



Ad Creation Guide

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This document can be used as a guide when creating, printing and distilling ad files.

Note: The screenshots used here are from Mac OSX. If you are using other versions of these applications, please follow these settings as close as possible.

*Printed copies are for reference only. Always check AdShuttle.com to ensure you have the most current information.

Best Practices

Images

- Use high resolution images (300 DPI recommended)
- RGB and LAB color are unacceptable
- Images should not have ICC profiles embedded
- Avoid scaling images (if you must, do not scale below 50% or above 110%)
- Total Area Coverage should not exceed 320%
- Avoid using JPEG images

Fonts

- Always embed all fonts
- Do not allow font substitutions
- Do not use True Type fonts

Colors

- Only use CMYK colors; convert spot colors to process
- If a spot color is required, be sure that it is the only color designated as spot

Layout

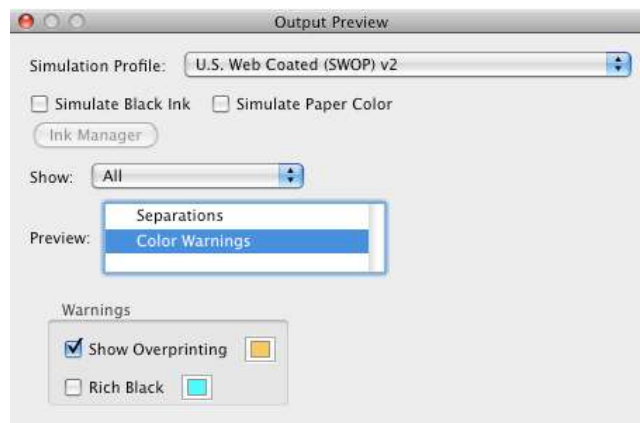
- Build documents in Portrait mode without scaling or rotation
- When bleed is required, provide 1/8th inch beyond the trim area
- Do not allow marks to encroach upon the trim or bleed areas

Transparency

- Flatten all transparent objects at a high resolution
- Avoid placing transparent objects on top of text or other critical vector objects

Overprint

- Overprinting objects may not reproduce correctly when printed and will sometimes disappear completely
- We recommend creating objects exactly as you want them to appear without relying on an overprint setting
- To use Adobe Acrobat to detect overprints in your PDF files:
 - Select Advanced > Print Production > Output Preview
 - Choose Color Warnings in the Preview field
 - Under Warnings, check Show Overprinting



Illustrator and Photoshop

- When exporting PDFs from these applications, take care to flatten all layers and transparency
- Export using the Adobe PDF Preset **PDF/x-1a:2001**

Creating Black and White ads

- Use only the color Black in fills and strokes
- Use only Grayscale and/or Bitmap images
 - Do not colorize the Grayscale or Bitmap images
- Do not use Transparency effects
 - Transparent objects will flatten to CMYK and generate warnings or errors during preflighting, even if there are no pixels of value within the CMY channels

InDesign Users

* Before creating a PDF preset in InDesign, verify the Color Settings

Color Settings...

- Disable Color Management: Edit > Color Settings
- Settings: Emulate Adobe InDesign 2.0 CMS Off

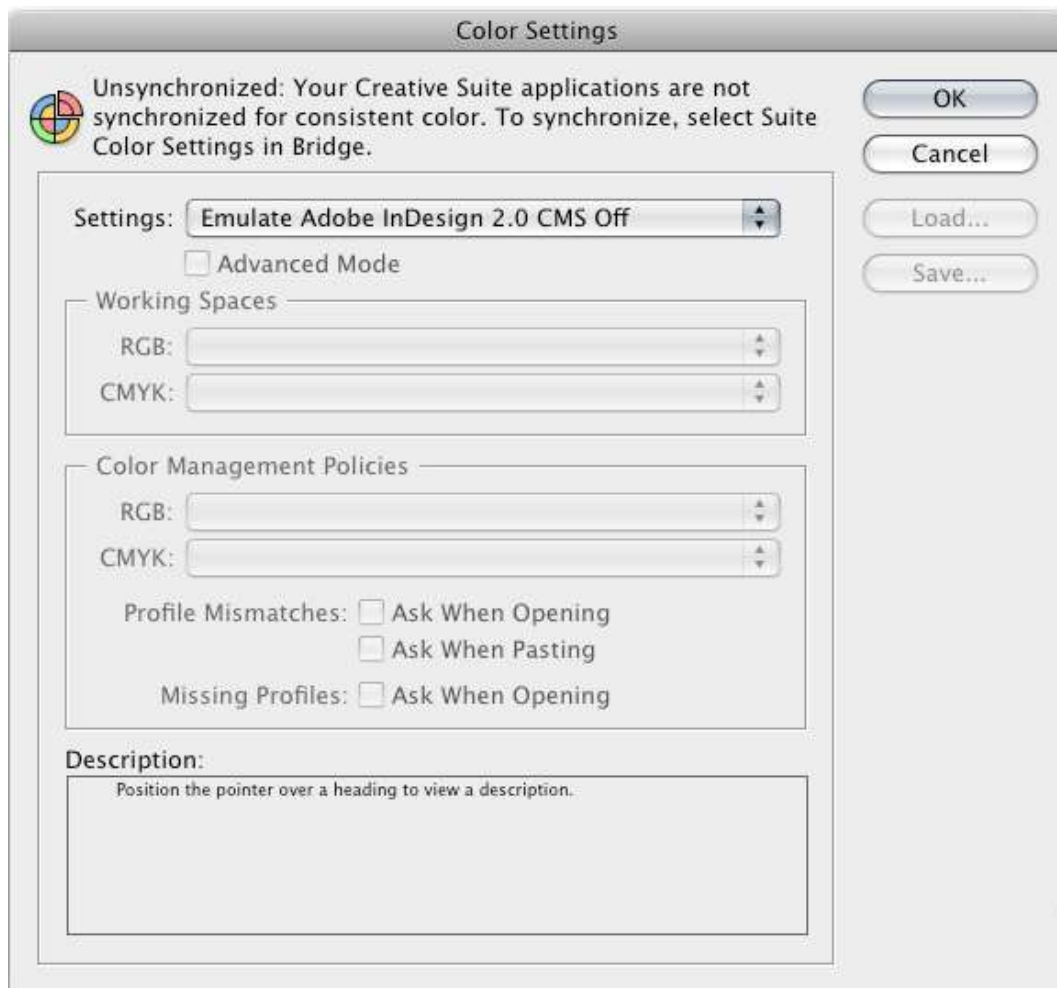
Load the Adobe PDF Preset

- Download the Adobe PDF Preset from the Help menu and unzip it
- In InDesign, select File > Adobe PDF Presets > Define...
- Load the PDF Preset

[Link to InDesign Preset Details](#)

Exporting

- File > Export... > Select a destination for your file and save
- Choose the AdShuttle_Adobe_PDF Preset
- Set the Range for the page you wish to export > Export



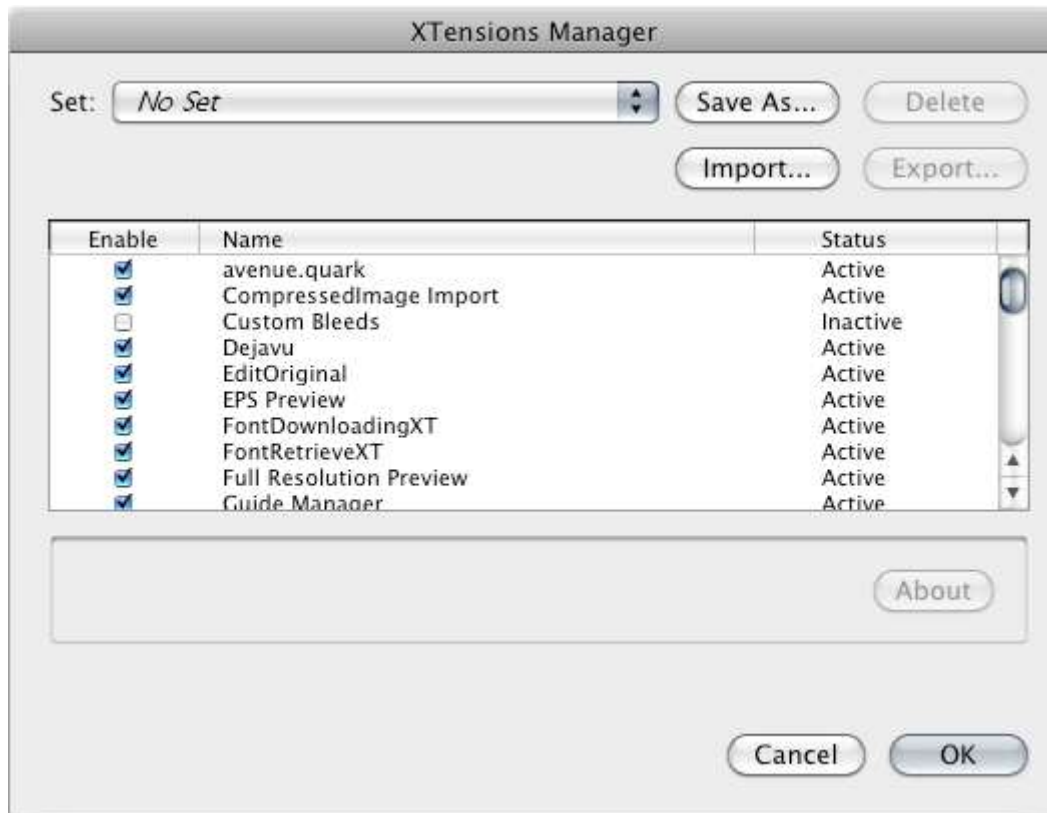
Color Settings

QuarkXPress 4, 5, and 6 Users

* It is recommended to save as PostScript for distilling

XTensions Manager

- Disable the “OPI” and “Custom Bleeds” Xtensions



XTensions Manager

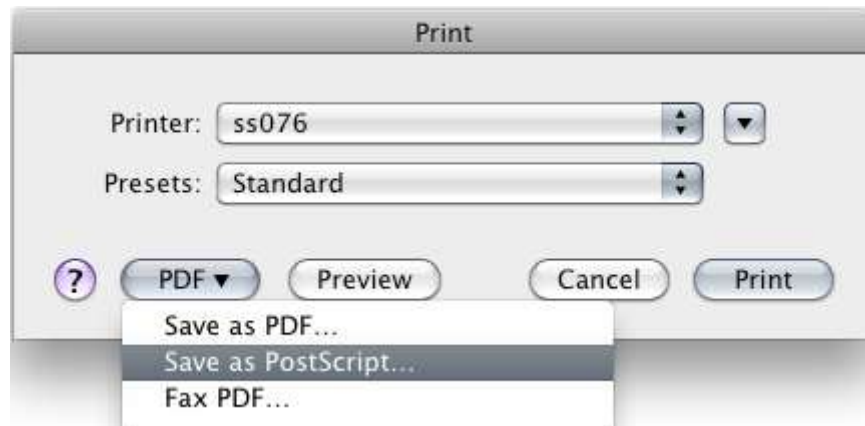
Load the Print Style

- Download the QuarkXpress_PrintStyle from the Help menu and unzip it
- In QuarkXPress, select Edit > Print Styles... > Import...
- Select the Print Style > Open

