

Sells Printing Company | Essential Tips

Preflighting PDF

Adobe Acrobat Pro 9.0 offers sophisticated print production tools that enables you to Preflight your PDF ensuring it is ready for High Resolution output.

The following items should be checked:

- 1 Crop Marks and bleeds
- 2 Inks used in the PDF (Process inks and or Spot inks)
- 3 Black type is 100% black and does not contain CMYK
- 4 Image resolution and color space
- 5 Fonts are embedded

Crops Marks and Bleed

Open your PDF in Acrobat Pro 9.0 and make sure the correct setting were used in InDesign when Exporting a PDF. It should have crop marks with a 12 pt offset and an 1/8" bleed.



Correct: Crop marks and bleed marks set to a 12 pt offset and with an 1/8" bleed

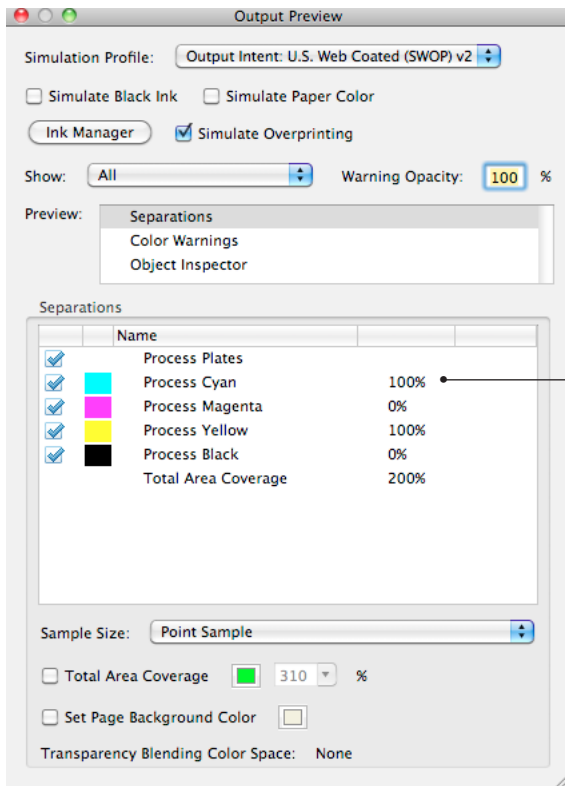
Wrong: Crop marks and bleed marks set to a 6 pt offset and with an 1/8" bleed



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Inks used in the PDF (Process and Spot)

Choose Output Preview from the Advanced > Print Production Menu. All process and spot colors used in the PDF will be listed. You can uncheck one or more inks to temporarily turn-off one or more plates. This is helpful when determining if black type is overprinting or if black type contains process inks.



When viewing a PDF in Acrobat, you can see the percentages of inks by hovering over an area with your mouse.

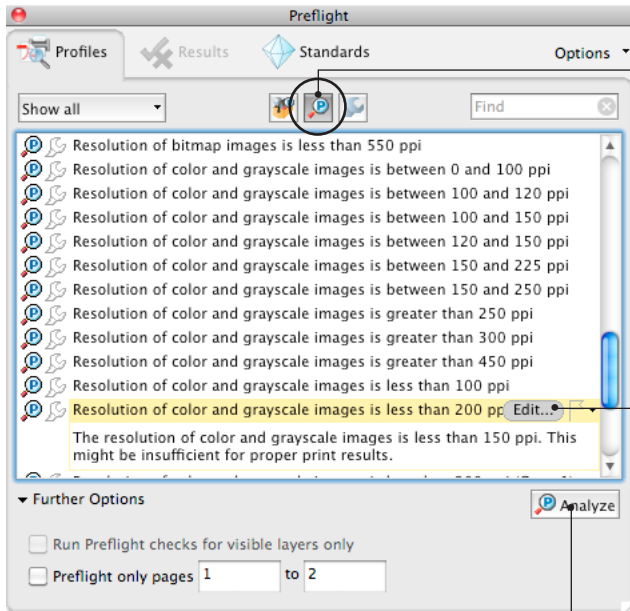
This will allow you to see:

- (1) If a large black area contains Rich black ink (60C 40M 20Y 100K).
- (2) This is helpful when determining if black type is overprinting or knocking out. You can turn the any plate off by clicking on the check mark located just to the left of the plate.
- (3) All process and spot colors will be listed. This allows you to see how many inks (plates) are used.

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Image Resolution

You can check image resolution by using Preflight in Adobe Acrobat. Open the Preflight panel from the Advanced > Print Production > Preflight menu. Click on the Select single checks icon, then click on Resolution of color and grayscale images is less than... At Sells, we flag images below 200 ppi (pixels per inch).



