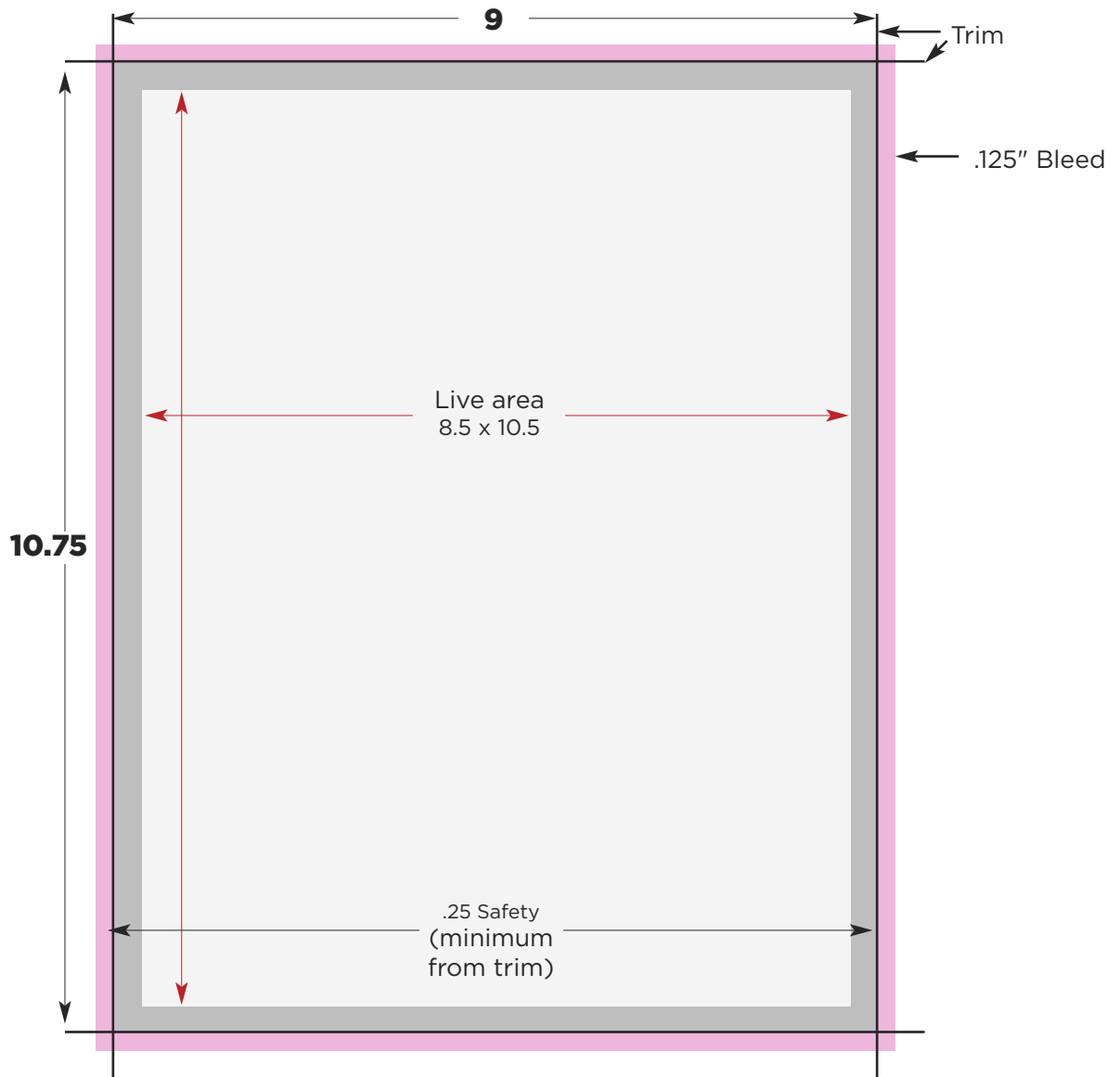


PAGE	
2	Ad.Size/Specifications/ LuxuryPools
3	Indesign
4	Illustrator
9	PhotoShop
12	QuarkXpress/Postscript
19	QuarkXpress/Distiller