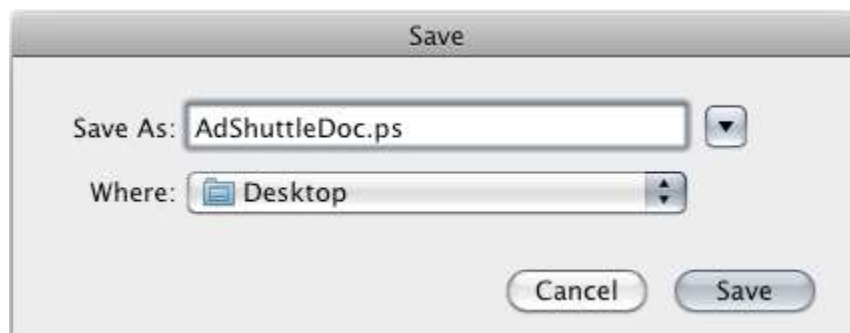
[Link to Quark Print Style Details](#)

Printing

- File > Print... > Select the AdShuttle_Quark_Print Print Style
- On the Setup tab > Set Paper Width 1 inch larger than the document size to accommodate Marks and Bleed
- Select Printer
- In the PDF dropdown, select Save as PostScript...



- Provide the filename and destination > Save



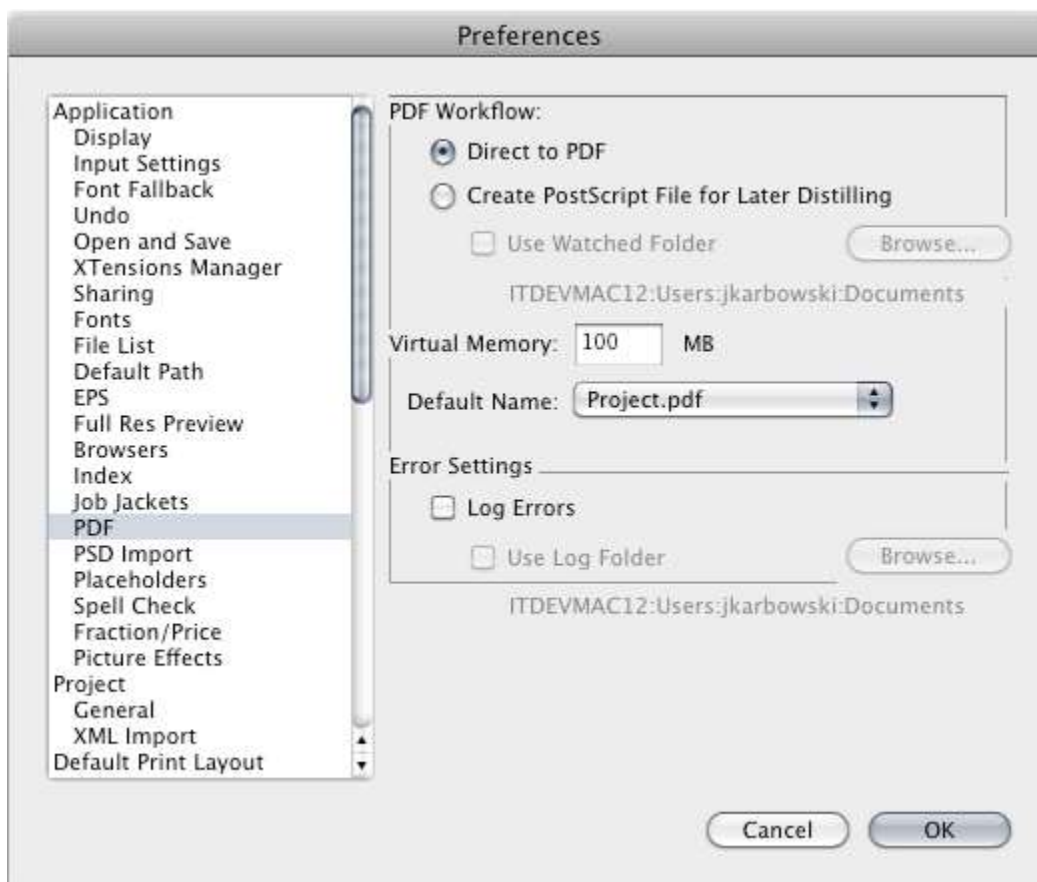
Distill the PostScript file using the settings provided: [Distiller Settings](#)

QuarkXPress 7, 8, and 9 Users

* It is recommended to export as PDF

Preferences

- Open the QuarkXPress preferences
- Verify in PDF preferences that PDF Workflow is set to *Direct to PDF*



PDF Preferences

Load the Output Style

- Download the QuarkXpress_OutputStyle from the Help menu and unzip it
- In QuarkXPress, select Edit > Output Styles... > Import...
- Select the Output Style > Open

[Link to Quark Output Style Details](#)

Export to PDF

- File > Export > Layout as PDF...
- Provide the filename and destination
- Select AdShuttle_Quark_Export from the PDF Styles dropdown > Save



Export as PDF

Distilling

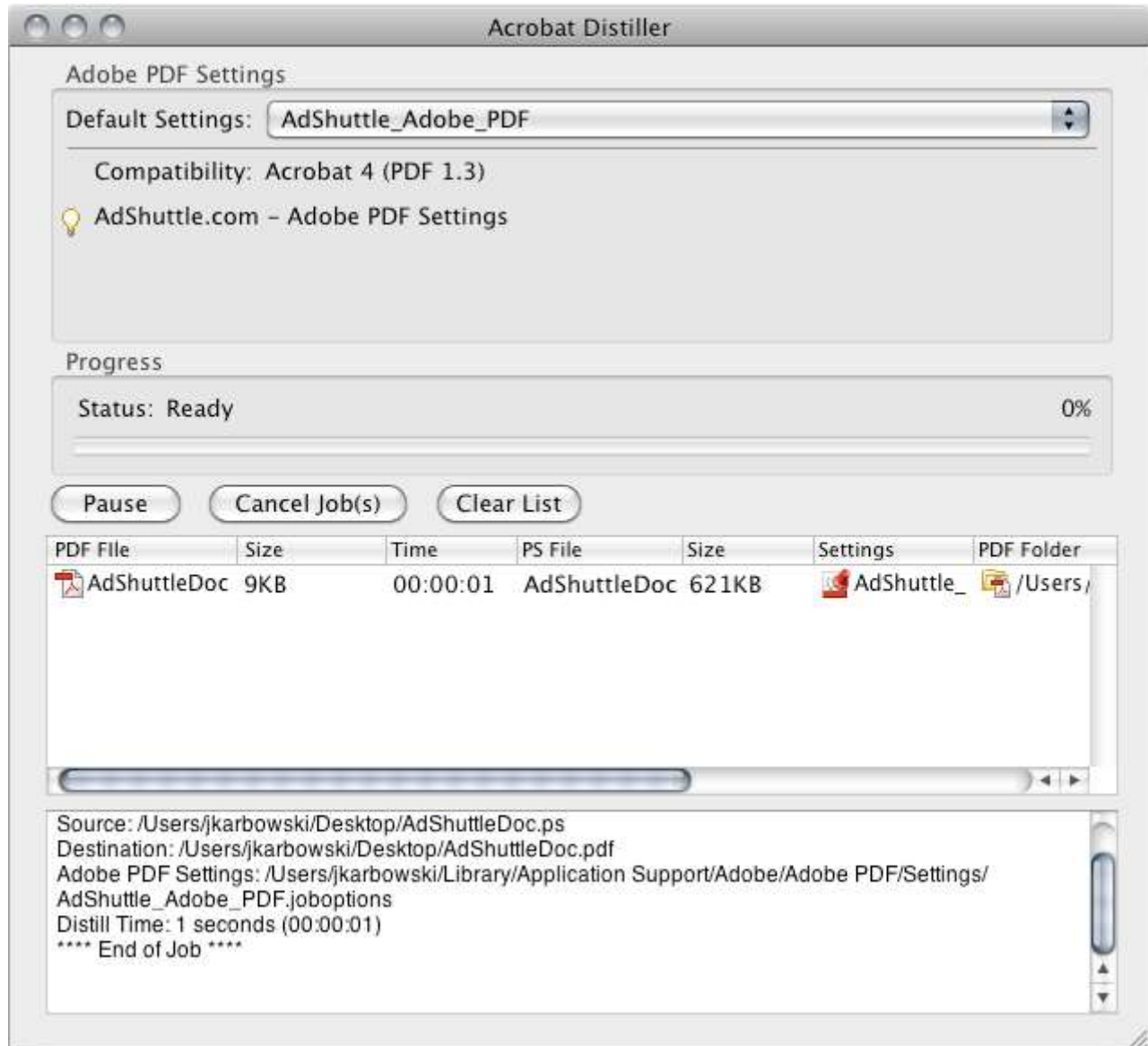
Load the Output Style

- Download the Adobe PDF Preset from the Help menu and unzip it
- In Acrobat Distiller, select Settings > Add Adobe PDF Settings...
- Select the AdShuttle_Adoobe_PDF job options file and Open

