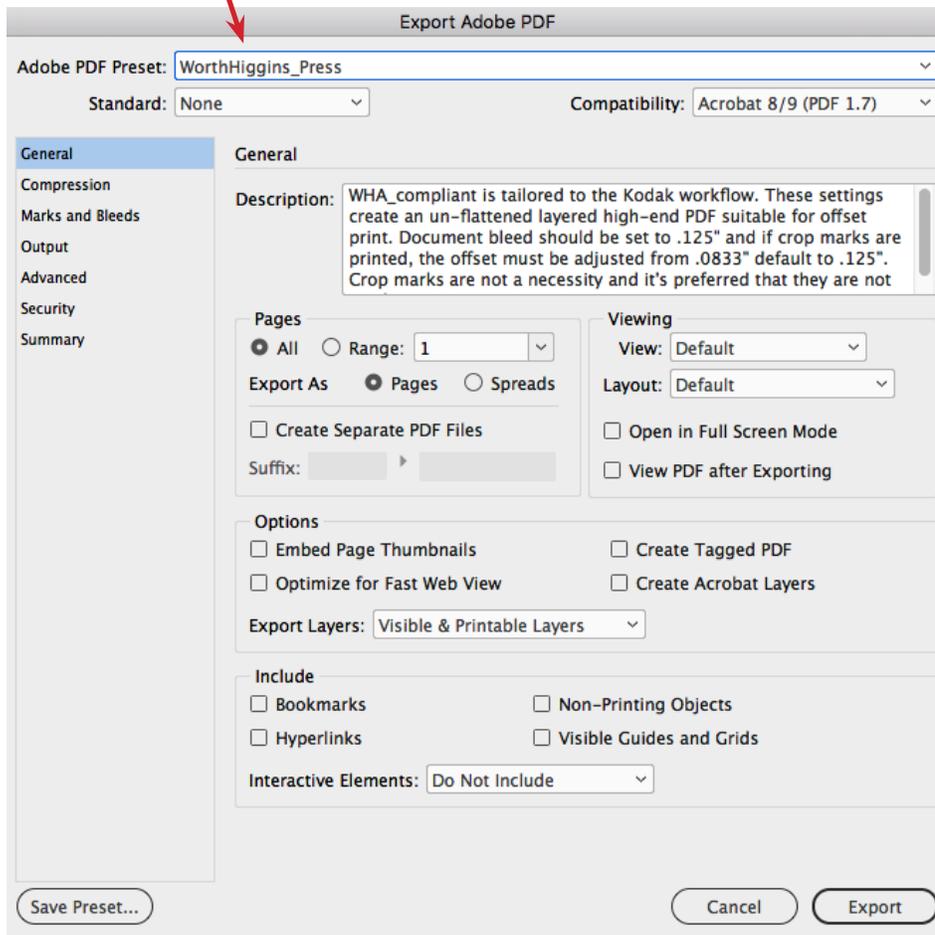
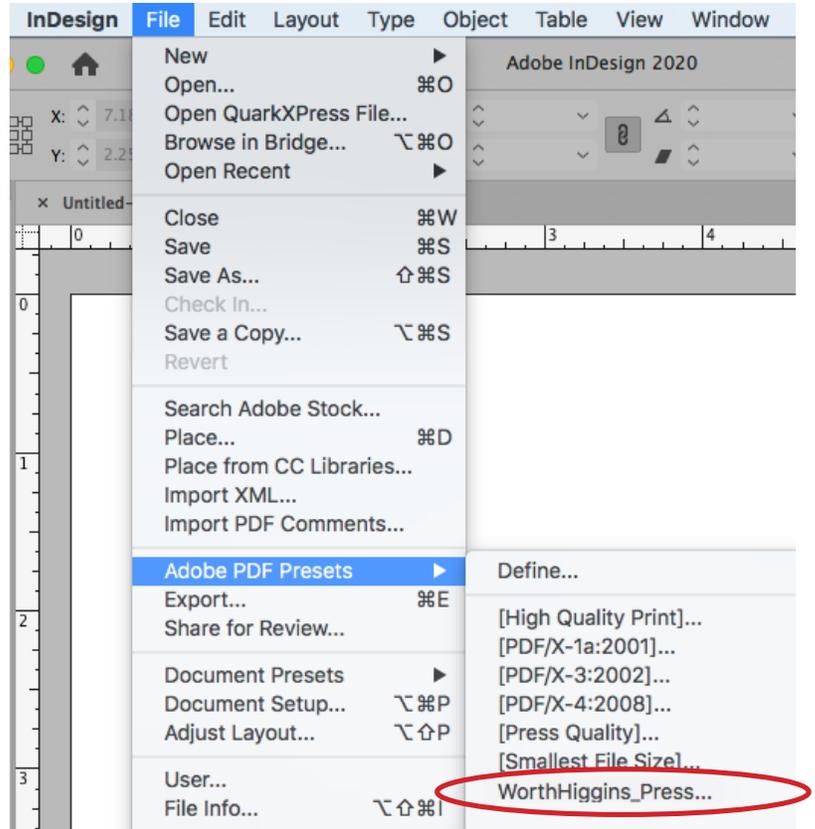


