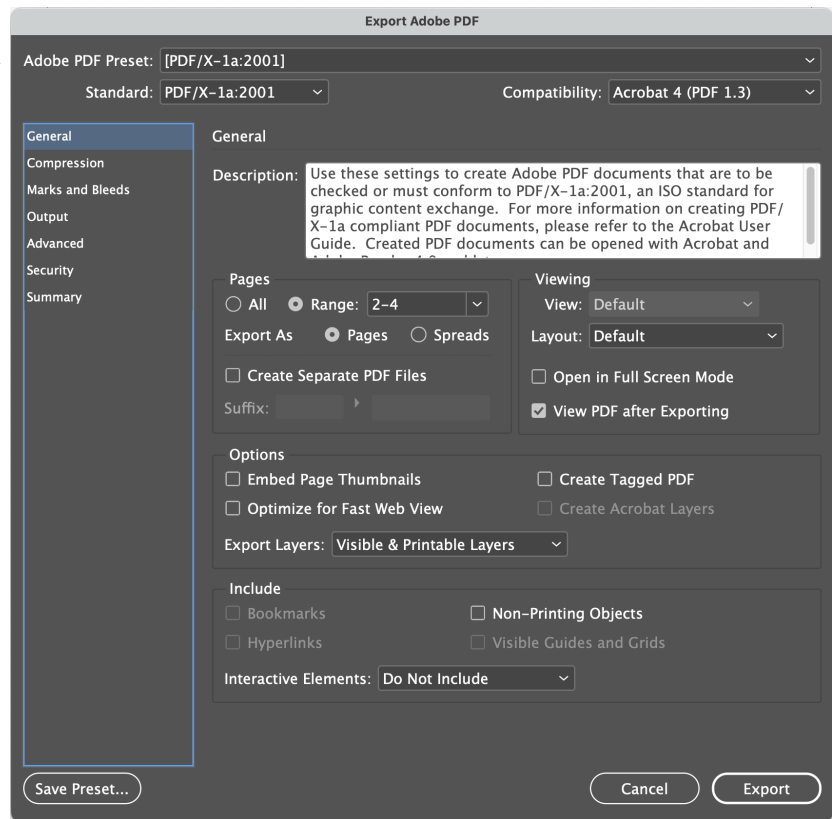Optimizing Your File For Mullen Publications, Inc.

Here is the easiest way to make a press-ready PDF for printing at Mullen Publications, Inc.

1.) Choose "PDF/X-1a:2001" from your Adobe PDF Preset menu.

2.) In the left menu, click on "Compression" and manually change the Color Images and Grayscale Images to "200ppi for images above 200ppi"

Check these two.
(Crop Image Data to Frames will create a smaller file size)

3. In the left menu, click on Marks and Bleeds. Be sure they are all turned off.

4. In the left menu, click on Output. Confirm the settings look like this.

5. Be sure to Save Preset for future access to the settings in the pull-down menu at the top.

6. Click Export to create your file.

Export Adobe PDF

Adobe PDF Preset: [PDF/X–1a:2001] (modified)

Standard: PDF/X–1a:2001   Compatibility: Acrobat 4 (PDF 1.3)

General
Compression
Marks and Bleeds
Output
Advanced
Security
Summary

Marks and Bleeds

Marks
☐ All Printer's Marks   Type: Default
☐ Crop Marks   Weight: 0.25 pt
☐ Bleed Marks   Offset: 0.0833 in
☐ Registration Marks
☐ Color Bars
☐ Page Information

Bleed and Slug
☐ Use Document Bleed Settings

Bleed:
Top: 0 in   Inside: 0 in
Bottom: 0 in   Outside: 0 in
☐ Include Slug Area

Save Preset...   Cancel   Export

Export Adobe PDF

Adobe PDF Preset: [PDF/X–1a:2001] (modified)

Standard: PDF/X–1a:2001   Compatibility: Acrobat 4 (PDF 1.3)

General
Compression
Marks and Bleeds
Output
Advanced
Security
Summary

Output

Color
Color Conversion: Convert to Destination
Destination: Document CMYK
Profile Inclusion Policy: Don't Include Profiles
☐ Simulate Overprint   Ink Manager...

PDF/X
Output Intent Profile Name: U.S. Web Coated (SWOP) v2
Output Condition Name:
Output Condition Identifier: CGATS TR 001
Registry Name: http://www.color.org

Description
Position the pointer over a heading to view a description.

Save Preset...   Cancel   Export

11.25 Inches

10.25 Inches

15 Inches

14 Inches

EXAMPLE DIMENSIONS
OF A
SHORT TABLOID 11.25 X 15 INCHES

This example is for 15-17 inch tabloids

- **Your document trim size should be 11.25 X 17 inches (or 15 in.)**
- **Leave 1/2 inch margin on all four sides**
- **Your "Live" area is now 10.25 X 16 (or 14)**
- **All black items should be "Black" or "Grayscale"**
- **All color items should be "CMYK", not "RGB"**
- **Your images should be 200 ppi or larger**