

Sells Printing Company | Essential Tips

Advantages

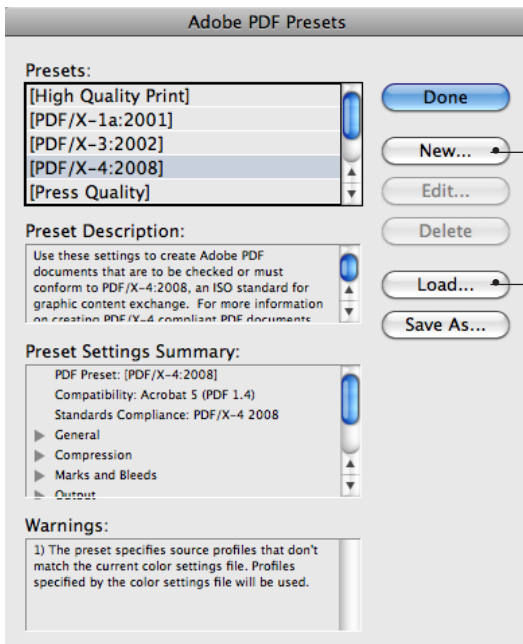
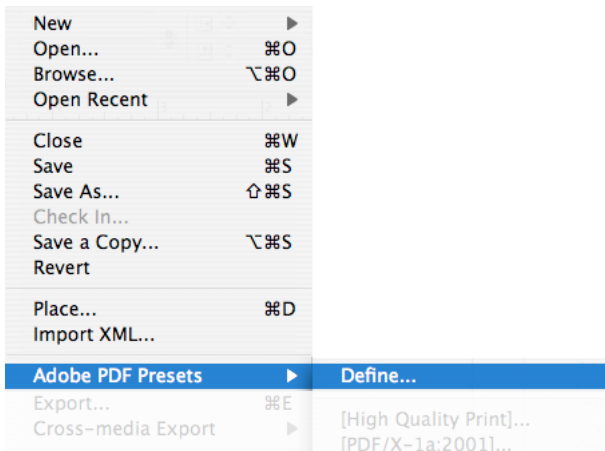
PDF files when prepared correctly, streamline the printing process, while providing more consistent and reliable results. They eliminate delays from missing components such as fonts, images and graphics.

InDesign allows you to embrace the PDF Workflow with ease. You can Export PDF/X-4 compliant files without using Acrobat Distiller.

At Sells, we use the Adobe Print Engine. It allows PDF files to be rendered natively throughout our workflow, eliminating the need to flatten transparent artwork.

Creating a PDF Preset

To create a new PDF Preset, choose (File > Adobe PDF Presets > Define).



CS4 & CS5 Click on [PDF/X-4:2008], then click New...

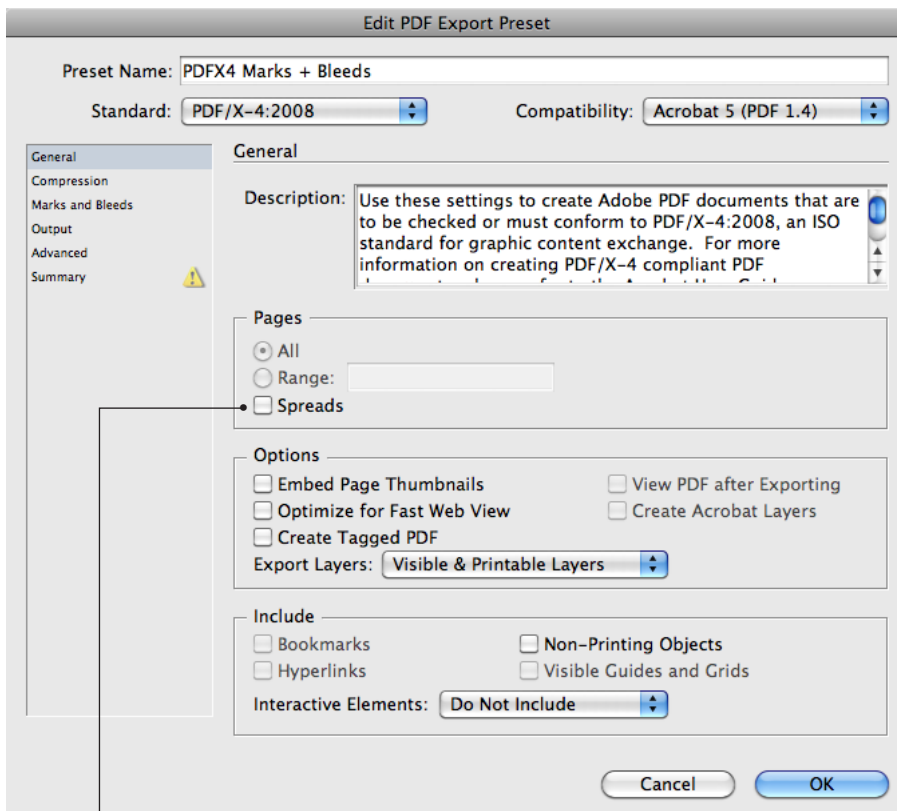
CS3 – Click on [PDF/X-4:2007], then click New...

