

Guide for the preparation and
supply of advertising PDFs
Web Offset/Sheetfed titles

April 2014



BRIDES Condé Nast Traveller GQStyle GQ HOUSE & GARDEN LOVE
TATLER VANITY FAIR VOGUE WIRED THE WORLD OF INTERIORS

OVERVIEW

INITIAL SETUP

1: Download CNP presets

- Open up the CNP_WebOffsetPresets2012.zip file to access the profile and presets referred to in this document

2: Install profile (see page 3)

- Install ICC profile relevant to the magazine

3: Configure applications (see page 4)

- Set up colour management
- Install presets relevant to magazine
- Set up application preferences



PDF CREATION

1: Prepare content (see page 5)

- Check colour of content has been prepared using the correct profile
- The effective resolution of all image content must be 300dpi

2: Create document (see page 6)

- Set up page dimensions
- Prepare and place and manage colour of content

3: Export PDF (see page 7)

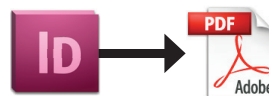
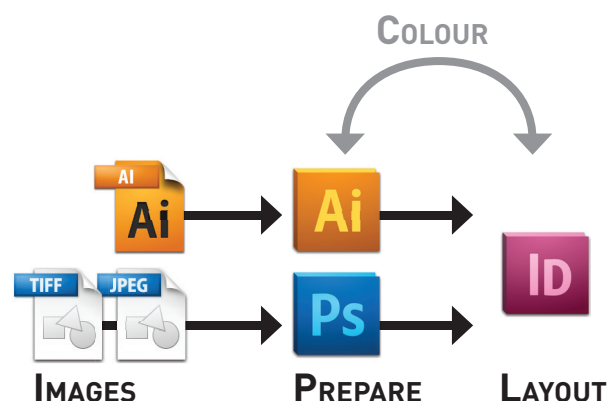
- Use preset to export PDF to target magazine's spec
- Alternatively, configure your application using the settings on page 7 as a guide

4: Check PDF (see pages 8-10)

- Check PDF confirms to magazine's mechanical specifications
- Flightcheck exported PDF in Adobe Acrobat or similar

5: Send PDF

- Transmit PDF to Condé Nast via adportal.condenast.co.uk
- Follow up electronic submission by supplying an Epson proof created to the correct printing specification for the title (see the above URL for more info)



INSTALL ICC PROFILE

The most important part of creating a PDF to the correct specification is to have the correct CMYK target profile installed. This should always be the starting point for any new advert.

Remember that the CMYK profile is there to represent the final printing conditions, which can vary from magazine to magazine. Check the correct specifications for the titles you are supplying to by downloading the latest PDF from www.condenast.co.uk/displayadverts

Installing the CMYK ICC profile for Condé Nast's web offset titles



ISOcoated_v2_300_eci.icc



/Library/Application Support/Adobe/Color/Profiles

Once the profile has been copied to this location it will become visible in all Adobe applications. If you are using QuarkXPress, you might need to also copy it to /Library/ColorSync/Profiles

CONFIGURE APPLICATIONS

COLOUR

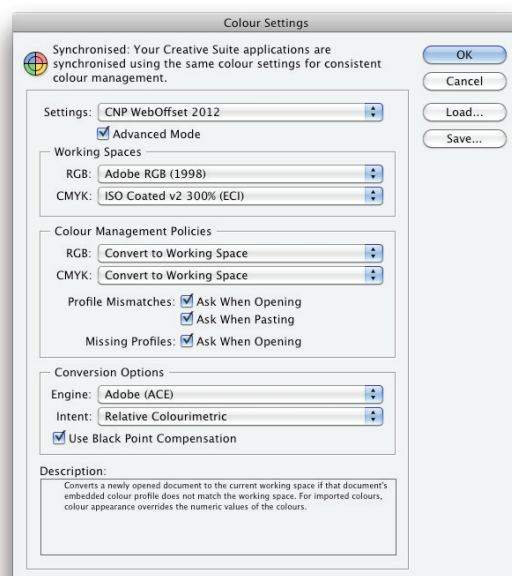
- Open InDesign and go to Edit>Colour Settings
- Copy the settings from the example screen grab, selecting the RGB and CMYK working spaces and Colour Management Policies from the pop-up options. Save the setting using an appropriate name