Distilling

- Select AdShuttle_Adoobe_PDF in the Default Settings dropdown
- Drop your postscript file onto the Acrobat Distiller window

[Link to Distiller Job Option Details](#)



Distiller Window

InDesign Preset Details

Common Settings

- Standard: None
- Compatibility: Acrobat 4.0 (PDF 1.3)

General

Pages

- Select Range and enter a single page to export (**only single page PDFs are accepted*)

Options

- All options are Unchecked
- Export Layers: Visible & Printable Layers

Include

- All options are Unchecked

The screenshot shows the 'Export Adobe PDF' dialog box with the 'General' tab selected. The 'Adobe PDF Preset' is set to 'AdShuttle_Adobe_PDF'. The 'Standard' is 'None' and 'Compatibility' is 'Acrobat 4 (PDF 1.3)'. The 'Description' field contains 'AdShuttle.com - Adobe PDF Settings'. Under 'Pages', 'All' is selected. Under 'Options', 'Embed Page Thumbnails', 'Optimize for Fast Web View', 'Create Tagged PDF', 'View PDF after Exporting', and 'Create Acrobat Layers' are unchecked. 'Export Layers' is set to 'Visible & Printable Layers'. Under 'Include', 'Bookmarks', 'Hyperlinks', 'Non-Printing Objects', and 'Visible Guides and Grids' are unchecked. 'Interactive Elements' is set to 'Do Not Include'. Buttons at the bottom include 'Save Preset...', 'Cancel', and 'Export'.

Export Adobe PDF

Adobe PDF Preset: AdShuttle_Adobe_PDF

Standard: None Compatibility: Acrobat 4 (PDF 1.3)

General

Description: AdShuttle.com - Adobe PDF Settings

Pages

☒ All
☐ Range: 1-7
☐ Spreads

Options

☐ Embed Page Thumbnails ☐ View PDF after Exporting
☐ Optimize for Fast Web View ☐ Create Acrobat Layers
☐ Create Tagged PDF
Export Layers: Visible & Printable Layers

Include

☐ Bookmarks ☐ Non-Printing Objects
☐ Hyperlinks ☐ Visible Guides and Grids
Interactive Elements: Do Not Include

Save Preset... Cancel Export

General Options

Compression

Color Images

- Bicubic Downsampling to: 300 ppi, for images above: 300 ppi
- Compression: Automatic (JPEG)
- Image Quality: Maximum

Grayscale Images

- Bicubic Downsampling to: 300 ppi, for images above: 300 ppi
- Compression: Automatic (JPEG)
- Image Quality: Maximum

Monochrome Images

- Bicubic Downsampling to: 1200 ppi, for images above: 1200 ppi
- Compression: CCITT Group 4
- Anti-Alias to gray: Off
- Compress Text and Line Art: Checked
- Crop Image Data to Frames: Checked

Export Adobe PDF

Adobe PDF Preset: **AdShuttle_Adobe_PDF**

Standard: **None** Compatibility: **Acrobat 4 (PDF 1.3)**

Compression

Color Images

Bicubic Downsampling to: 300 pixels per inch
for images above: 300 pixels per inch

Compression: **Automatic (JPEG)** Tile Size: 128

Image Quality: **Maximum**

Grayscale Images

Bicubic Downsampling to: 300 pixels per inch
for images above: 300 pixels per inch

Compression: **Automatic (JPEG)** Tile Size: 128

Image Quality: **Maximum**

Monochrome Images

Bicubic Downsampling to: 1200 pixels per inch
for images above: 1200 pixels per inch

Compression: **CCITT Group 4**

☒ Compress Text and Line Art ☒ Crop Image Data to Frames

Save Preset... Cancel Export

Compression options

Marks and Bleeds

Marks

- Crop Marks: Checked
- Bleed Marks: Unchecked
- Registration Marks: Checked
- Color Bars: Checked
- Page Information: Checked
- Type: Default
- Weight: .25 pt
- Offset: .1667 inch

Bleed and Slug

- Use Document Bleed Settings: Unchecked
- Bleed: .125 inch on all sides
- Include Slug Area: Unchecked

Export Adobe PDF

Adobe PDF Preset: AdShuttle_Adobe_PDF

Standard: None Compatibility: Acrobat 4 (PDF 1.3)

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Summary

Marks and Bleeds

Marks

☐ All Printer's Marks Type: Default

☒ Crop Marks Weight: 0.25 pt

☐ Bleed Marks Offset: 0.1667 in

☒ Registration Marks

☐ Color Bars

☒ Page Information

Bleed and Slug

☐ Use Document Bleed Settings

Bleed:

Top: 0.125 in Inside: 0.125 in

Bottom: 0.125 in Outside: 0.125 in

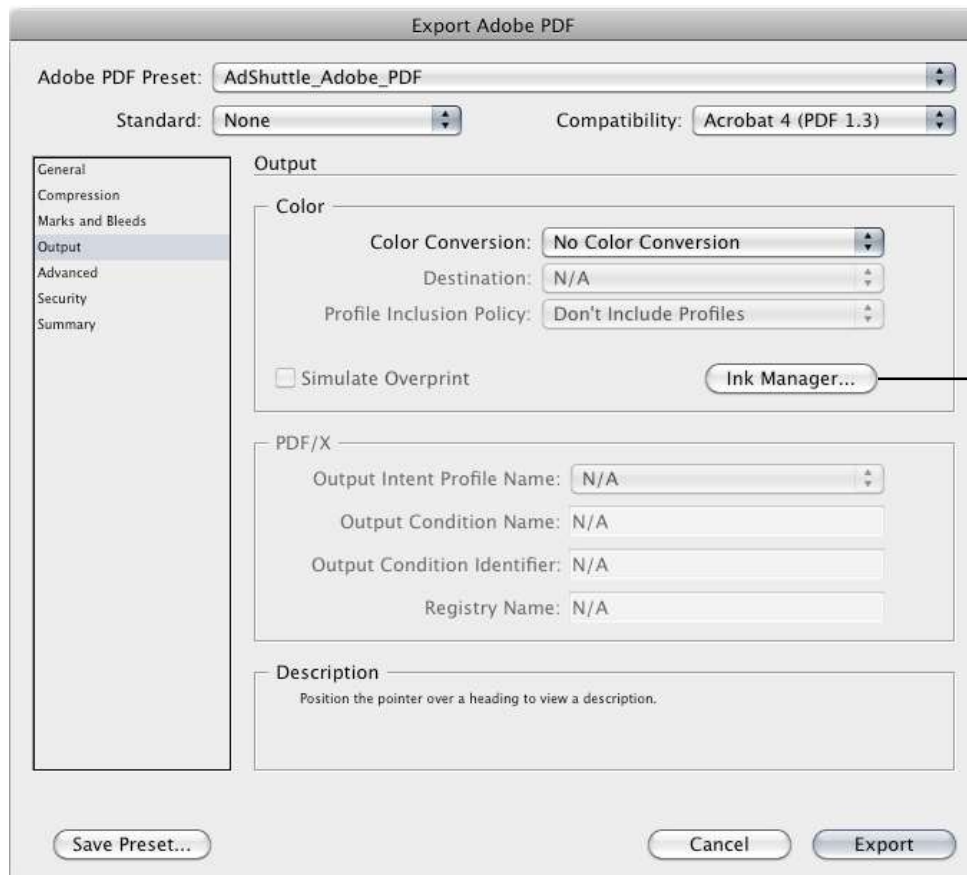
☐ Include Slug Area

Save Preset... Cancel Export

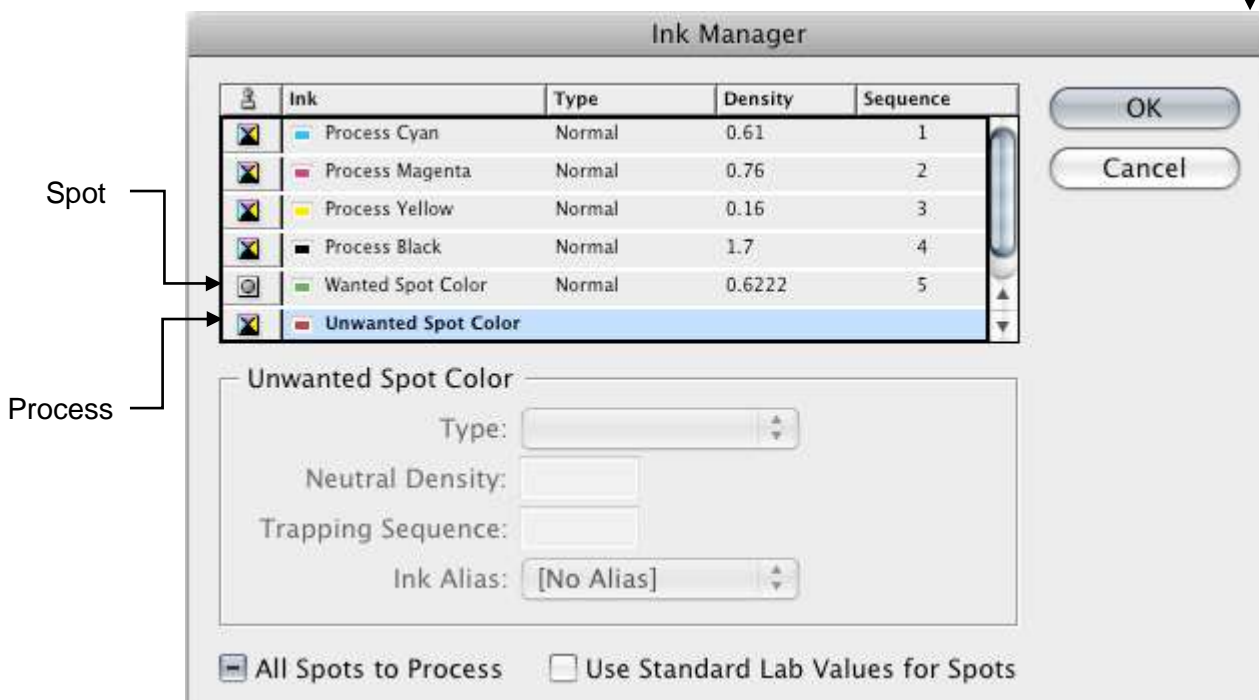
Marks and Bleeds Options

Output

- Color Conversion: No Color Conversion
- Ink Manager: Can be used to verify that only the necessary spot colors will print or to designate spot colors to print as process.