You can also load a Preset. To obtain the Preset covered in this QuickTip, contact James (wamser@sells.com)

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New PDF Export Preset: Marks & Bleed

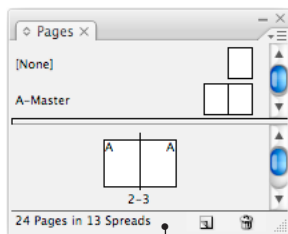
Enter a name for the Preset. Since you will be adding Marks + Bleed, you should include this in the name of your Preset..



Spreads

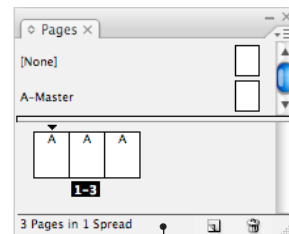
Typically, **Spreads** should not be checked, but this depends on the binding method. Please contact us if you have any questions.

Spreads should not be checked.



Catalog: 24 page, saddle stitched

Spreads should be checked.

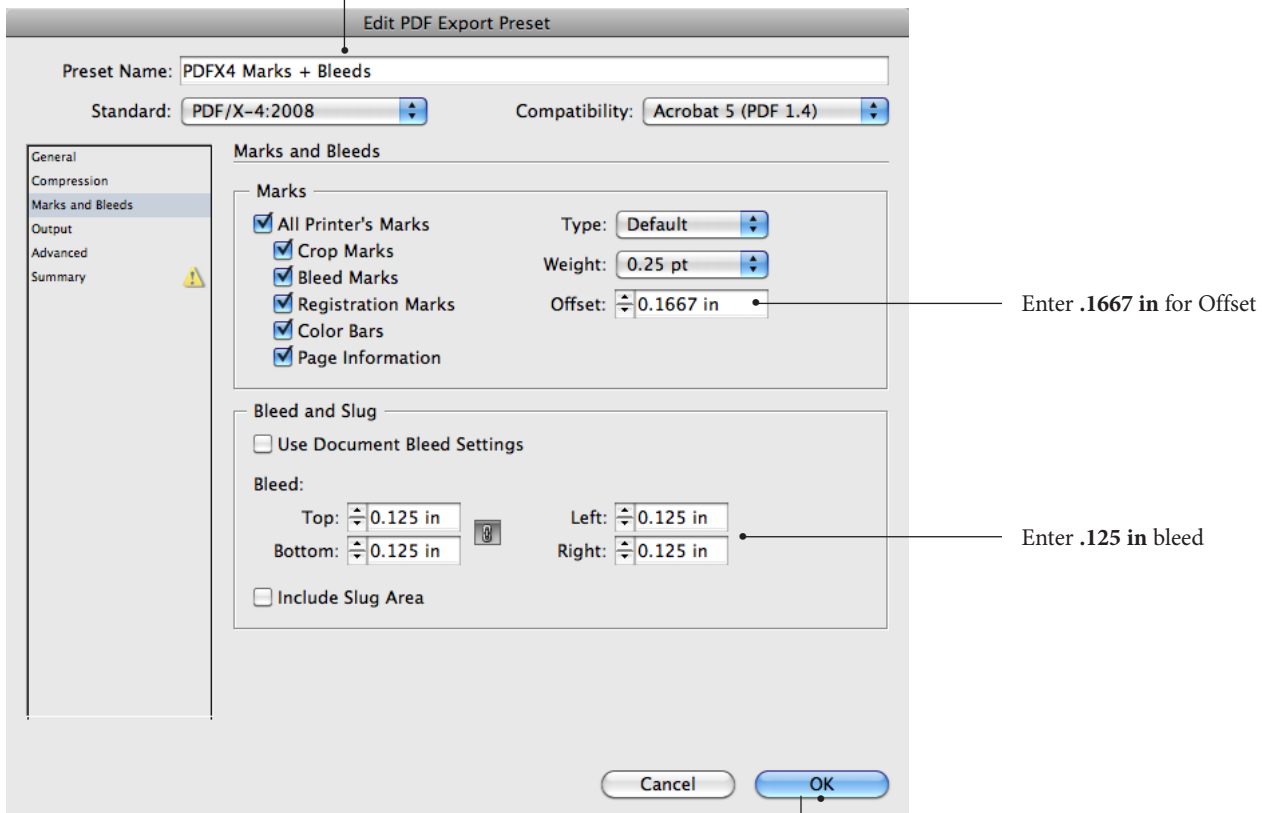


Brochure: 3 equal pages (For example: letter fold).

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New PDF Export Preset: PDFX4 Marks + Bleed

Enter a name for the Preset.



Click **OK** to save the PDF Export Preset.

Exporting a PDF using a Preset

Once you have saved your preset, choose it from the File menu (**File > Adobe PDF Presets > PDFX 4 Marks + Bleed**). You can submit one PDF with multiple pages or separate PDFs for each page. **Finally, review your PDF in Adobe Acrobat.**

Note: There is a separate QuickTip that covers the Print Production Tools in Adobe Acrobat Professional.