- Open Bridge and go to Edit>Creative Suite Colour Settings. Select your new colour setting file and click Apply to synchronise all your Adobe applications with the same colour settings (Photoshop, Illustrator, InDesign and Acrobat)

In QuarkXPress, set up the equivalent settings using Output Styles and Job Jackets

- Ideally you would also calibrate your display using a device such as an X-Rite i1.



PRESETS

- A pack of InDesign presets are available to help quickly set up your application. This includes the PDF export preset and its related transparency flattener



- 1: CNP High Res WebOffset+Crops.joboptions

File>Adobe PDF Presets>Define

Click Load, navigate to the file and then click Open

Click Done

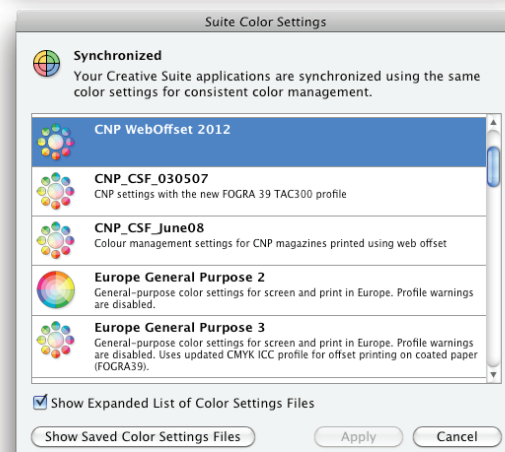


- 2: CS5 Transparency Flattener.flst

Edit>Transparency Flattener Presets

Click Load, navigate to the file and then click Open

Click Done



PREFERENCES

- Most preferences are down to personal choice, but we recommend that you change InDesign>Preferences>Appearance Of Black to Accurately. This will more clearly show up potential colour bleed when solid blacks overlay colours

PREPARE CONTENT

1: IMAGE TYPE & RESOLUTION

Images must be 300dpi at their final placed size: if an image is enlarged when placed on a page then its resolution will decrease. Use Window>Info or Preflight to check the effective resolution of an asset. Pure vector images (Ai files, for example) are resolution independent and can be enlarged without issue, but be careful of images embedded within them

2: PREVIEW

Make sure your colour management is set to the correct profile as per the previous instructions. Soft-proof the image using the target profile in Photoshop or Illustrator (View>Proof Colours). Retouch the image as necessary to obtain the result you want to achieve

3: CONVERT

Convert the image to the target CMYK profile and save it down

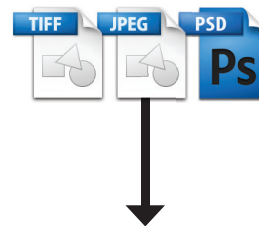
NOTES ON FORMATS

Most pages will contain some form of external file – an image or imported text. Making sure these files are correctly prepared is a fundamental part of creating your page. When importing text, look for unexpected style sheets which can add rogue fonts or characters into your document. All fonts used in a document should be available on your system, licensed and in an accepted format (most commonly PostScript pairs, TrueType or modern OpenType). Fonts used in document must be embedded in the final PDF.

There are plenty of image formats that can be used (compressed JPG, various types of TIFF or native Photoshop PSD files) but all are subject to the same rules. You can use the PDF export process to convert images to CMYK, but you could be disappointed with the results. With photographic images, work in Photoshop with your colour management settings correctly set for the job in hand and use its soft-proofing option (View>Proof Colours) to see how the image will look when converted to CMYK before carrying out the final conversion. Certain colours which look good in RGB on your screen will not print with the same vibrancy when converted to CMYK, particularly neons, browns, deep blues and bright reds. You will have to colour retouch these images to achieve the desired result. The recommended workflow is to only place converted CMYK images, unless you've already previewed the result in Photoshop (or using InDesign's own View>Proof Colours option) and are satisfied with the result.