Output options



Advanced

Fonts

- Subset fonts when percent of characters used is less than: 100%

OPI

- All options are Unchecked

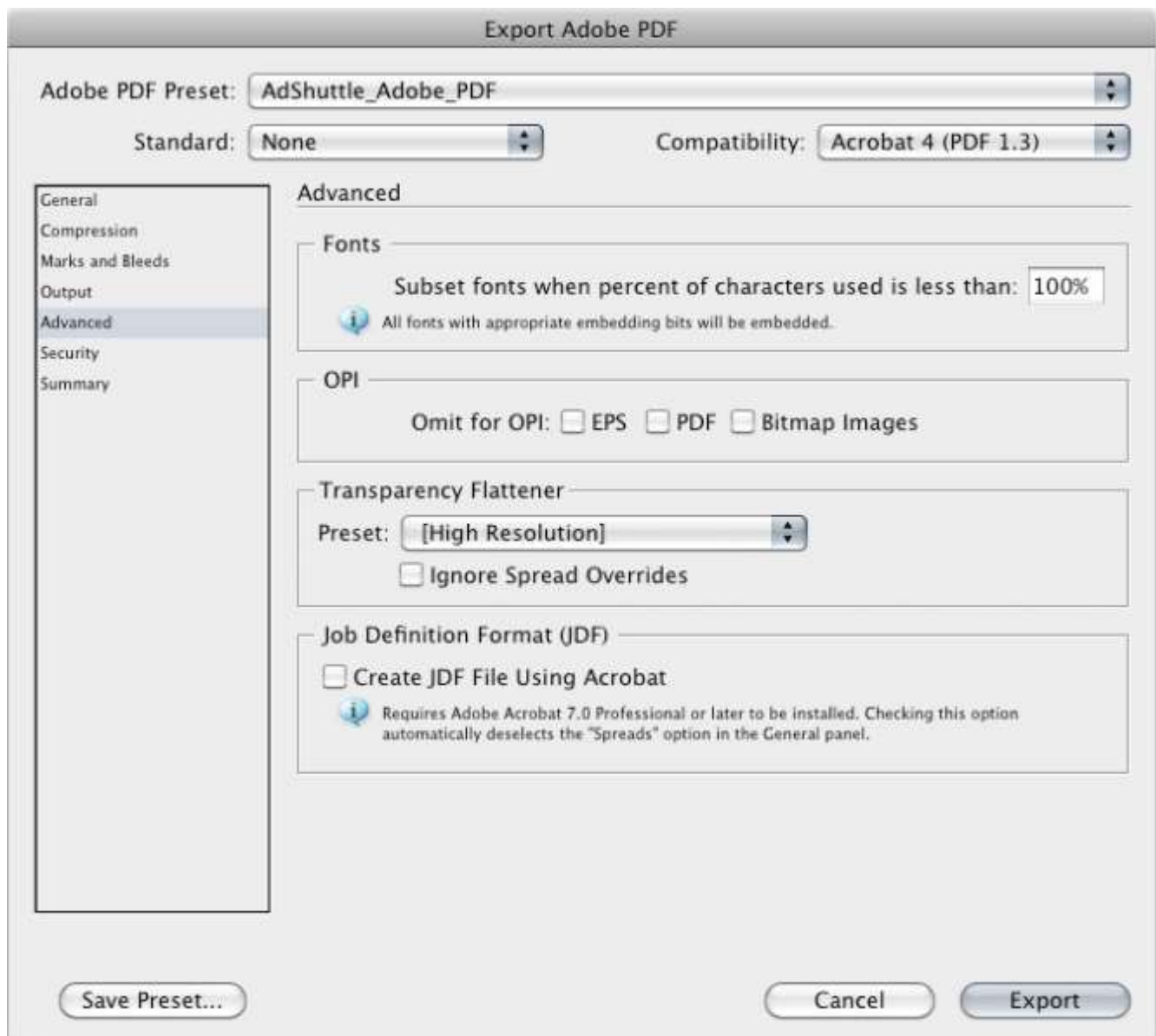
Transparency Flattener

- Preset: High Resolution
- Ignore Spread Overrides: Unchecked

* When transparency effects are used, always inspect your final PDF to verify that desirable flattening has occurred. You may need to adjust the Preset.

Job Definition Format (JDF)

- Create JDF File Using Acrobat: Unchecked



Advanced options

Security

Document Open Password

- Require a password to open the document: Unchecked

Permissions

- Use a password to restrict printing, editing and other tasks: Unchecked

The screenshot shows the 'Export Adobe PDF' dialog box with the 'Security' tab selected. The 'Adobe PDF Preset' is 'AdShuttle_Adobe_PDF', 'Standard' is 'None', and 'Compatibility' is 'Acrobat 4 (PDF 1.3)'. The 'Security' section shows 'Encryption Level: Low (40-bit RC4) - Compatible with Acrobat 3 and Later'. Under 'Document Open Password', the checkbox 'Require a password to open the document' is unchecked, and the 'Document Open Password' field is empty. Under 'Permissions', the checkbox 'Use a password to restrict printing, editing and other tasks' is unchecked, and the 'Permissions Password' field is empty. A note states: 'This password is required to open the document in PDF editing applications.' Below this, 'Printing Allowed' is set to 'High Resolution' and 'Changes Allowed' is set to 'Any except extracting pages'. The checkbox 'Enable copying of content and access for the visually impaired' is checked. At the bottom are buttons for 'Save Preset...', 'Cancel', and 'Export'.

Export Adobe PDF

Adobe PDF Preset: AdShuttle_Adobe_PDF

Standard: None Compatibility: Acrobat 4 (PDF 1.3)

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Summary

Security

Encryption Level: Low (40-bit RC4) - Compatible with Acrobat 3 and Later

Document Open Password

☐ Require a password to open the document

Document Open Password:

Permissions

☐ Use a password to restrict printing, editing and other tasks

Permissions Password:

This password is required to open the document in PDF editing applications.

Printing Allowed: High Resolution

Changes Allowed: Any except extracting pages

☒ Enable copying of content and access for the visually impaired

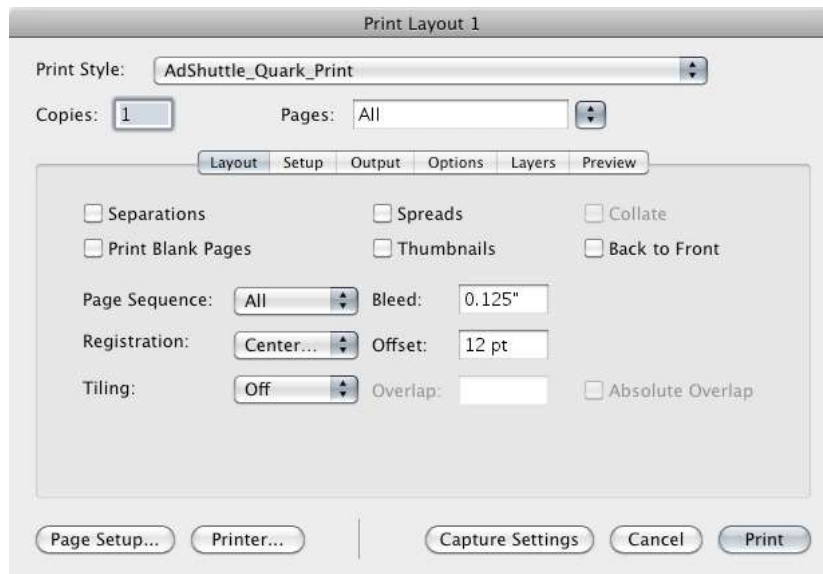
Save Preset... Cancel Export

Security options

QuarkXPress Print Style Details

Layout

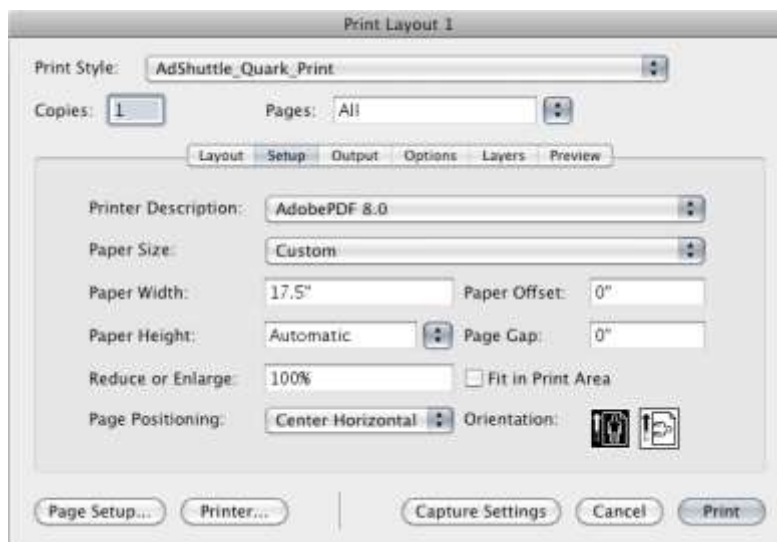
- All layout options are left unchecked
- Registration: Centered
- Bleed: .125"
- Offset: 12 pt.