Preparation for Printing

- **IMAGE FILES:** Include only **TIFF** and **EPS** graphics, no PICT, GIF or JPEG, etc.
- **IMAGE RESOLUTION:** **300 dpi**
- **COLOR SPACE:** **CMYK**, and **Grayscale** only, no RGB or LAB.
- **FONT TYPES:** **Type 1 PostScript fonts only**, avoid TrueType and Multiple Master fonts.
- **COMPRESSION:** Use ZIP 8-bit only, avoid JPEG and LZW.
- **DENSITY:** 280
- We have included screen captures to assist you in the making of your files. Please refer to them when processing your job.
- When reviewing the detailed instructions for the program you are using, please be on the lookout for special **ALERTS**. These have been included to help you successfully produce a usable file.



Full Page Spread

(add an additional 1/8" for bleed on all sides
Total dimension 18.25 x 11)

Document Size
18" x 10.75"

Full Page (Bleed)

(add an additional 1/8" for bleed on all sides
Total dimension 9.25 x 11)

Document Size
9" x 10.75"

1/2 Page Horizontal

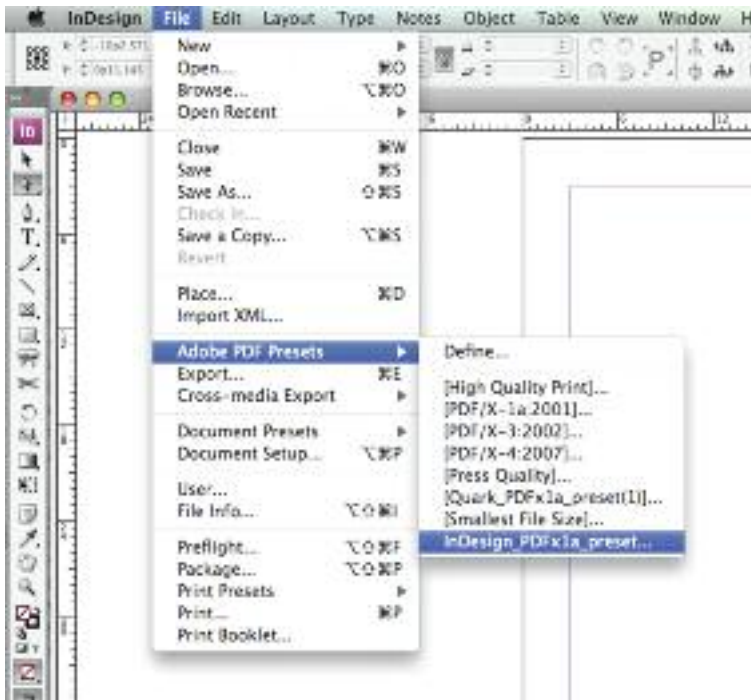
Document Size
7" x 4.875"

Click on **InDesign_PDFx1a_preset.joboptions** on the bottom of this pdf and drag it to your desktop. Or if you have a two button mouse, right click and save to your desktop.