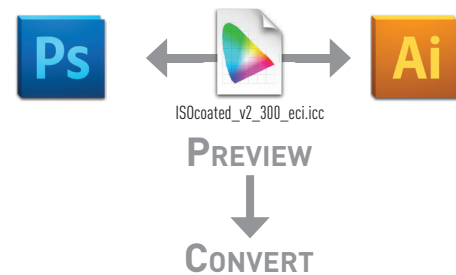
TIFF, JPG, PSD

- Photographic use
- Resolution dependent
- 300dpi at placed size



Ai, EPS

- Logos or illustrations
- Resolution independent



Vector images, normally originated in an application like Illustrator, need to be carefully handled. They should be created in the correct CMYK space (Illustrator>File>Document Colour Mode) and have the relevant raster effects settings (File>Document Setup) set to the print resolution of the publication. Be wary of Spot colours and placed images; make sure the effective resolution of the latter is still high enough. Illustrator can also be used to create and output compliant PDFs directly: all the guidelines for InDesign apply. If you use 1-bit TIFF instead of a vector format for objects like logos, make sure the image is very high resolution for the optimal results: normally 2400dpi.

It's unusual to want a placed object to appear only on the black channel, as the result will usually look washed out. If making a 'rich' black, don't overdo the percentage of additional colours used to achieve this effect (for more information see the section of Design Considerations in the Technical Specifications for the magazine you are working on, downloadable from www.condenast.co.uk/displayadverts). Condé Nast magazine printing Web Offset use a maximum ink percentage of 300%. These ink limits are in place (and controlled by the ICC profile you have assigned) to prevent too much ink soaking the paper as it's printing, causing web breaks: an expensive problem to have. If you use the correct profile for the job, this will prevent these ink limits being exceeded and your advert should print as you expect.

CREATE DOCUMENT

- Create a new document using the Trim dimensions listed in the Condé Nast Mechanical Specifications (available from www.condenast.co.uk/displayadverts) using the Print intent. You can also add in Bleed measurements at this stage to provide visual feedback of where full-bleed images should be extended out to
- Import content and layout document. Whilst laying out, use these guidelines:

All colours must be CMYK only – no spot or process colours should be used, especially in placed files like PSD or AI. Check the Window>Swatches palette: the icons warn you of the type of colours used in the document

Do not set objects or text to the Registration (400%) colour

Use Layers to control content: text and images should be on separate layers to ensure that transparency effects are correctly rendered

Check for over-matter and delete all unused text boxes – even text boxes hidden behind images can accidentally print

Use View>Overprint Preview to check for potential layering problems

Use View>Proof Colours to soft-proof the colours on your page (accuracy will depend on your monitor)

Use the View>Display Performance>High Quality if you need to see the full high resolution image – though this can slow InDesign down

Extend picture boxes to the bleed guides (3mm from Trim) where appropriate and ensure the content fills the box

Convert your linked images to the correct CMYK in Photoshop before you export the PDF – this is more reliable than using the conversion that is applied as part of the PDF export process

Make sure all your linked images are correctly linked and up to date before you output the PDF

For more information see the section of Design Considerations in the Technical Specifications for the magazine you are working on, downloadable from www.condenast.co.uk/displayadverts

BLEED

Extra space around the edge of a page to allow for movement on press

TRIM

The final trimmed size of the magazine. These are the dimensions you use to set up your document

TYPE

The 'safe' area that you should stay within for important text or images.