Layout tab – Quark Xpress 6

Setup

- Printer Description: Adobe PDF
- Paper Size: Custom
- Paper Width: Should equal Trim width + 1 inch to accommodate Marks and Bleed
- Paper Height: Automatic
- Page Positioning: Center Horizontal
- Orientation: Portrait



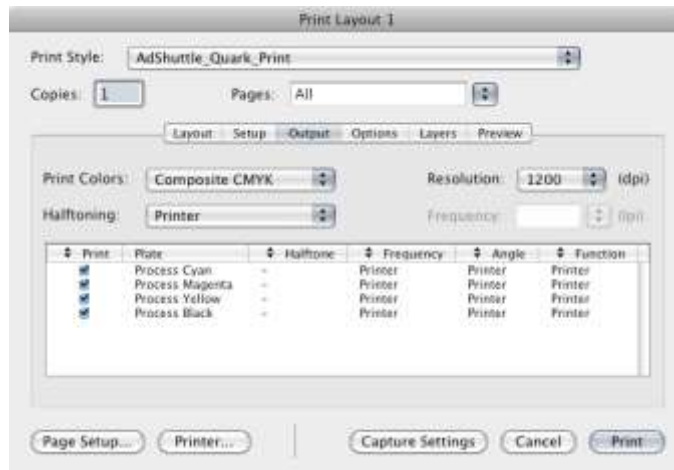
Setup tab – Quark Xpress 6

Output

- Print Colors: Composite CMYK

* When using the Composite CMYK option, RGB objects will be converted to CMYK and will not be detected during the preflight check. Be sure not to use them.

- Halftoning: Printer
- Resolution: 1200 (dpi)



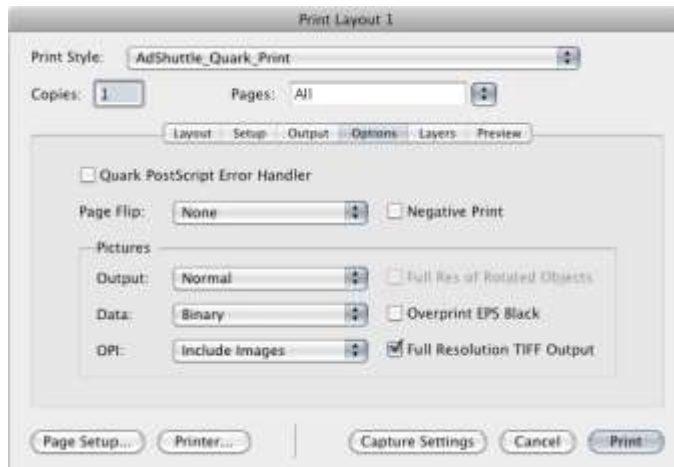
Output tab – Quark Xpress 6

Options

- Quark PostScript Error Handler: Unchecked
- Page Flip: None
- Negative Print: Unchecked

Pictures

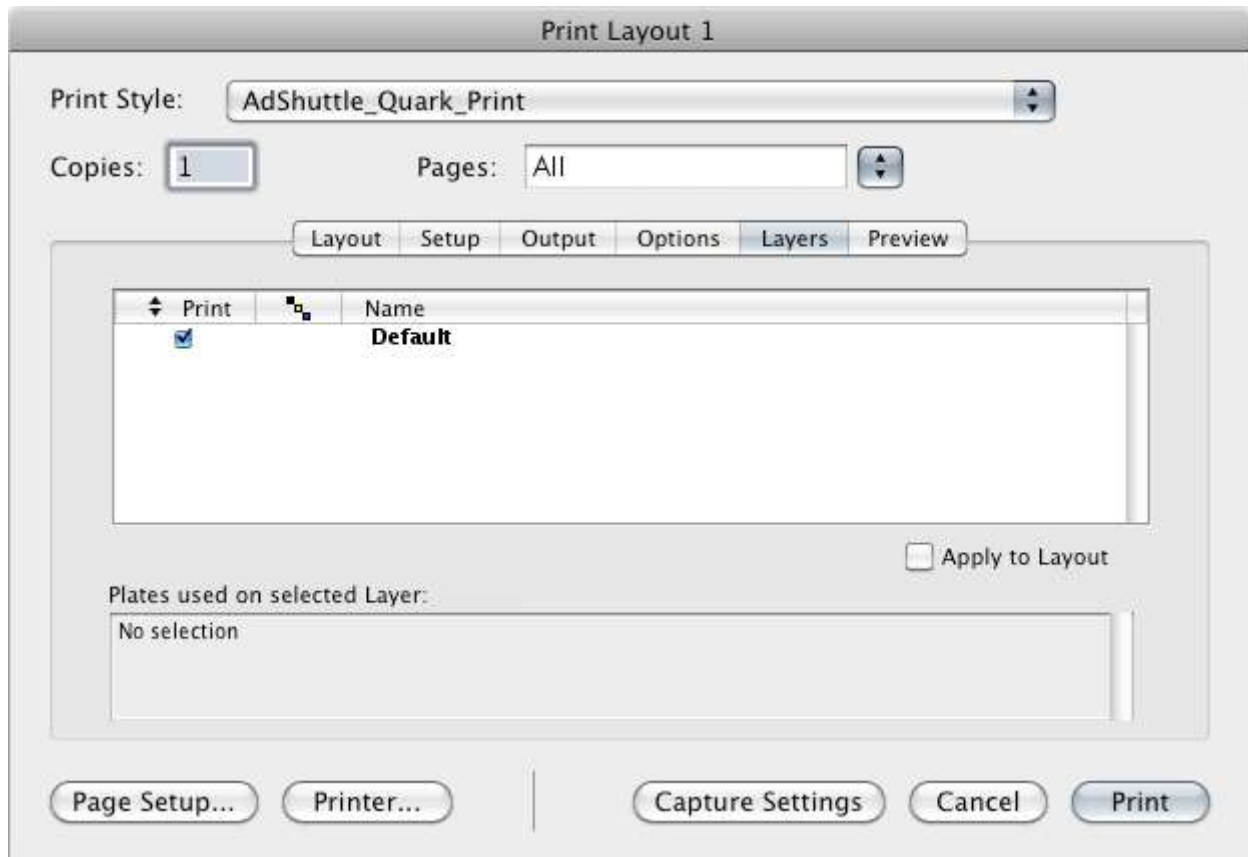
- Output: Normal
- Data: Binary
- OPI: Include Images
- Full Res of Rotated Objects: Unchecked
- Overprint EPS Black: Unchecked
- Full Resolution TIFF Output: Checked



Options tab – Quark Xpress 6

Layers

- Check the layers required to produce a good file

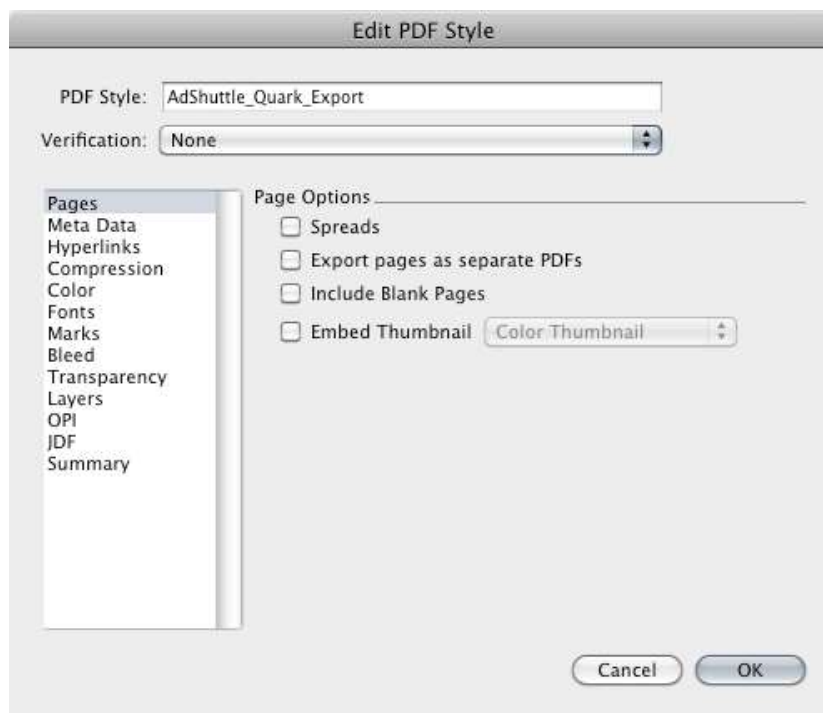


Layers tab – Quark Xpress 6

QuarkXPress Output Style Details

Pages

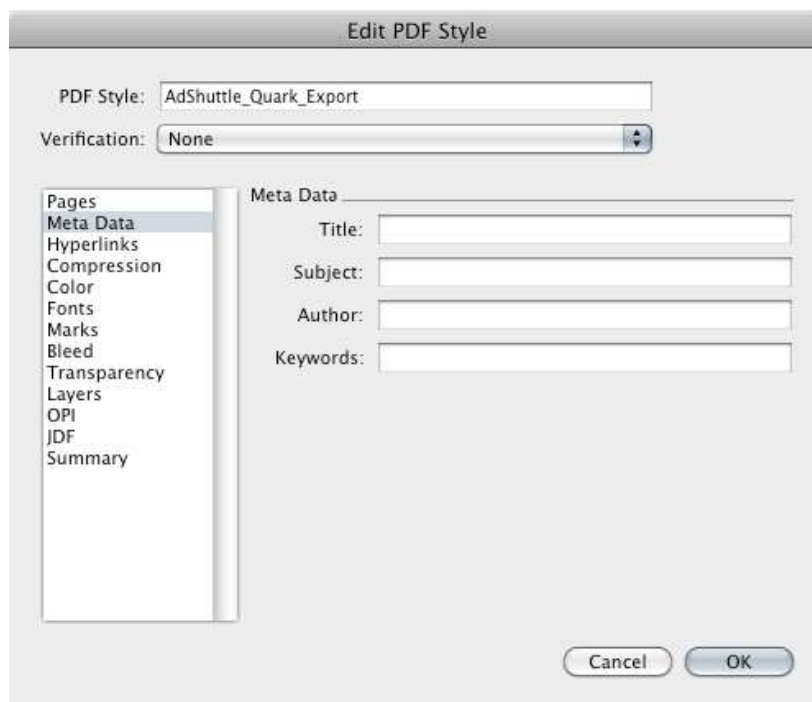
- All page options are left unchecked



Pages options

Meta Data

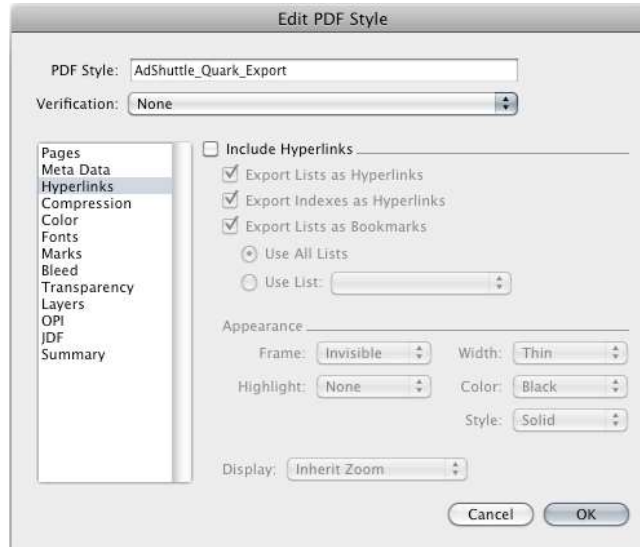
- By default the layout name will be used as the Title. The rest can be left blank.



