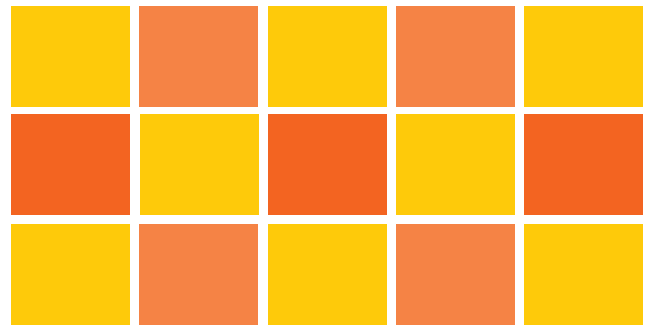


exporting PDF files successfully



Understanding the printing process and what will reproduce on newsprint with the quality you are looking for can be mind-boggling. The following website can help you understand what you need to do to ensure that quality...

http://www.snapquality.com/uploads/SNAP_2009_2_.pdf

The following recommendations come from SNAP or have been proven through experience to relieve many problems when processing files for print.

When you are ready to begin designing your pages remember to send test files early on to prevent wasting your time later. Remember to repeat testing anytime you upgrade or make changes to your software.

- Make the dimensions of the file the actual size that it will be printed, with no margins.

25" Broadsheet: Image area: 11.5" x 21.5"

27.5" Broadsheet: Image area: 12.75" x 21.5"

25" Tabloid: Image area: 10.25" x 11.5"

27.5" Tabloid: Image area: 10.25" x 12.75"

34" Tabloid: Image area: 10.25" x 16"

34" Minitab: Image area: 7.25" x 9.5"; Bleed area: 8.75" x 11"

- Do not overlay filled graphic elements to hide non-printing items; delete unused elements and other items from the pasteboard area outside of the page perimeter.

- Keep text and graphics completely within the page dimension boundaries to prevent possible errors during file processing.

- Avoid intricate layered blends; they may make the page files too complex for a RIP and the file may not print as expected. To minimize output problems, flatten or composite all layers before saving the final file.

- Remember that an EPS (Encapsulated PostScript) file nested within another EPS file causes layering complexity. These nested files may cause the RIP to improperly output the file or fail altogether.

- Minimize the number of points used when creating clipping paths. Large numbers of points can make page files too complex for the RIP and the file may not print as expected.

- Use the CMYK mode for color graphics and images.

Ask your sales representative for a color chart showing a wide variety of color blends using CMYK and how they reproduce on our presses. Keep all blacks 100% black. Do

not use a blend of multiple colors for black. Stay away from reversing type smaller than 12 point or blending type smaller than 12 point. Remember that PICT, GIF and 72 resolution images will not give a quality reproduction. Use only EPS, TIFF, and JPG images.

- Utilize the appropriate file extension to indicate the format (e.g., filename.tif, filename.jpg, filename.eps).

- Do not change the names of photos or graphics files after they have been imported into the page layout; vital file path links will be broken.

While there are many ways to generate a PDF file, the most reliable is through Adobe Acrobat Distiller software.

When creating your PDF files for submission make sure that you are saving as a "High Quality Print" file. This should be a default settings choice in Acrobat Distiller.

We recommend that when naming your files use: (Your Unique Publication Code, "VDS-"), (Issue Date, "09.02-" (September 2)), (Page Number "1") e.g.: VDS-09.02-1.pdf.

We will supply you with your publication code.

Always view your pdf before submitting it to us. Check that everything appears in your pdf the way that you want it to print.

Allow time for retransmission. There are numerous reasons that a file needs to be retransmitted.

Use our FTP site to exchange files. Your sales representative will give you access codes, allowing you to upload your files to us, no matter what time of the day or night.

Your sales representative will go through with you the options for proofing your pages. It can be done digitally or if enough time is permitted a hard proof can be delivered to you.

E-mail is a wonderful thing, but please do not rely solely on e-mail when it comes to notifying us of a revised page that you have uploaded to us. Always call to verify that we received the page and are aware that it exists.

After uploading files to us it is important for us to have contact information for the person or persons who created the files, in case a problem arises during processing.

It is imperative that we receive the correct information/specifications, such as page count, color placement, press run, etc., on your job before going to press. Contact us by phone or e-mail us the complete job specifications.