

TIPS Pagemaker for MACINTOSH

NOTE: If you are sending us your files in Pagemaker, we REQUIRE a PDF file. DO NOT send us your layout, fonts and images. All files submitted in Pagemaker Format will require additional conversion once at ADA at \$65/hour. (see next page for Exporting instructions)

1. When submitting files in Pagemaker, please download our EPS templates found at the link below. The template EPS can be placed into your pagemaker document in a picture box.

www.artistdevelopment.com/templates.html

2. Please DO NOT alter these templates in any way, they were created according to the specifications of our manufacturing plant.

3. Make sure all of your images are properly linked into your Pagemaker file by going to FILE "links manager". Be sure status says "This item is up to date."

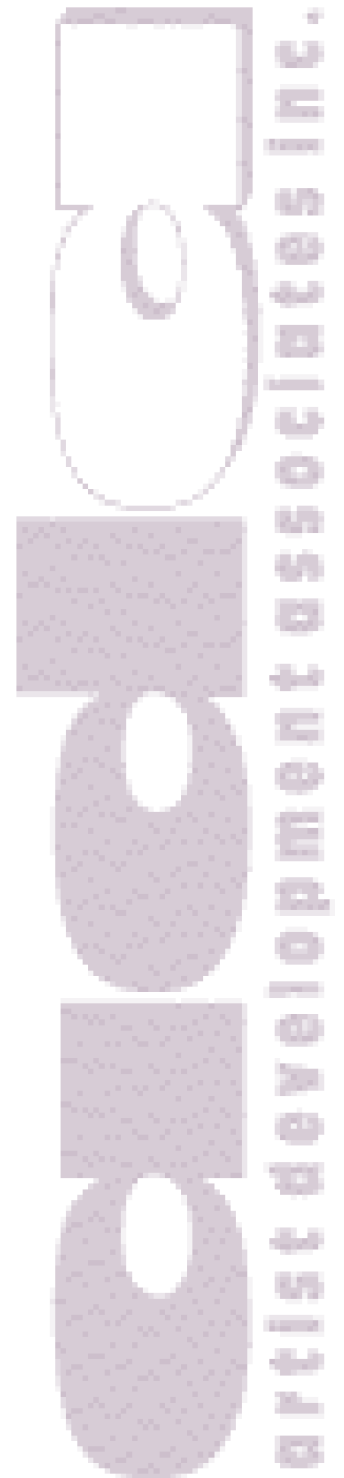
4. Resolution of all included images should be at 300 dpi at ACTUAL SIZE. Low resolution files will not render correctly during the printing process. Since there is no way to check the resolution of an image in Pagemaker, you will need to know the resolution of that image before placing it in Pagemaker. If you scale the image after you place it, remember that you will be changing the resolution. Do not use LZW compression when saving images.

5. Make sure to pull your design at least 1/8 inch beyond the crop marks for bleed. To avoid cropping any important items, set text and non-bleed images 3/16 inch in from crop mark.

6. If the font you are using is a TYPE 1 font, make sure to include both the SCREEN FONT and the PRINTER FONT with your file. TRUE TYPE fonts contain both the screen font and printer font in one file. Please DO NOT USE Multiple Master Fonts. They cause problems during the printing process. If the font you are using has "MM" in its name, please choose a different font.

7. DO NOT use MENU STYLE FONTS. This refers to making a font bold, italicized etc by using the TYPE "STYLE" menu in Pagemaker. This results in unwanted Font replacement.