Open InDesign

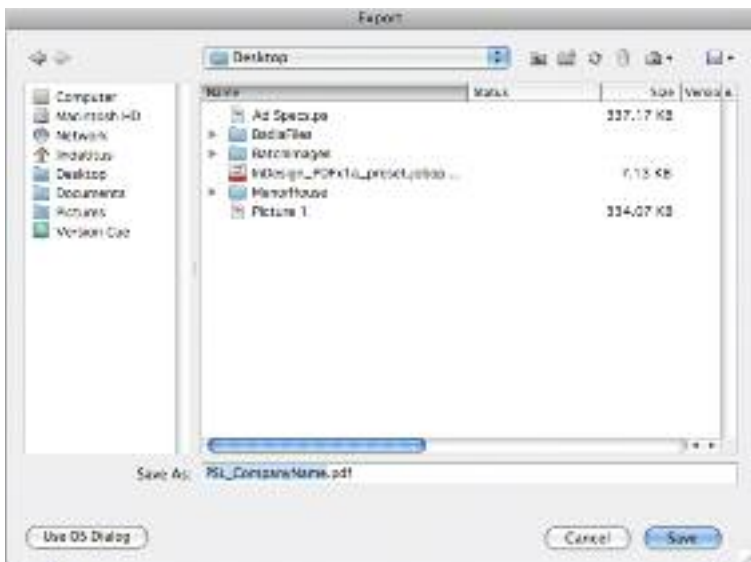
click File

- >> Adobe PDF Presets
- >> Define... next click the Load button and select the **InDesign_PDFx1a_preset.joboptions** file located on your computer.



After loading the preset

- >> File
- >> Adobe PDF Presets
- >> InDesign_PDFx1a_preset.joboptions



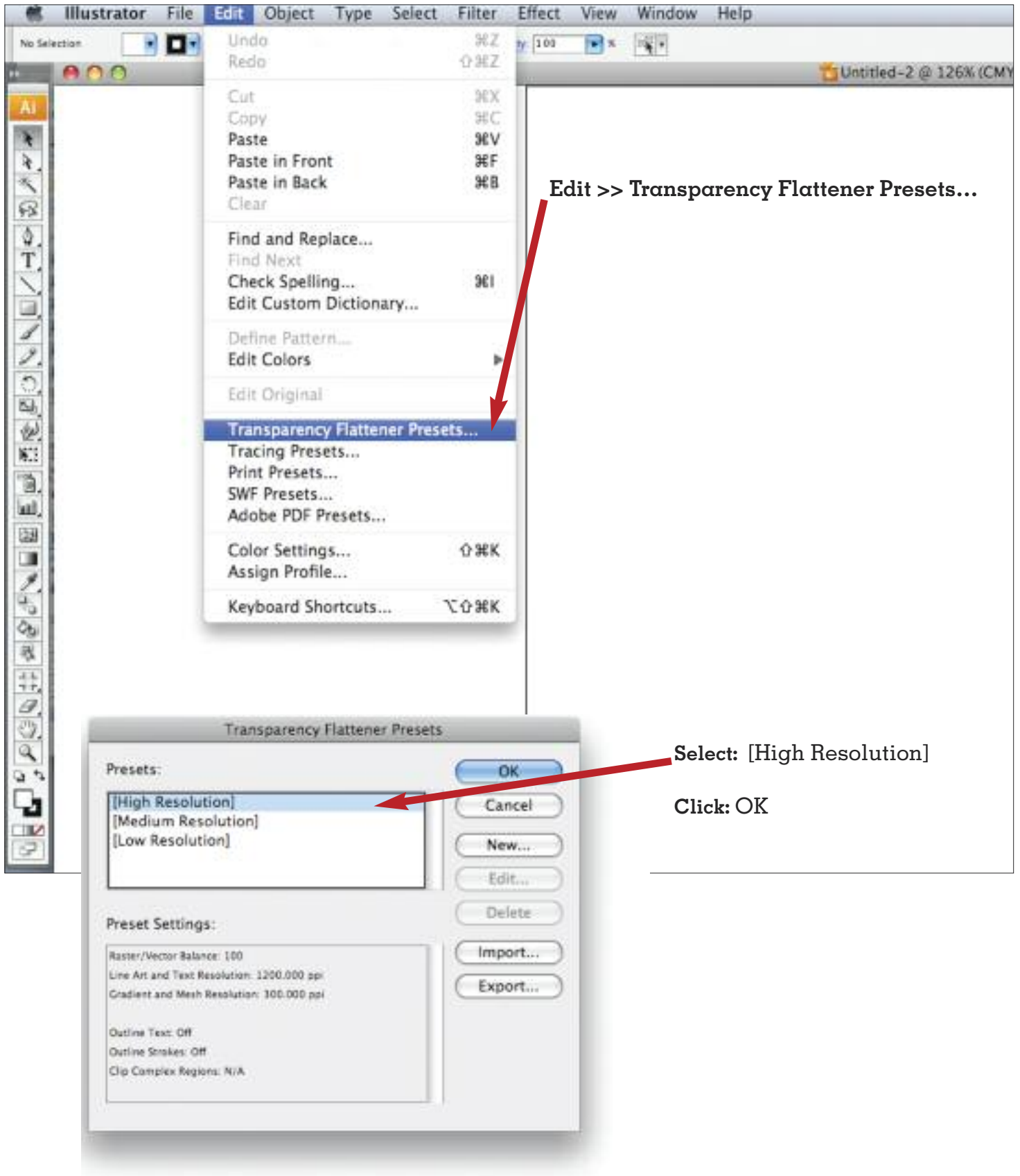
Name your file:

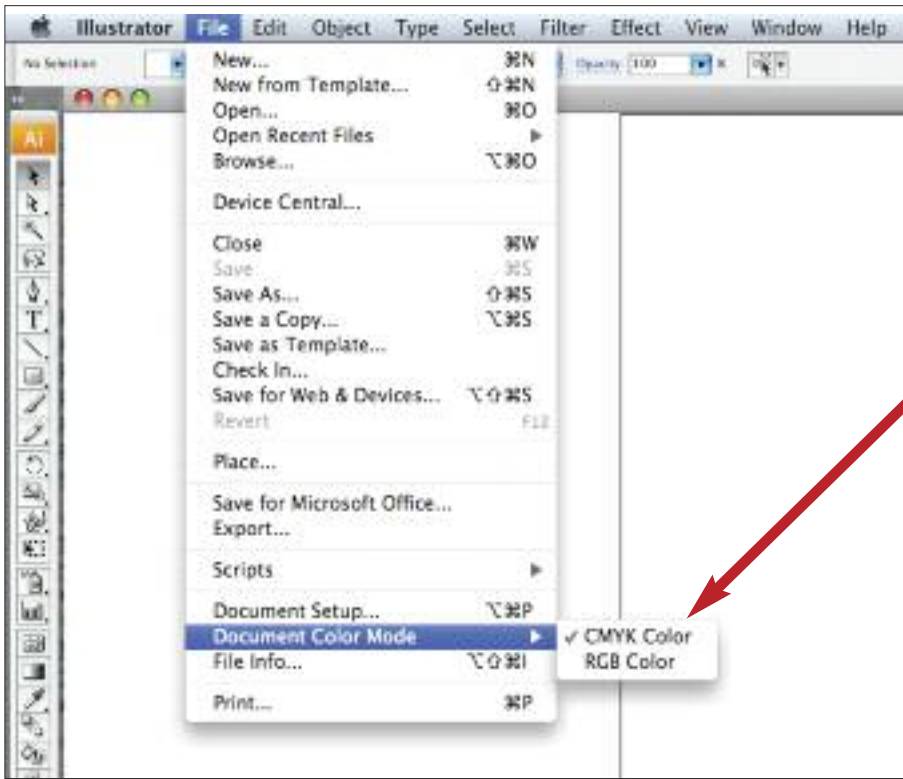
- name of the publication (LP for Luxury Pools)
- company name

Select a place to save your file then hit return.