Meta Data options

Hyperlinks

- Include Hyperlinks: Unchecked



Hyperlinks options

Compression

Color Images

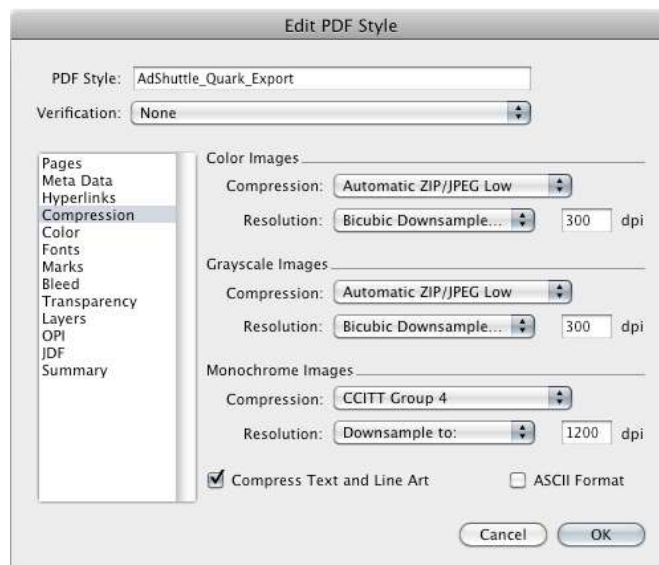
- Compression: Automatic ZIP/JPEG Low
- Resolution: Bicubic Downsample... 300 dpi

Grayscale Images

- Compression: Automatic ZIP/JPEG Low
- Resolution: Bicubic Downsample... 300 dpi

Monochrome Images

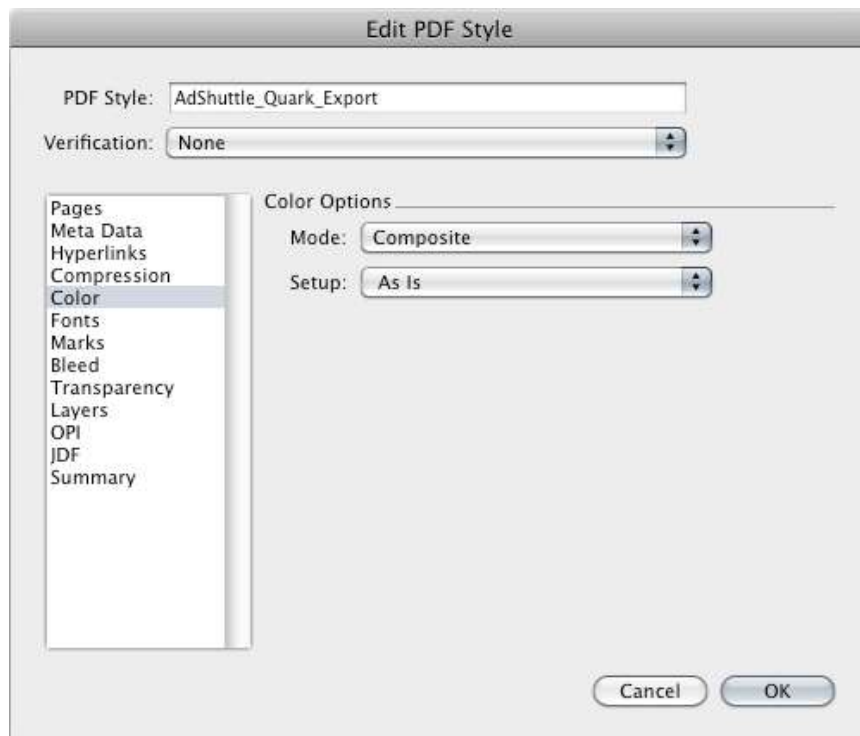
- Compression: CCITT Group 4
- Resolution: Downsample to 1200 dpi
- Compress Text and Line Art: Checked
- ASCII Format: Unchecked



Compression options

Color

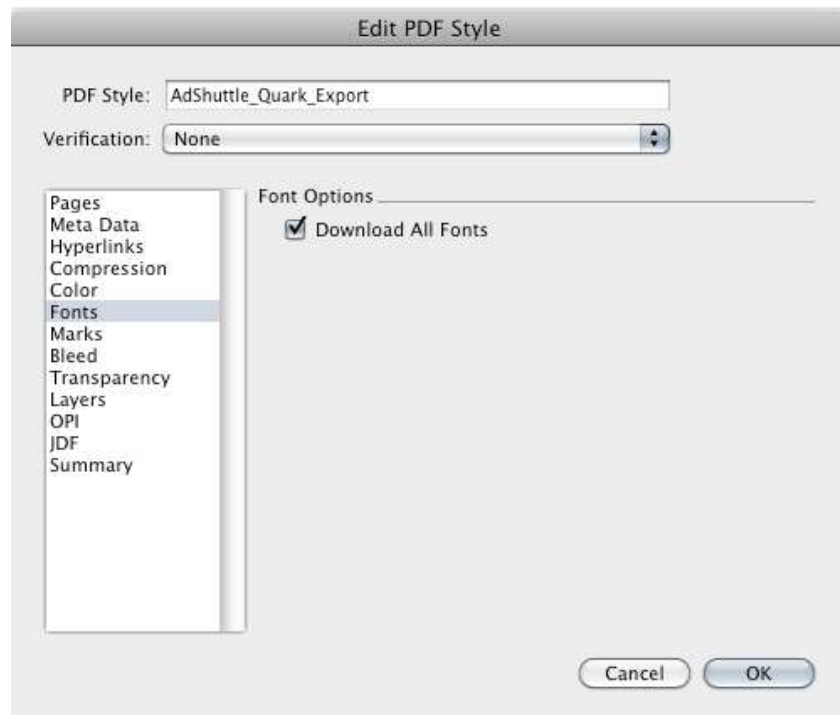
- Mode: Composite
- Setup: As Is



Color options

Fonts

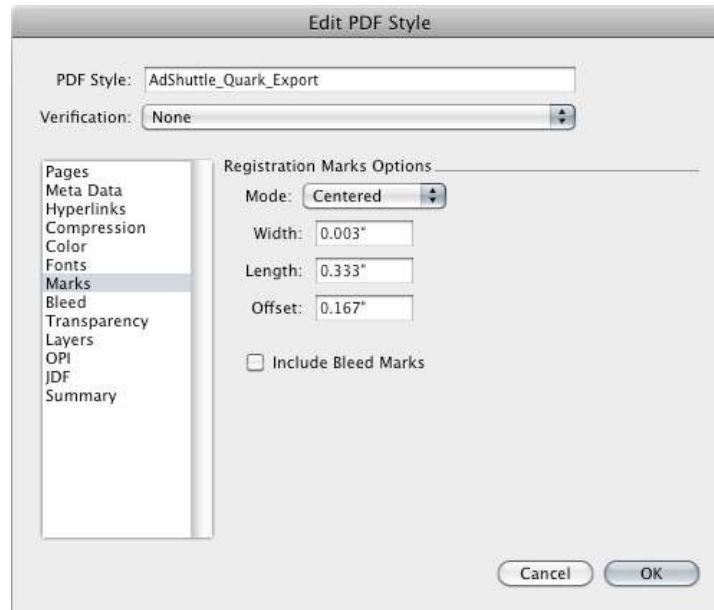
- Download All Fonts: Checked



Fonts options

Marks

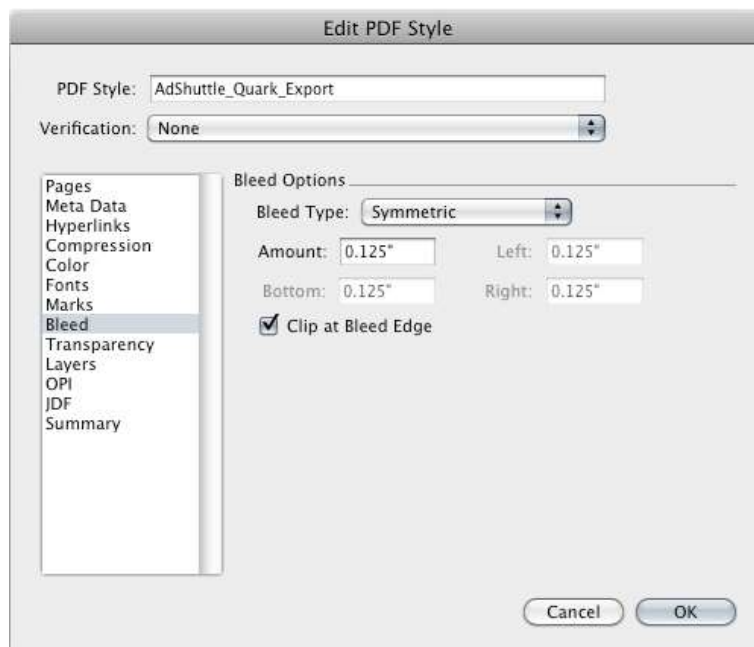
- Mode: Centered
- Width: .003"
- Length: .333"
- Offset: .167"
- Include Bleed Marks: Unchecked



