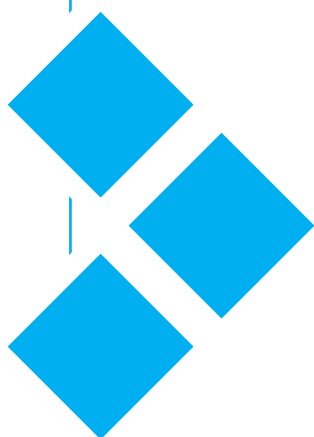


December 2012



Creating a PDF file using Adobe® Illustrator®



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About this document

This document describes how to use Illustrator CS to prepare and create a PDF file for digital reproduction in Fairfax publications. We recommend that the file be saved out of Illustrator as an EPS file before using Acrobat Distiller to create the PDF file. Alternatively if Acrobat Distiller is not available, our Distiller joboptions file will need to be downloaded and loaded into the Illustrator Adobe PDF Presets before saving the PDF file.

Preparation

Before creating a PDF file you should familiarise yourself with our advertising prepress requirements by visiting our website <http://www.adcentre.com.au>

Software requirements

To use these instructions you will need:

- Adobe Illustrator CS
- Acrobat Distiller (optional)
- Correct Distiller JobOptions (depending on publication - links are included in this document)

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Method using Acrobat Distiller

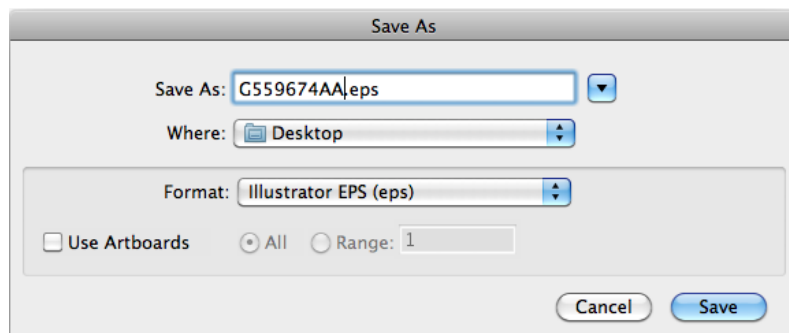
1. Preflighting

Before saving your EPS file, check to ensure that:

- The document has only one page (non-spread ads) and the page size has been customised so that it is the same as the ad size.
- All fonts are available.
- All linked images are available.
- All colours are specified in CMYK colour spaces, including those in linked images.
- Colour management is disabled. To do this, go to the **Edit** menu, select **Colour Settings** and under the Settings drop down menu select **Emulate Adobe Illustrator 6**.

2. Saving the file

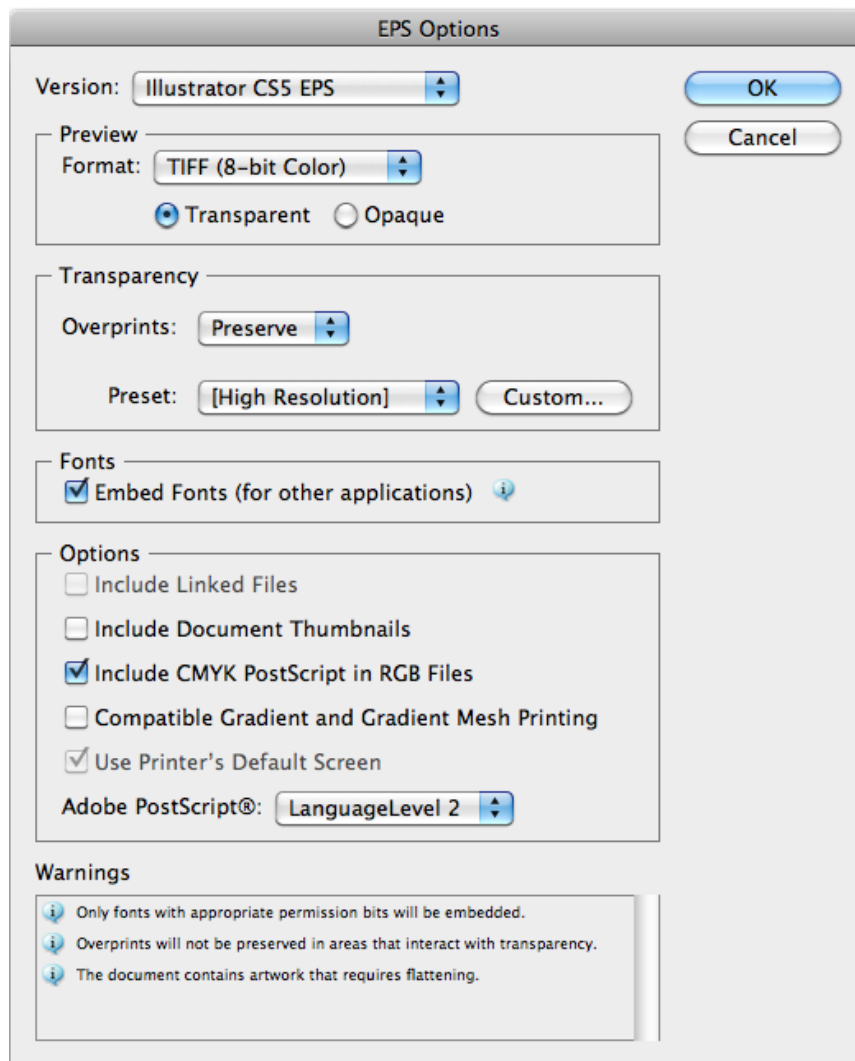
- From the **File** menu, choose **Save As**.