Your pdf is made

Follow screen capture

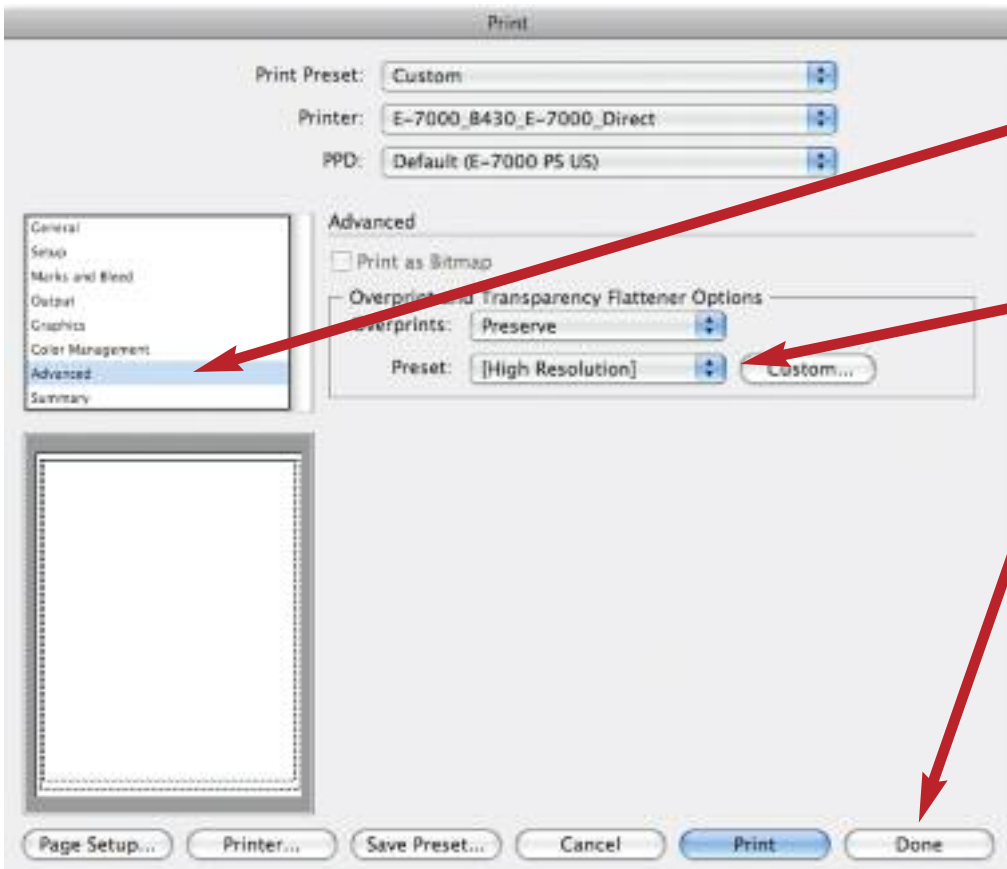




File >> Document Color Mode

Select: CMYK

ALERT



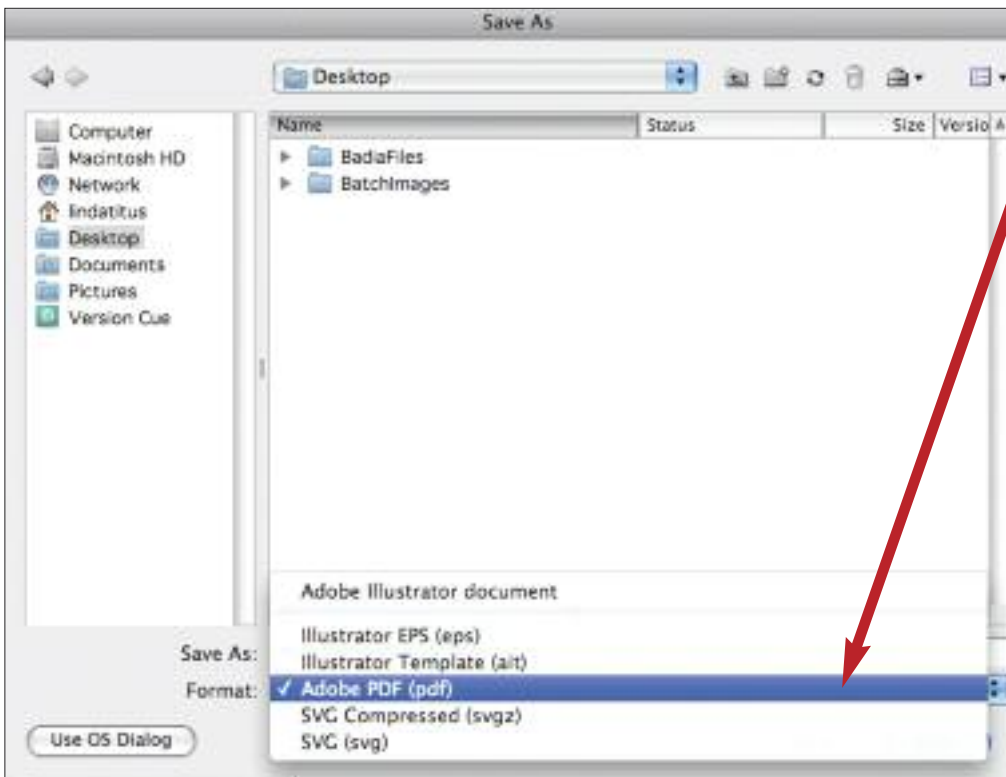
File >> Print

Select: Advanced

Overprint and
Transparency Flattener