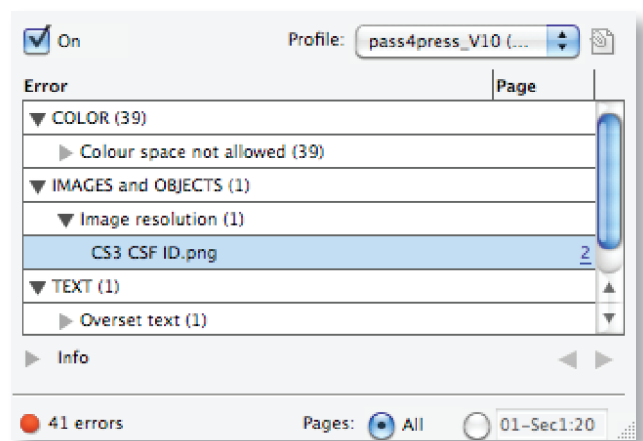
CHECK

TRIM AND BLEED SIZE ARE CORRECT?

HAVE YOU INSTALLED TARGET PROFILE?

LIVE PREFLIGHT

- Use InDesign CS5's built-in Preflight tool (Window>Preflight) to check for errors in your document. Even the default settings will warn you about over-matter and missing images. You can easily customise the settings to also check for RGB images and image resolution



EXPORT PDF

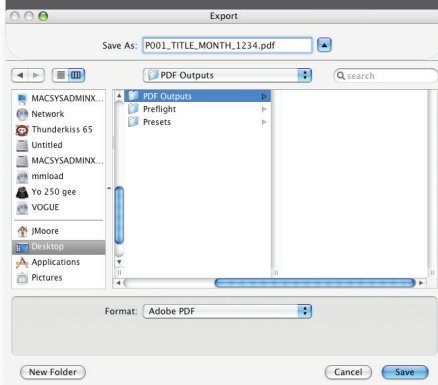
If you've imported the CNP PDF Export and Transparency Flattener Presets then you won't have to check the settings each time you export a PDF. The settings are shown here for reference. Choose the filename and export location, select the preset and choose the page to export – export spreads as two single pages

CHECK

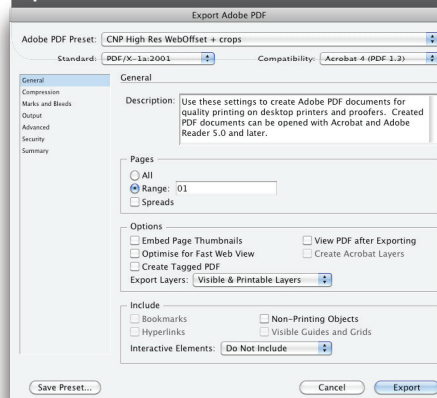
PRESETS LOADED

ONLY EXPORT SINGLE PAGE PDFS

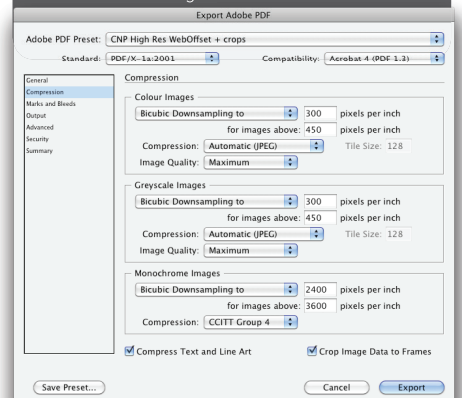
- 1** Select **File→Export**, then in **Format** choose **Adobe PDF (Print)**. Name the file, select the folder where you want to save it and click **Save**



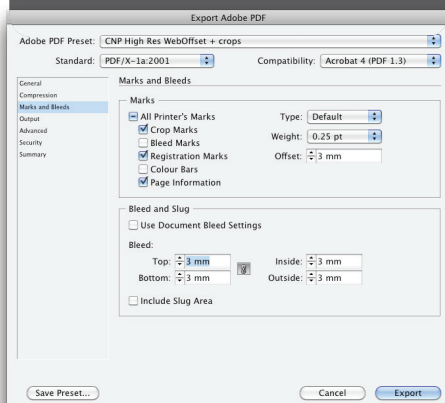
- 2** In **General** select the single page to print. Set the **Compatibility** to **Acrobat 4 (PDF 1.3)** and deselect all of the listed **Options** and **Include** checkboxes