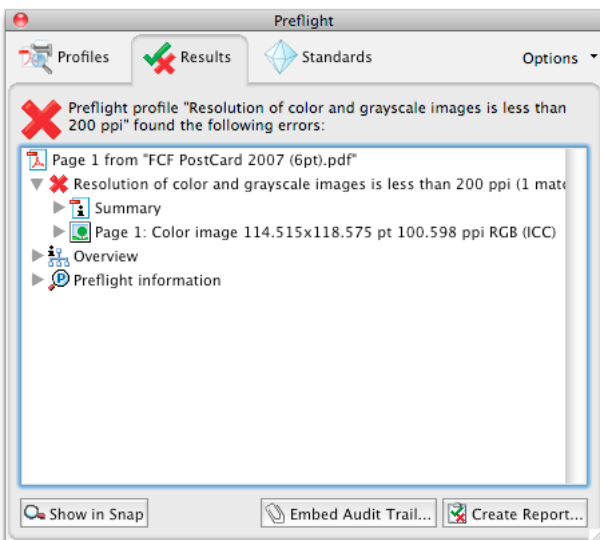
Click on the Select single checks icon.

You can change the resolution you want to flag by clicking on the Edit button.

Click the Analyze button to begin checking image Resolution.

Image Resolution

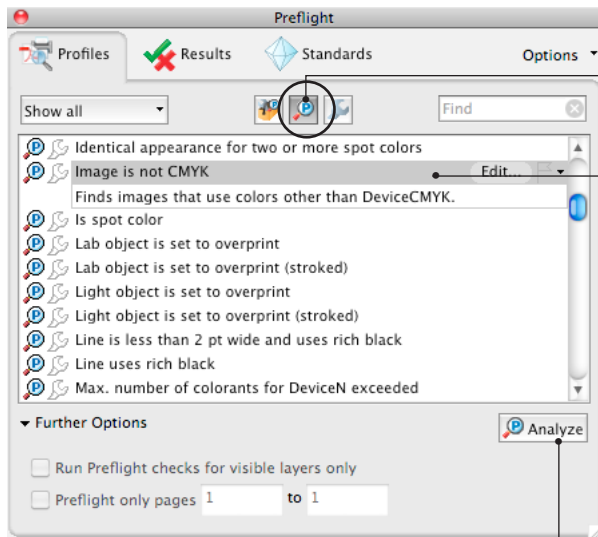
The Results panel will show you a Green check mark if all your images are greater than 200 ppi, or a Red X if you have one or more less than 200 ppi..



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Image Color

Unless you're using an RGB workflow, you should check for any images that are not CMYK. Open the Preflight panel from the Advanced > Print Production > Preflight menu. Click on the Select single checks icon, then click on Image is not CMYK



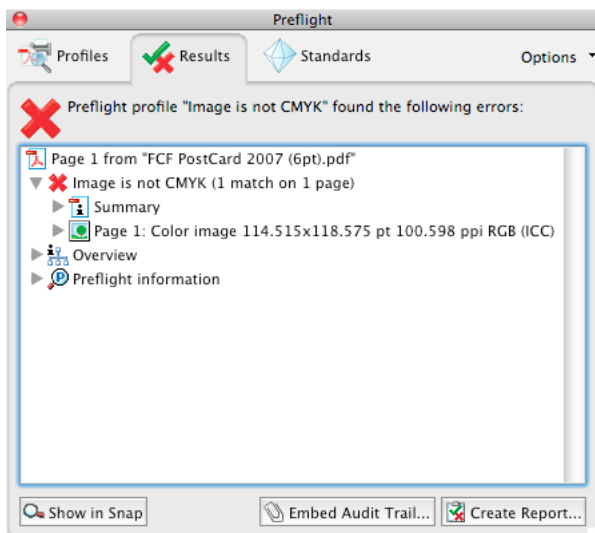
Click on the Select single checks icon.

Click on Image is not CMYK

Click the Analyze button to begin checking image Resolution.

Image Color

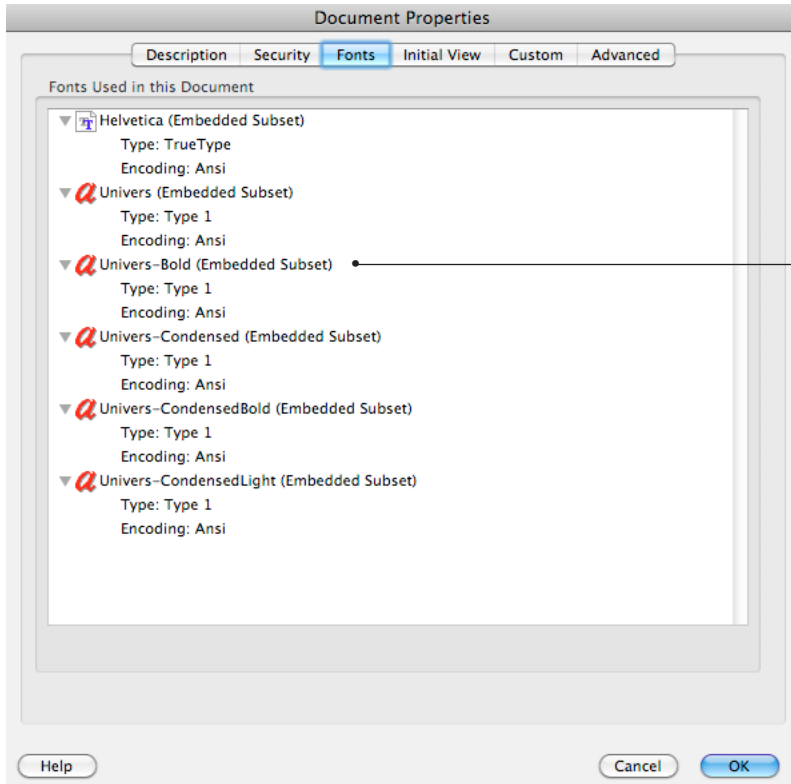
The Results panel will show you a Green check mark if all your images are CMYK, or a Red X if you have one or more Images that are not CMYK.



