

# SUPPLYING ADOBE ACROBAT™ PREPRESS PDF FILES to sfam *Microbiologist*

PLEASE NOTE that PDF's created by other applications, such as CorelDraw! or Microsoft Word may not meet our standards. We strongly recommend you create your PDF file(s) with Adobe ACROBAT™ Distiller using our custom Distiller joboptions settings file. You can obtain this file from the website. Once you have obtained it you should copy it to your Adobe Acrobat Distiller application folder on your PC or Mac. This is a PLAIN TEXT file that you should place in your Adobe ACROBAT™ Distiller SETTINGS folder. On Windows PC's this folder is usually in: C:\Program Files\Adobe\Acrobat 5.0\Distillr\Settings. On Apple Macintosh computers this folder is usually in Macintosh HD: applications: Adobe:Acrobat 5.0: Distiller:Settings. If the Mac does not recognise this file as a joboptions settings file you will need to manually copy the settings and create a new joboptions settings file. The file is a PLAIN TEXT file and can be edited in any text editor.

## IMPORTANT ARTWORK CONSIDERATIONS

Before you create your PDF YOU MUST ensure your artwork is the **CORRECT SIZE** for the advertising space you have booked. Please read our accompanying ADVERTISING DATA SHEET PDF (obtainable from the website and the Society) if you are unsure of the correct size. Your artwork should NOT contain any RGB colours. **ALL images MUST BE in CMYK EPS or TIFF file format** (or Greyscale EPS or TIFF file format if the images are Black and White only). Any Pantone or other spot colours used in your document **MUST** be set to separate to CMYK. Any **bitmap** (raster) images **MUST** be in CMYK EPS or TIFF format and placed in your document at 100% size at a resolution of 300dpi. If you have used any **vector** images in your artwork (such as drawings or tables) please ensure they are in EPS file format and that any fonts used in them are converted to outlines/curves. Images should **NOT** be **rotated, skewed, or scaled**. Please note that Adobe Photoshop and Microsoft Word/Excel/Powerpoint are **NOT** suitable applications to create your advert in. Finally, please enclose an **accurate colour proof** of your advert at **ACTUAL SIZE** if you are supplying files on disk by post.

## CREATING A PDF FILE

Please **MAKE SURE** your PDF file is Acrobat 4.0 compatible (PDF version 1.3). For technical reasons we cannot accept PDF 1.4 (Acrobat 5 compatible) or PDF 1.5 (Acrobat 6.0 compatible) files at this time. Making a PDF for *Sfam Microbiologist* is a **two step process**.

**Step 1** Import our Acrobat Distiller job options settings file into your Distiller joboptions application folder. (see above). Or, create your own job options settings file using the settings in our file.

**Step 2** Write a PDF file using our Distiller Job options settings file. If you are unsure how to do this please consult your Adobe Acrobat™ Distiller Printer documentation.

## Writing PDF files on a Windows™ PC

If you are using a Windows™ PC print your document to the Acrobat™ Distiller Printer using a page size that will accommodate your artwork AND sufficient margins for standard trim and registration marks if it bleeds. To make sure our job options is the active file, open Distiller and make sure it is selected. Then close Distiller. Distiller will create a PDF file at 2400 dpi containing all the images and fonts used in your document. Then either email the PDF file directly to our production company (work@pollardcreativity.com) or supply it to the Society by post on disk.

## Writing PDF files on a Macintosh™ Computer

Select the Adobe PS printer Driver in the Chooser. Then Print your document to the printer called "Create Adobe PDF" making sure the Distiller printer ppd is selected in your application's Print menu. You will also need to select our Distiller job options file. This is done from within your application's Print menu. Please remember to allow sufficient margins for bleed and trim and registration marks as described above if you have booked a full page bleed advert.

**IF YOU NEED FURTHER HELP IN PREPARING YOUR PDF FILES TO OUR SPECIFICATIONS  
PLEASE CONTACT OUR PRODUCTION COMPANY on 01933 665617 or by sending an email to:  
sfamads@pollardcreativity.com.**