

Specifications for printhouse PDFs:

1. Size of PDF matches ordered job size based on TRIM MARKS.
2. A two sided job must be supplied in ONE PDF with Page 1 as the front and Page 2 being the back. Page 1 is always treated as the side to be laminated on a single sided laminated run. It is a good idea to combine multiple cards of the same kind into one PDF also. Just remember to allow a front and a back to each card so the total number of pages should end up as an even number.
3. Orientation of pages in a PDF must be the same. If you have a portrait page and a landscape page, one must be rotated in the direction of your choice, so that it will back the other the way you want it to. We will print it as supplied so run out your own proofs and give these types of jobs some thought before choosing a direction to rotate the page.
4. If you order a CMYK (4 colour process) job then they should be **NO SPOT COLOURS IN THE PDF**. Spot colours built on odd colour spaces, such as an RGB or LAB colour profile, can convert indiscriminantly to any colour, and often do, so no responsibility will be taken for odd conversions. The safe thing is to build all jobs on a CMYK colour space.
5. The PDF should have **3mm BLEED ONLY**. No job information sluglines, rego marks or colour bars. The final PDF should only be big enough to accommodate the crop marks and bleed (do not float the artwork in a large area with excess space around it).
6. **ALL TRANSPARENCIES AND LAYERS SHOULD BE FLATTENED BEFORE A PDF IS GENERATED**. Alternatively saving your PDF to version 1.3 (Acrobat 4) will do that automatically. You may need to change your default setting to do this. Corel 14 files are experiencing the most problems related to this. If you don't understand what transparency and layer flattening is, then you should automatically generate all your PDFs to version 1.3 (Acrobat 4).
7. **ALL FONTS MUST BE EMBEDDED**.
8. As a general rule look over the PDF and see if anything is **LOW RESOLUTION. QUERY ANYTHING WITH THE CLIENT THAT IS OBVIOUSLY WRONG**. Acrobat Professional will allow you to check many things in your PDF. **It's worth having!**
9. PDFs should be compressed. Attached with this email is a set of Printhouse parameters that can be used with Acrobat Distiller or imported into most native programs to be used for PDF default settings.
10. **BOOKS** should have ALL pages contained in one PDF as **SINGLE PAGES (NOT SPREADS)** with Page 1 as the cover and the Back Page being the last page of the PDF. All other pages should be in numerical order in between. There is an exception with Perfect bound books where a spine will need to be built into the cover artwork, but please enquire if you will be having this type of book. The total number of pages should add up to a multiple of four so add blank pages where required. The only time spreads are acceptable is when it's something as simple as a 6pp A4 (630x297) that is to be folded down or a 4pp A4 set up already imposed correctly on an A3.
11. **PRESENTATION FOLDERS** require our relevant die trace overlaying your image area in a 5th spot colour set to overprint (see attached sample). Our templates are preset to this already and are downloadable from our website - www.printhouse.co.nz under 'templates'.

PLEASE CALL PRIOR TO SENDING ANY ARTWORK IF YOU ARE UNSURE OF WHAT TO SUPPLY.
YOU SHOULD CHECK ALL PDFs IN A PROGRAM LIKE ADOBE ACROBAT PROFESSIONAL BEFORE SENDING.

These points when understood and followed will greatly enhance any jobs turnaround time and accuracy.