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Fonts

Making sure fonts are embedded in the PDF will ensure no font problems at time of output. Choose Document Properties from the File menu and click on the Fonts tab. You will see all the fonts used in the PDF. All fonts should have Embedded Subset following the name of the font.



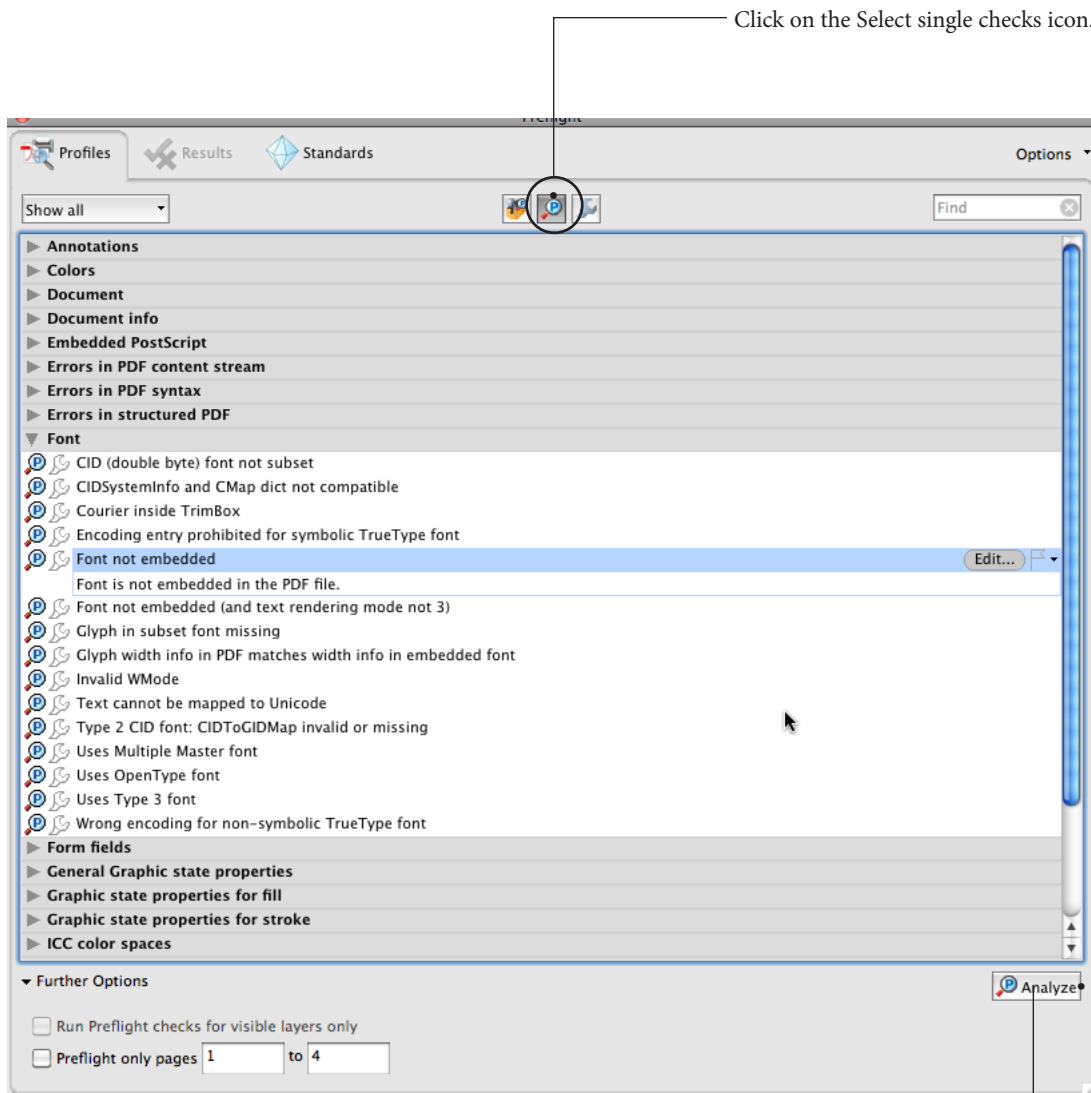
All fonts should have Embedded Subset following the name of the font.

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Fonts

You can also use Preflight to see if your fonts are embedded.

Choose Preflight from the Advanced menu. Next, click on Select single checks icon. From the Font choices, click on Font not embedded. Finally, click on Analyze this to see the results.



After selecting **Font not embedded** from **Font** choices, click on **Analyze** to see the results