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What makes a perfect PDF for Web exPress?

Here are the guidelines for making a Press Ready PDF:

IMAGES

All images must be a high resolution of at least 200dpi for Web printing and 300 dpi for Offset printing. Images that are pixel based should be placed in your document at 100%.

Your PDF must be in CMYK color mode and not RGB as these are the inks that are used for printing and ensures better color quality in the final printed product.

Any black color areas or text that are composed of all 4 colors (CMYK), must be changed to "Black Only". This is especially important of any text that is below 14pts in size.

PAGE LAYOUT

Any images or color areas that are intended to extend beyond the final trim size must be included when making the final PDF. This area is called "Bleed" and we need 1/8" to 1/4" for printing. If your publication has over 80 pages 1/4" is highly recommended.

Your document must be centered in the final PDF with equal margins on all sides.

Our standards for the "Type Safety Area" is 1/4" inside the final trim area. Please make sure that important copy, images (that don't bleed) and text is within this area.

FONTS

Make sure to "embed all fonts" when making your PDF. For an added precaution you can change all the text in your final document to "Outlines".