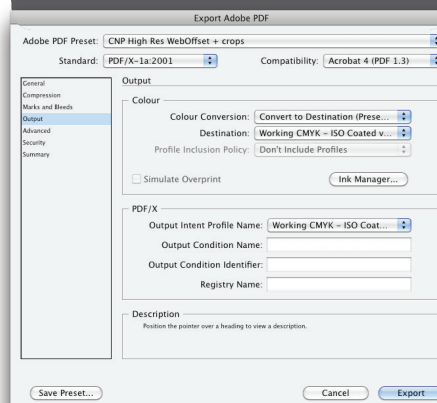
- 3** The **Compression** tab sets the options for how the PDF will handle resolutions for placed colour, greyscale and monochrome images



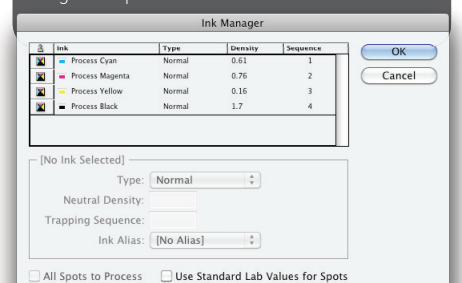
- 4** The **Printer's Marks** should be enabled as below. Set the **Weight** to 0.25pt, the **Offset** set at 3mm and the **Bleed** to 3mm all round



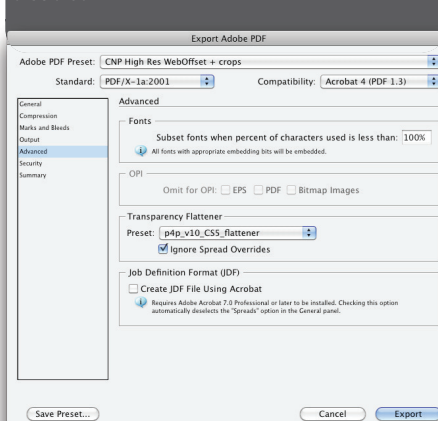
- 5** Use the **Destination** and **Output Intent Profile Name** relevant to the publication: ISO Coated V2 300



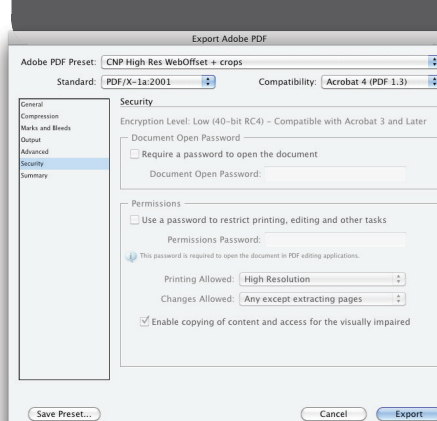
- 6** Ensure there are only process inks and no **Spot** colours. Converting colours to CMYK at the PDF creation stage can give unpredictable results



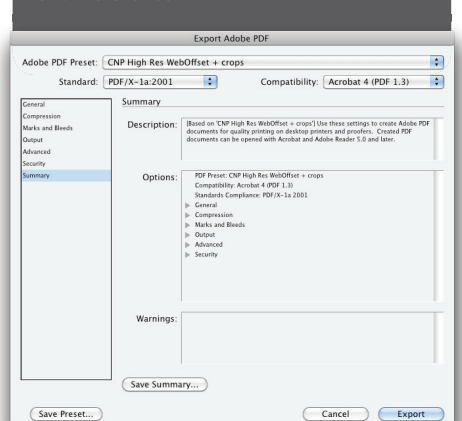
- 7** Select the **Transparency Flattener** previously imported. **OPI** should be disabled



- 8** No security should be applied to the exported PDF



- 9** **Summary** lists all the settings that will be applied: it can be saved as a text file for reference