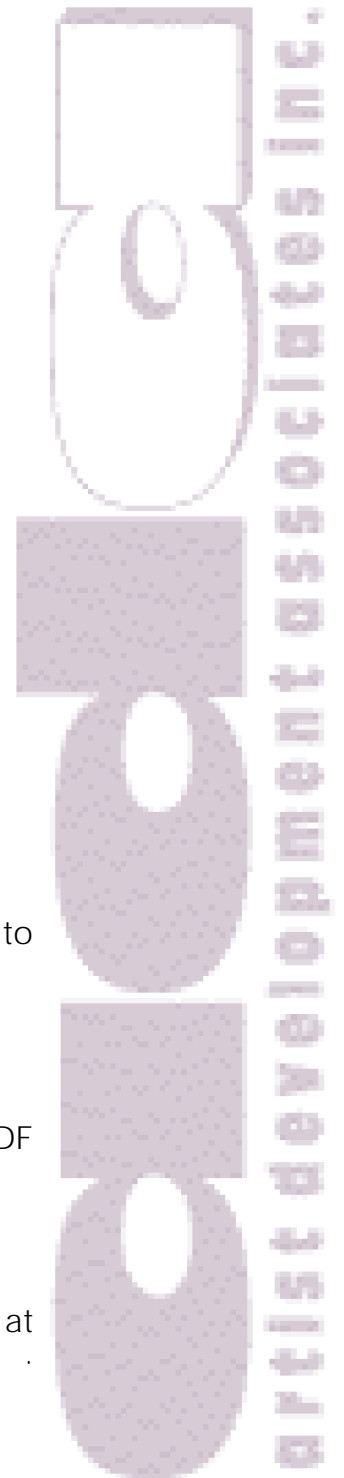
8. All images should be in CMYK color mode. (Cyan, Magenta, Yellow and Black) Please do not submit files in RGB. (Red, Green, Blue) There is a color shift when images are converted from RGB to CMYK and your files may look different following conversion. ADA cannot be held responsible for color differences if files are submitted in RGB



TIPS *Pagemaker* for MACINTOSH

FOLLOW THESE INSTRUCTIONS FOR EXPORTING YOUR PAGEMAKER FILE TO A PDF (REQUIRED)

1. Go to FILE >Export>Adobe PDF
 - Click "distill now"
 - Set Printer Style to "Acrobat"
 - Set Page Size to "Same as current publication"
 - Set Pages to "All"
 - Set PDF Style to "Print"
 - Click the Next button
2. FORMAT & FONTS
 - Set Compatibility to "Acrobat 3.0"
 - Click to "Embed All Fonts" and "Subset fonts below 99%"
 - Click the Next button
3. COMPRESSION
 - Be sure all are set to "None" and "Same as Original"
 - Check "Compress text and line art". Click the Next button
4. COLOR MODEL
 - Choose "CMYK". Click the Next button
5. DOCUMENT INFORMATION
 - optional, do not need to enter info here, Click Next button
6. HYPERLINKS
 - Make sure NO options are checked, Click the Next button
7. ARTICLES AND BOOKMARKS
 - DO NOT check Export Articles, Click the Next button
8. NOTES ON FIRST PAGE
 - optional, do not need to enter info here, Click Next button
9. ADVANCED OPTIONS
 - Be sure NOTHING is checked
 - Make sure "Transfer functions and UCT/Black Generation is set to "Preserve". Click the Next button
10. MISCELLANEOUS
 - Make sure EVERYTHING is checked here
 - Click EXPORT
11. Your file is now saved as a PDF. VERY IMPORTANT: OPEN YOUR PDF IN ADOBE ACROBAT AND CHECK THE FOLLOWING
 - ALL Images, Fonts, Logos etc are accounted for
 - Go to FILE>Document Info>Fonts. Make sure that all fonts say Embedded.
12. Download the ADA Order Form, General Terms and Licensing Form at this link. Please include these forms with your artwork .
<http://www.artistdevelopment.com/forms/adaorderform.pdf>
13. Submit files to ADA on ZIP disk, Jaz Disk, CDR or Floppy.



TIPS *On-Cd* for MACINTOSH

- Please use the templates found at the link below. Quark Xpress templates are provided as well as Illustrator EPS templates which can be used for Illustrator, Photoshop and Pagemaker.
www.artistdevelopment.com/duplication/templates.html
- Please DO NOT alter these templates in any way, they were created according to the specifications of our manufacturing plant.
- ALL COLORS (including Black and White) count as colors. The CD is Silver. Two color on cd printing is standard is all ADA pricing. Call us for pricing on additional colors
- ON CD printing is a silk screening process where ink is actually applied to the surface. Keep in mind that extremely small images or text may fill in. Keep this in mind as well when choosing fonts. Vector based fonts work best as opposed to pixel based type.
- All areas showing white in your design will knock out to the silver of the CD unless otherwise noted.