Marks options

Bleed

- Bleed Type: Symmetric
- Amount: .125"
- Clip at Bleed Edge: Checked



Bleed options

Transparency

QuarkXPress Objects

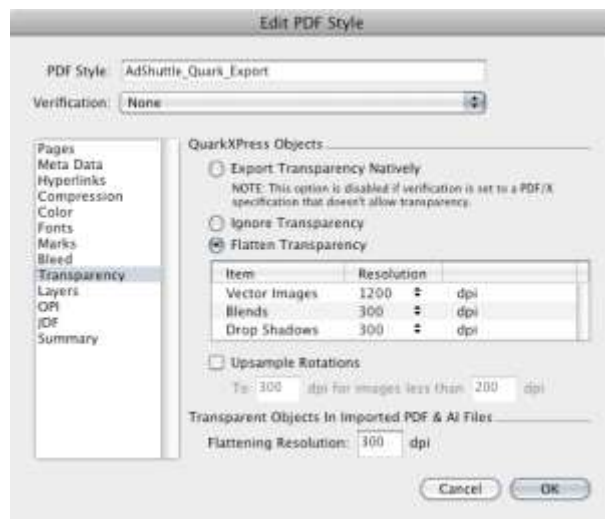
- Select “Flatten Transparency”

* When transparency effects are used, always inspect your final PDF to verify that desirable rendering has occurred. You may need to adjust the resolution values.

- Vector Images: 1200 dpi
- Blends: 300 dpi
- Drop Shadows: 300 dpi
- Upsample Rotations: Unchecked

Transparent Objects In Imported PDF and AI Files

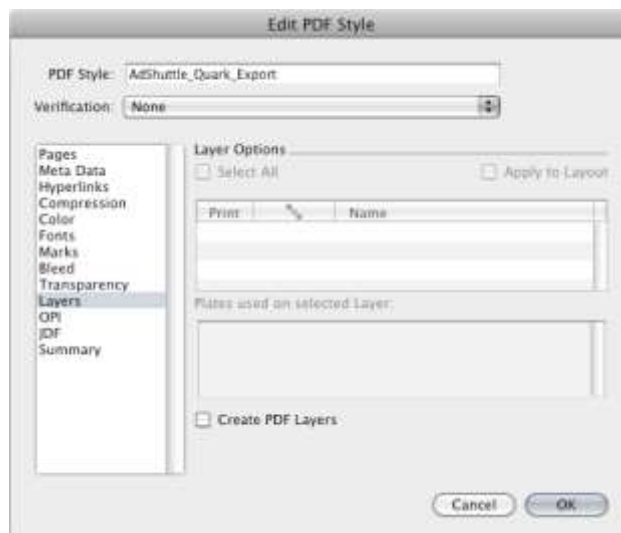
- Flattening Resolution: 300 dpi



Transparency options

Layers

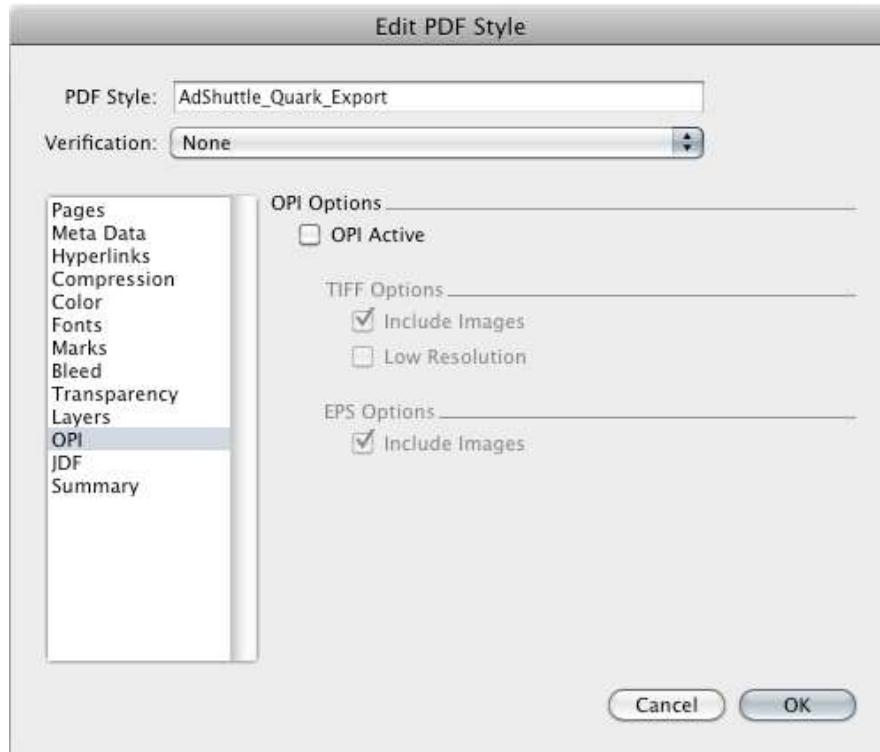
- Select the appropriate layers
- Create PDF Layers: Unchecked



Layers options

OPI

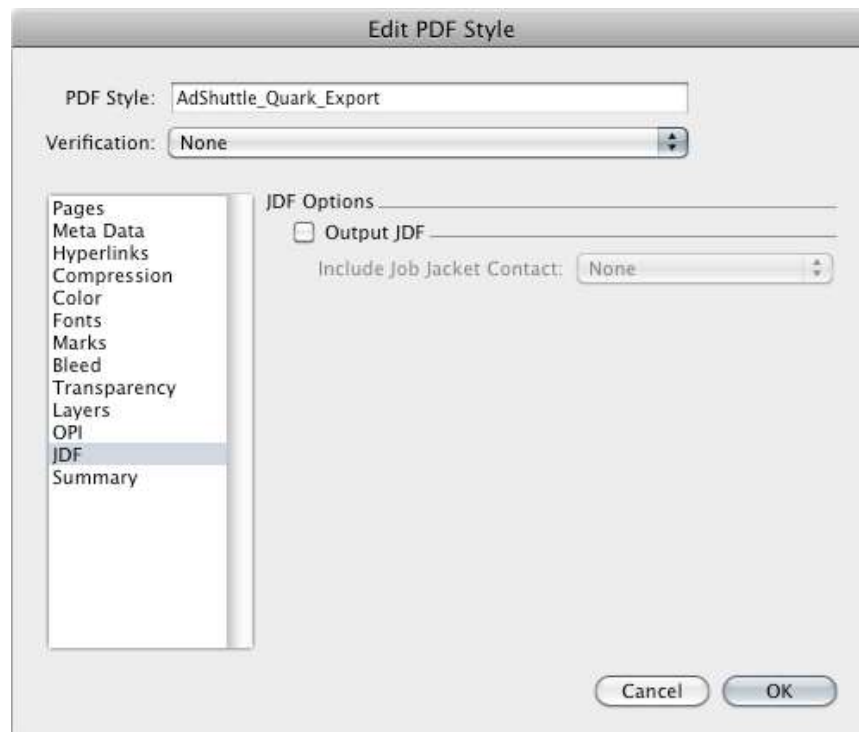
- OPI Active: Unchecked



OPI options

JDF

- Output JDF: Unchecked



JDF options

Acrobat Distiller Job Options

General

File Options

- Compatibility: Acrobat 4.0 (PDF 1.3)
- Object-Level Compression: Off
- Auto-Rotate Pages: Off
- Binding: Left
- Resolution: 1200
- All Pages: Selected (Distilling single page postscript files)
- Embed Thumbnails: Unchecked
- Optimize For Fast Web View: Unchecked

Default Page Size

- Units: Inches
- Width: 11
- Height: 17

The screenshot shows the 'Adobe PDF Settings: AdShuttle_Adobe_PDF' dialog box with the 'General' tab selected. The 'Description' field contains 'AdShuttle.com - Adobe PDF Settings'. The 'File Options' section includes dropdown menus for 'Compatibility' (Acrobat 4.0 (PDF 1.3)), 'Object-Level Compression' (Off), 'Auto-Rotate Pages' (Off), and 'Binding' (Left). The 'Resolution' is set to 1200 dots per inch. Under 'All Pages', the 'Pages From' and 'To' fields are empty. The 'Embed Thumbnails' and 'Optimize For Fast Web View' checkboxes are unchecked. The 'Default Page Size' section shows 'Units' as Inches, 'Width' as 11.0000, and 'Height' as 17.0000. At the bottom are buttons for 'Save As...', 'Help', 'Cancel', and 'OK'.