- Select the destination and enter a file name. We recommend that you name your ad with the Fairfax booking ID number which is supplied at the time of booking.
- Select **Illustrator EPS** from the **Format** drop-down menu.
- Select **Save**.

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- In the **EPS Options** dialog box, select the options as shown below. Disregard the Transparency Preset setting if it is greyed out and not selectable. If it is selectable, choose the High Resolution setting.



- Select the **OK** button to save the file.
- Use Acrobat Distiller to convert the EPS file into a PDF file.

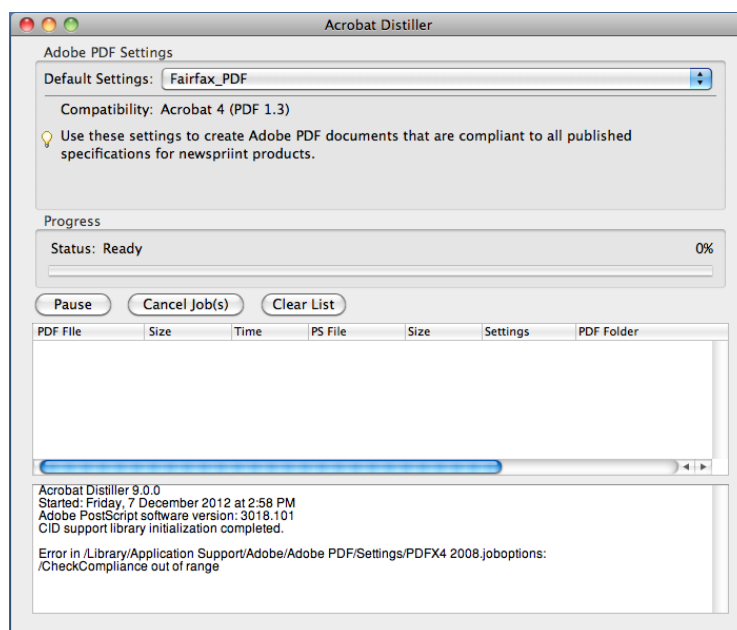
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3. Using Acrobat Distiller to Convert EPS to PDF

- Download the appropriate Distiller settings. Right click on the following relevant paper clip and Save Embedded File to Disk... to save to your hard drive.

**Newsprint JobOptions****Magazine JobOptions**

- Open Acrobat Distiller
- From the **Settings** menu select **Add Adobe PDF Settings**
- Select the downloaded settings file from your hard drive and click **Open**



- Either drag and drop the EPS file into the Distiller window or choose **File, Open** to select the EPS. Distiller will then create a PDF file and place it in the same location as the original EPS.

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Method For Saving Directly Out Of Indesign

1. Preflighting

Before saving your PDF file, check to ensure that:

- The document has only one page (non-spread ads) and the page size has been customised so that it is the same as the ad size.
- All fonts are available.
- All linked images are available.
- All colours are specified in CMYK colour spaces, including those in linked images.
- The correct joboptions settings file has been downloaded. Right click on the following relevant paper clip and Save Embedded File to Disk... to save to your hard drive.



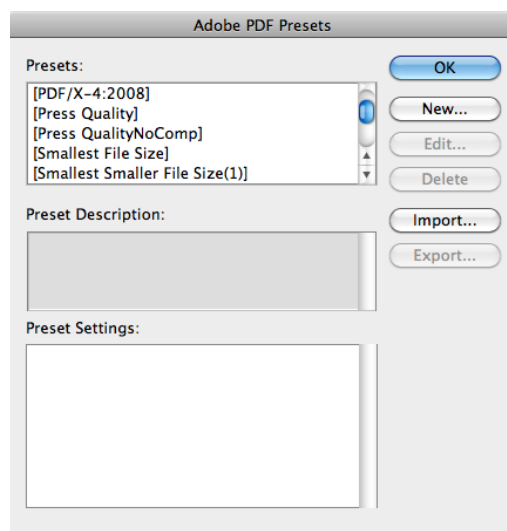
Newsprint JobOptions



Magazine JobOptions

2. Saving the file

- From the **Edit** menu, choose **Adobe PDF Presets, Import**.



- Choose the downloaded Fairfax settings and select **Open** and **OK**.
- From the **File** menu, choose **Save As** and select Adobe PDF in the drop down list. Name the file (with the booking number) and press **Save**.
- Select the appropriate Adobe PDF Preset setting and press **Save PDF**.