CHECK PDF

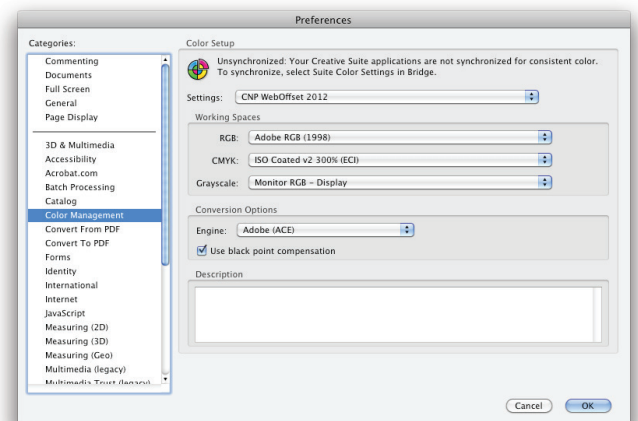
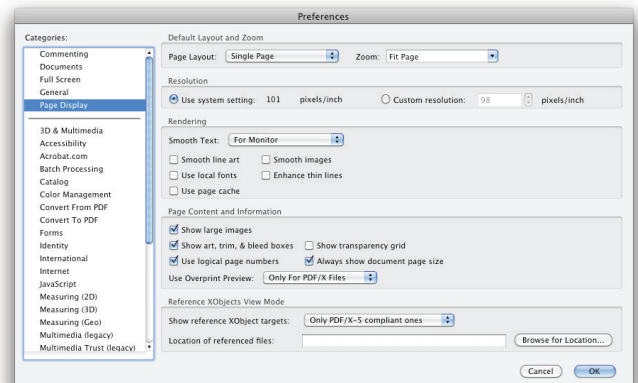
ACROBAT PREFERENCES

- All PDFs should be checked before transmission. Acrobat Professional includes a suite of tools that can be used to make sure that a PDF is correctly prepared

- Set up key Acrobat preferences to make sure that you are looking at your PDF without any artificial screen enhancements: Acrobat is a multi-purpose tool (as PDF is a multi-purpose format) and needs to be correctly configured to view print PDFs accurately

Go to Acrobat>Preferences>Page Display and set the options as per the screen grab on the right. The Rendering options should all be disabled, as they exaggerate transparency flattening lines or can change the way fonts are rendered

In Colour Management change the Settings pop-up to CNP WebOffset 2012 if it isn't already. Bridge isn't always entirely reliable at synchronising Acrobat's colour settings



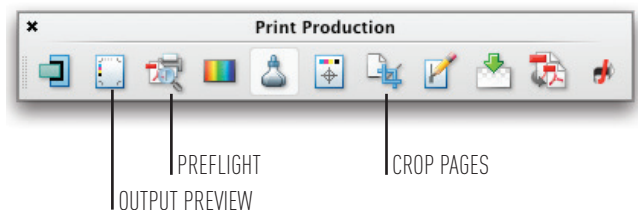
PRINT PRODUCTION TOOLBAR

- Click on Advanced>Print Production>Show Print Production Toolbar – this brings up a number of useful tools to use in verifying PDFs. The three most useful tools are:

Output Preview (see right)

Preflight (see overleaf)

Crop Pages allows you to quickly check the size of all the embedded page boxes, such as Trim, Type and Bleed, without manually measuring objects. Just choose the box from the menu and set your measurement unit: the dimensions will be shown by the page thumbnail, with coloured guides showing its location



OUTPUT PREVIEW

- The Simulation Profile pop-up at the top of the window will display the profile that the PDF/X-1a was created with (ie, the Output Intent set during the PDF export) and tells you if the PDF has been exported to the correct CMYK target. If the PDF has been created to the correct spec, this will say Output Intent: ISO Coated V2 300 (ECI)

- Note that if the words Output Intent are missing from the Simulation Profile line, the file has not been created according to PDF/X-1a guidelines and is displaying using the default Acrobat profile