Section	Option	Value
File Options	Compatibility	Acrobat 4.0 (PDF 1.3)
	Object-Level Compression	Off
	Auto-Rotate Pages	Off
	Binding	Left
	Resolution	1200 dots per inch
	All Pages	Selected
	Pages From	
Default Page Size	Units	Inches
	Width	11.0000
Default Page Size	Height	17.0000

General tab

Images

Color Images

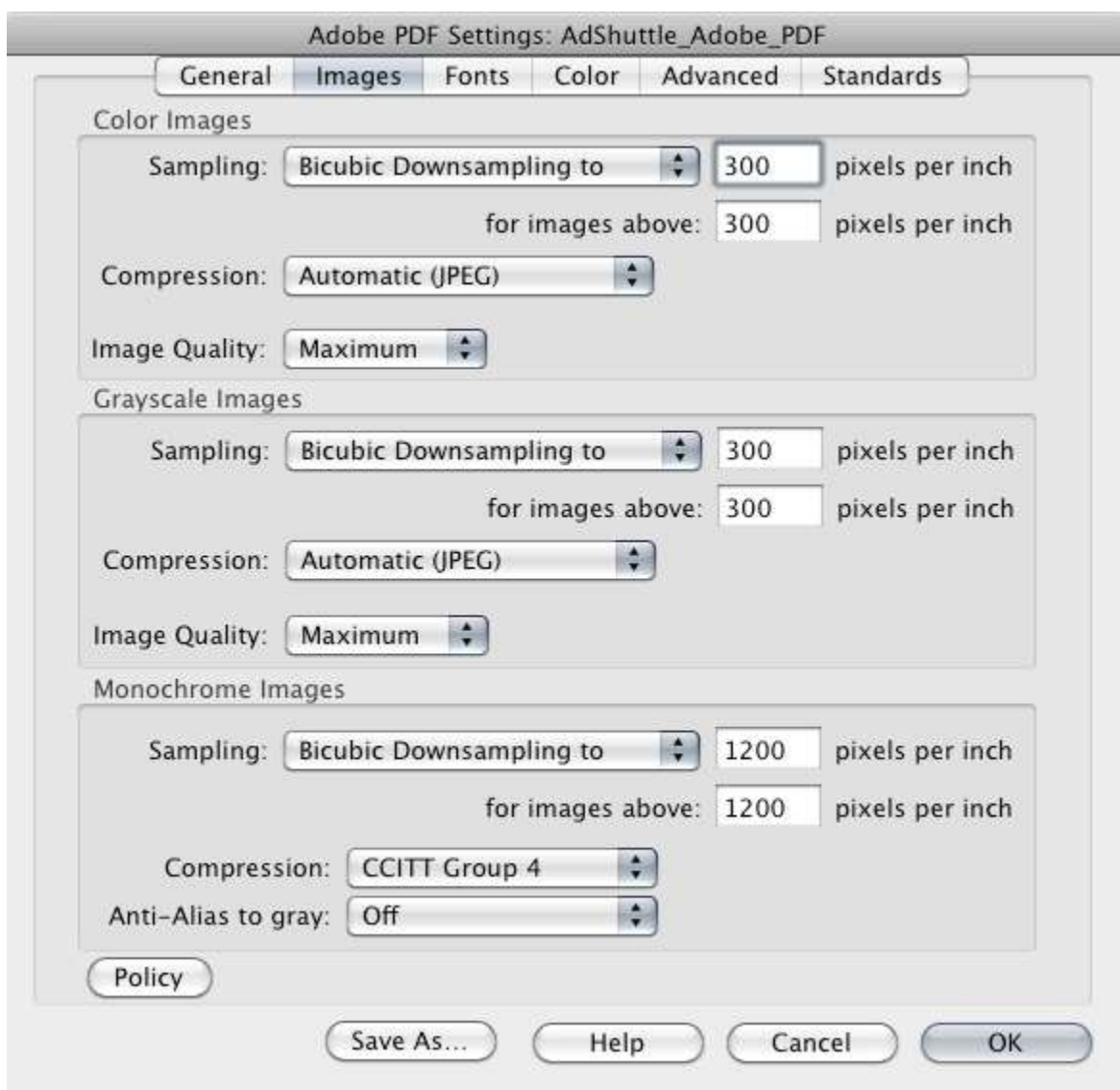
- Bicubic Downsampling to: 300 ppi, for images above: 300 ppi
- Compression: Automatic (JPEG)
- Image Quality: Maximum

Grayscale Images

- Bicubic Downsampling to: 300 ppi, for images above: 300 ppi
- Compression: Automatic (JPEG)
- Image Quality: Maximum

Monochrome Images

- Bicubic Downsampling to: 1200 ppi, for images above: 1200 ppi
- Compression: CCITT Group 4
- Anti-Alias to gray: Off



Images tab

Fonts

- Embed all Fonts: Checked
- Subset embedded fonts when percent of characters used is less than: 100%
- When embedding fails: Cancel Job



Fonts tab

Color

Adobe Color Settings

- Settings File: None
- Color Management Policies: Leave Color Unchanged
- Document Rendering Intent: Preserve

Device-Dependent Data

- Preserve Under Color Removal and Black Generation: Unchecked
- When transfer functions are found: Apply
- Preserve Halftone Information: Unchecked



Color tab

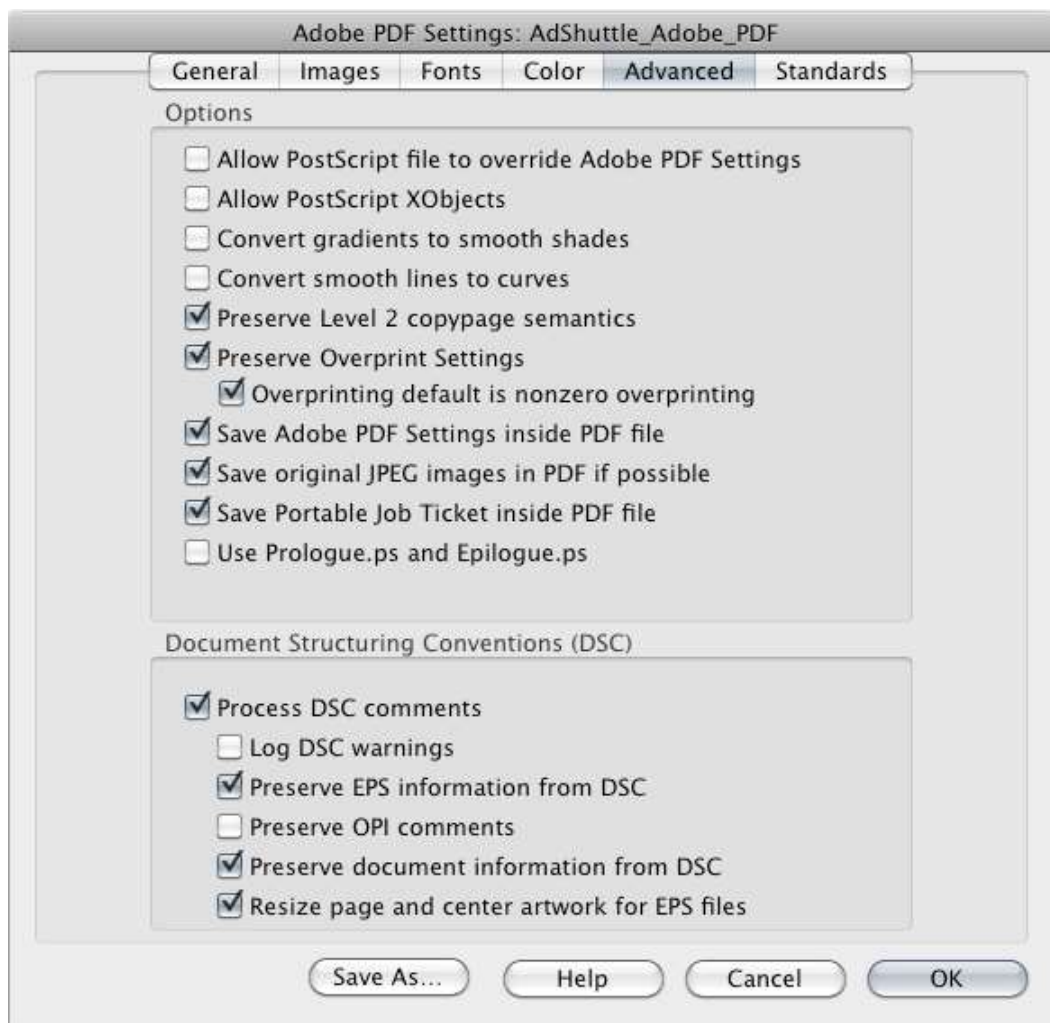
Advanced

Options

- Allow PostScript file to override Adobe PDF Settings: Unchecked
- Allow PostScript XObjects: Unchecked
- Convert gradients to smooth shades: Unchecked
- Convert smooth lines to curves: Unchecked
- Preserve Level 2 copypage semantics: Checked
- Preserve Overprint Settings: Checked
 - Overprinting default is nonzero overprinting: Checked
- Save Adobe PDF Settings inside PDF file: Checked
- Save original JPEG images in PDF if possible: Checked
- Save Portable Job Ticket inside PDF file: Checked
- Use Prologue.ps and Epilogue.ps: Unchecked

Document Structuring Conventions (DCS)

- Process DSC comments: Checked
 - Log DSC warnings: Unchecked
 - Preserve EPS Information from DSC: Checked
 - Preserve OPI comments: Unchecked
 - Preserve document information from DSC: Checked
 - Resize page and center artwork for EPS files: Checked



Advanced tab

Standards

- Compliance Standard: None

The screenshot shows the 'Standards' tab of the 'Adobe PDF Settings: AdShuttle_Adobe_PDF' dialog box. The 'Compliance Standard' is set to 'None'. Under 'Standard Reporting and Compliance', the 'When not compliant' option is 'Continue'. The 'If Neither TrimBox nor ArtBox are Specified' section has 'Report as error' selected. The 'If BleedBox is Not Specified' section has 'Set BleedBox To MediaBox' selected. The 'Default Values if Not Specified in the Document' section includes fields for 'Output Intent Profile Name' (No Default Profile), 'Output Condition Identifier', 'Output Condition', 'Registry Name(URL)', and 'Trapped' (Insert False). The 'Save As...', 'Help', 'Cancel', and 'OK' buttons are at the bottom.

Adobe PDF Settings: AdShuttle_Adobe_PDF

General Images Fonts Color Advanced Standards

Standard Reporting and Compliance

Compliance Standard: None

When not compliant: Continue

If Neither TrimBox nor ArtBox are Specified

☒ Report as error

☐ Set TrimBox to MediaBox with offsets (Inches):

Left: 0 Right: 0 Top: 0 Bottom: 0

If BleedBox is Not Specified

☒ Set BleedBox To MediaBox

☐ Set BleedBox To TrimBox with offsets (Inches):

Left: 0 Right: 0 Top: 0 Bottom: 0

Default Values if Not Specified in the Document

Output Intent Profile Name: No Default Profile

Output Condition Identifier:

Output Condition:

Registry Name(URL):

Trapped: Insert False

Save As... Help Cancel OK

Standards tab