EXPORTING A PDF

- Extend all graphics, text, photos or images 1/8" beyond the page size to allow for bleed.
- Export the pages of a book as single pages, not spreads.
- Contact us for details on how to reduce the size of each successive panel in a roll fold brochure. Or, provide source files and we will adjust panel size for you.
- Provide source files for projects that require:
 - die-cutting
 - embossing
 - foil stamping
 - image editing
 - spot varnish
 - spot coating
- Verify that your final PDF contains the desired colors to be printed (cyan, magenta, yellow and black for 4-color process and/or spot colors). You can check color separations in most professional graphic applications and in Acrobat Pro (not the Reader version). Go to the "**Advanced**" or "**Tools**" **Menu/Print Production/Output Preview**.
- Keep total ink density below 320% for coated stock and below 280% for uncoated stock best results.
- Our preferred rich black build is 50% cyan, 40% magenta, 40% yellow and 100% black. (Keep total ink density below 280% if large areas require rich black.) Convert RGB blacks to 100% black.
- Visit worthhiggins.com/resources to download our Adobe PDF preset and the icc color profile. Copy the **GRACoL2013_CRPC6** icc profile into your system. On the Mac platform go to **Library/Application Support/Adobe/Color/Profiles/Recommended**. If you are not able to install an icc profile on your computer, use the profile called: Coated GRACoL 2006 which installs with Adobe CC. Verify that Color Management is turned on in your application.

INSTALLING THE WORTH HIGGINS & ASSOCIATES PDF PRESET IN INDESIGN

- Copy the file called **WorthHiggins_Press.joboptions** to your hard drive.
- Open InDesign and go to: **File Menu/Adobe PDF Presets/Define/Load** and then path to the Worth Higgins & Associates job options file. After it is loaded it will become an option in the Export preset menu.
- When you're ready to make your PDF, go to: **File Menu/Export**. Select the Adobe PDF (Print) format and choose the Worth Higgins Press preset. The following screenshots show how the menus will look.
- Once installed, this preset will be available for use throughout other Adobe applications.



Export Adobe PDF

Adobe PDF Preset: **WorthHiggins_Press**

Standard: **None** Compatibility: **Acrobat 8/9 (PDF 1.7)**

General

Compression

Marks and Bleeds

Output

Advanced

Security

Summary

Color Images

Bicubic Downsampling to: **400** pixels per inch
for images above: **600** pixels per inch

Compression: **JPEG** Tile Size: **128**

Image Quality: **Maximum**

Grayscale Images

Bicubic Downsampling to: **400** pixels per inch
for images above: **600** pixels per inch

Compression: **JPEG** Tile Size: **128**

Image Quality: **Maximum**

Monochrome Images

Bicubic Downsampling to: **1200** pixels per inch
for images above: **1900** pixels per inch

Compression: **CCITT Group 4**

Compress Text and Line Art Crop Image Data to Frames

Save Preset... Cancel Export

Export Adobe PDF

Adobe PDF Preset: **WorthHiggins_Press**

Standard: **None** Compatibility: **Acrobat 8/9 (PDF 1.7)**

General

Compression

Marks and Bleeds

Output

Advanced

Security

Summary

Marks

All Printer's Marks Type: **Default**

Crop Marks Weight: **0.25 pt**

Bleed Marks Offset: **0.125 in**

Registration Marks

Color Bars

Page Information

Bleed and Slug

Use Document Bleed Settings

Bleed:

Top: **0.125 in** Left: **0.125 in**

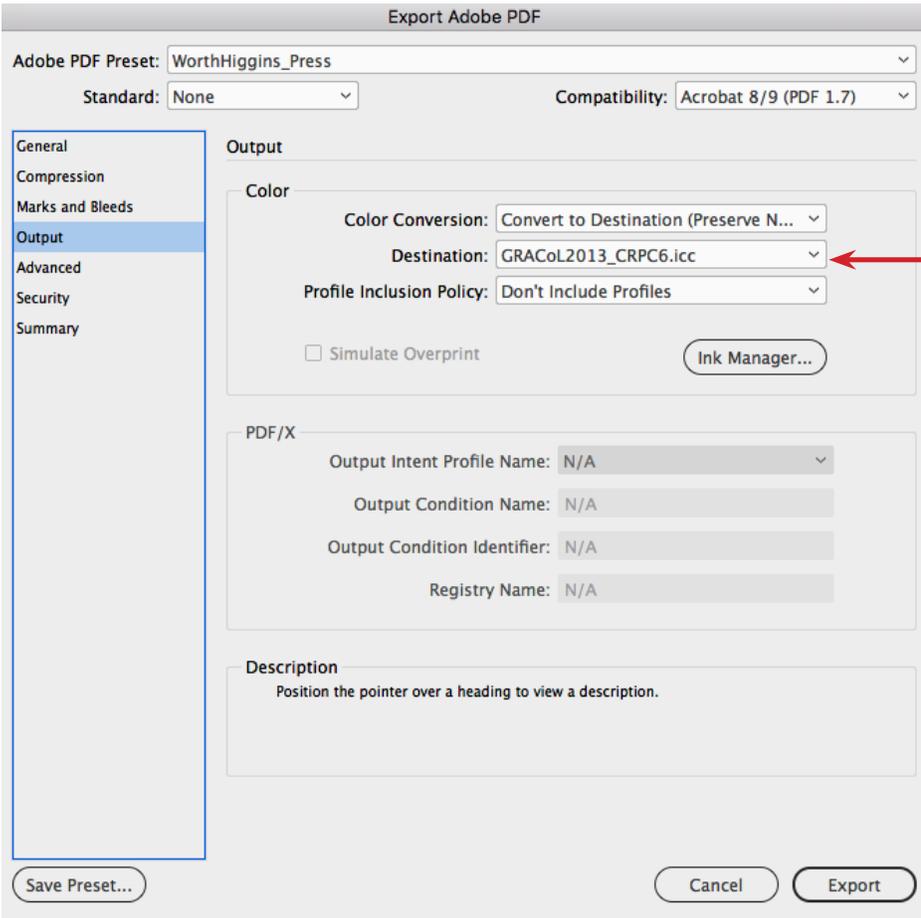
Bottom: **0.125 in** Right: **0.125 in**

Include Slug Area

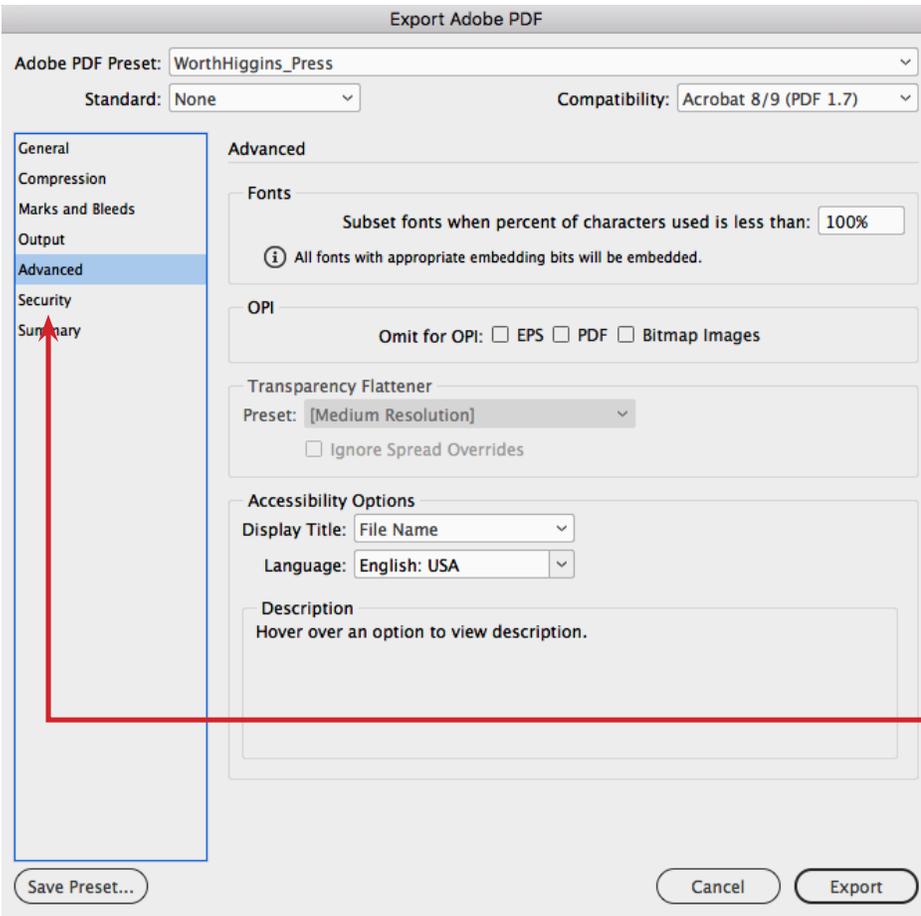
Save Preset... Cancel Export

- It is not necessary to include crop marks.

- Extend all graphics, text, photos or images 1/8" beyond the page size to allow for bleed.



- If you are not able to install the GRACoL2013 icc profile on your computer, you can use the profile called Coated GRACoL 2006, which typically installs with Adobe CC. You should modify and resave the preset with this profile.



- Do not apply security.