- Simulate Black Ink makes blacks look realistically grey, making rich blacks or show-throughs easier to spot

- Simulate Paper Color can be enabled to get an idea of the paper colour. Note that this is not very accurate and can be quite extreme

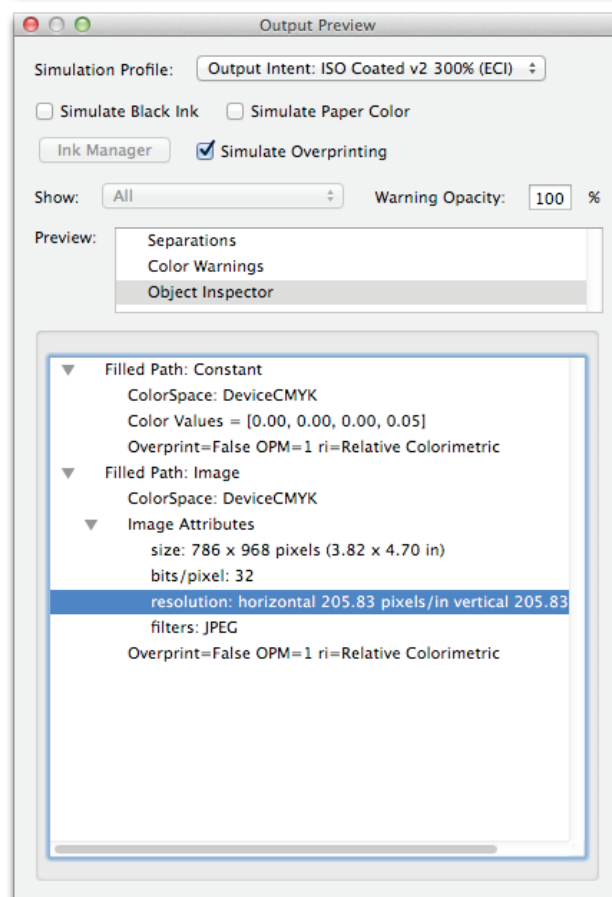
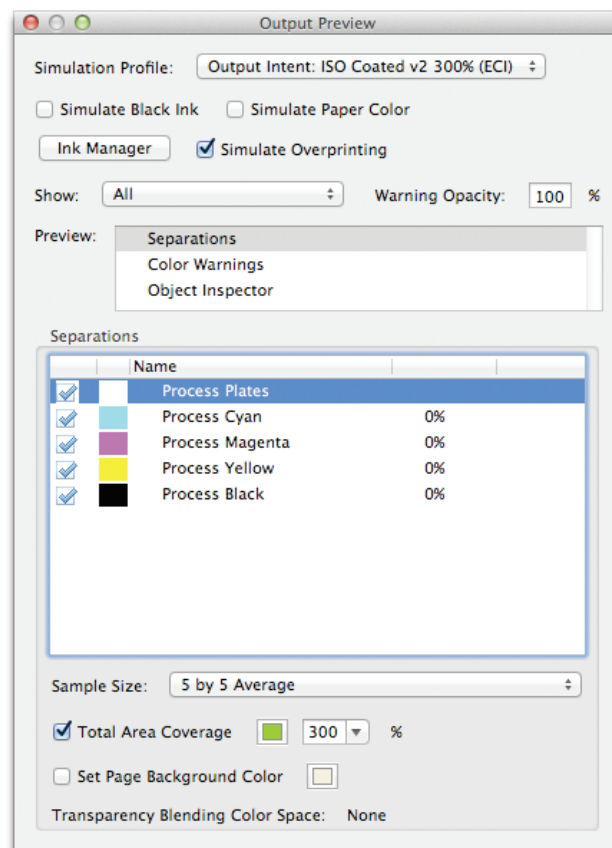
- Simulate Overprinting should always be on to show up any problems (it's enabled by default if you have set up the preferences as shown)

- The Show pop-up allows you to quickly isolate and view certain types of content

- In the main window are three more Preview tools: click on them to select the options. Separations shows the colour separations present in the PDF: use the tickbox to look at them individually or in combinations. Set a value, checking the TAC box to highlight 'hot' areas, using the different sample sizes to reduce overly sensitive warnings. Click Ink Manager to see the separation ink densities and their order

- When you click on Color Warnings you can turn on Overprinting or Rich Black warnings to highlight potential problem areas

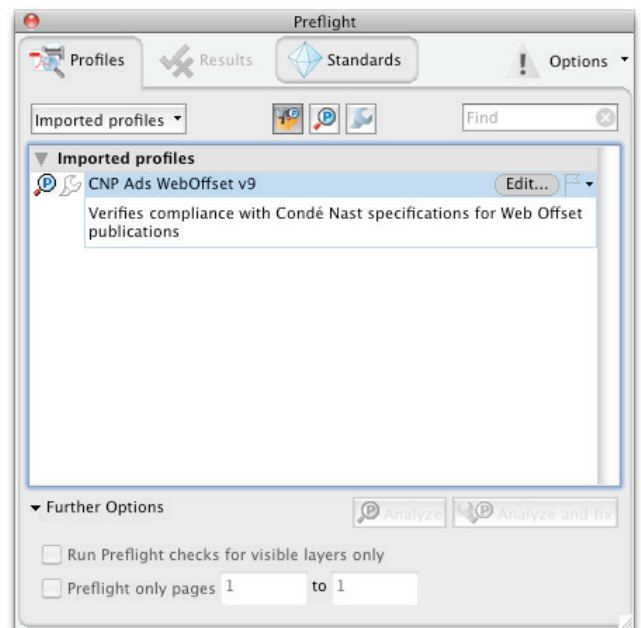
- Object Inspector allows you to access details on images and objects embedded in a PDF. Click on any element, such as an image, to show detailed information about that object. You'll see the colour space, pixel and print size, resolution, overprint setting and original rendering intent. Resolution can be a bit confusing; if you've set Acrobat's Units & Guides preferences to Metric then the resolution will be displayed in Dots Per CM rather than Per Inch. It can be useful to leave your guides as Metric and create a conversion table with relative DPCM and DPI values to use as a reference. Images should have a minimum Image Attribute Resolution of 300dpi (118 dpcm)



CHECK PDF/2

FLIGHTCHECK

- Click on the Print Production Toolbar icon or select Advanced>Print Production>Preflight to open the Preflight window. Run a Preflight on every PDF you create before you send it
- From the Options menu in the top-right select Import Preflight Profile. Select the CNP Ads WebOffset v9-190609.kfp and click Open. From the Show All pop-up at the upper left you can select Imported Profiles to get rid of all the unnecessary profiles
- Open a PDF, open your Preflight panel and select the CNP Ads WebOffset V9 profile. Click Analyse to start the preflight process



ANALYSING RESULTS

- Use Create Report button to combine the PDF with a report on any errors the preflight has found, which makes it easier to identify the issues. Create a PDF Report with Problems Highlighted By Layers. The report page contains three sections:

Results lists the errors the flightcheck process has picked up. This can contain errors (which denote the PDF needs fixing and should not be used), warnings (where visual checking may be needed, such as using a font too small or a hairline that's too thin) and information (for instance, where non-standard compression has been used), all based on the settings of the flightcheck profile used.

> Document Information lists the details on the version and creator of the PDF, which can help in identifying problems.

> Environment shows the version of Acrobat and operating system used to carry out the check.

Errors listed in the report can be isolated on the second page (where possible) using layers. Select View>Navigation Panels>Layers: error layers are shown at the top. Click the eye icon on or off to enable or disable layer visibility, so you can show just the problem object. In the lower portion are temporary, visual-only backgrounds that can be turned on and off to help identify objects. For instance, turn on a black background to make a white object easier to spot. Use the Output Preview>Object Inspector tool to list specific details about problem objects. Always correct problems in the original files and re-export the PDF: don't try fixing problems within the PDF itself.