Options

Preset: High Resolution

Click: Done



File >> Save As

Select: Adobe PDF (pdf)

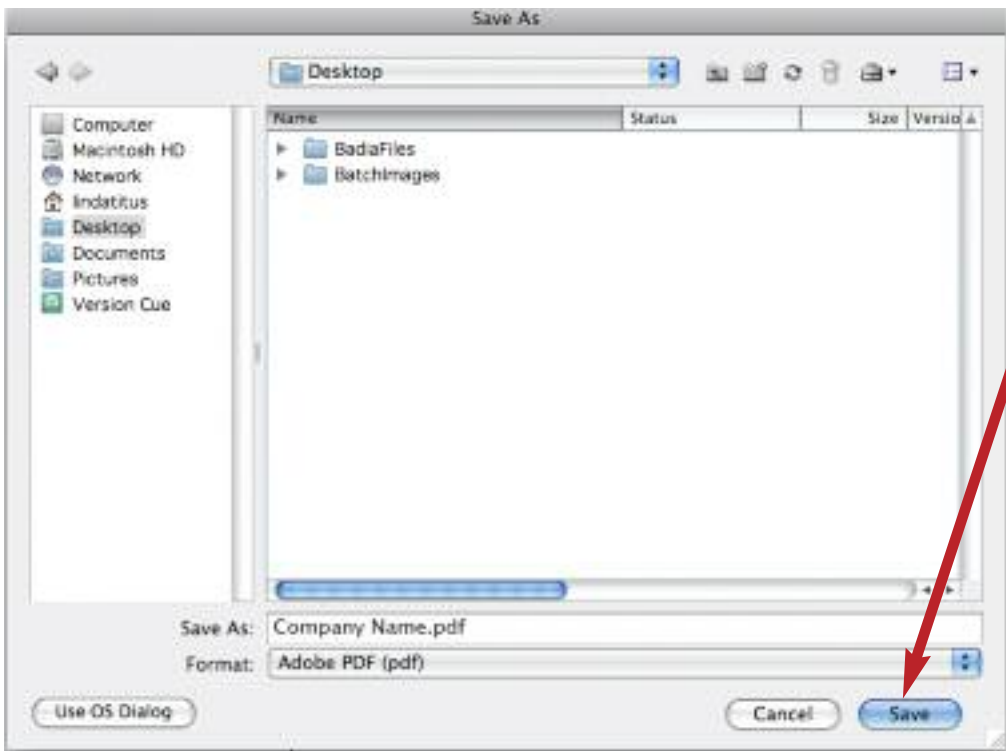
Locate: Place to save

Name your file:

- name of the publication (LP for Luxury Pools)
- company name

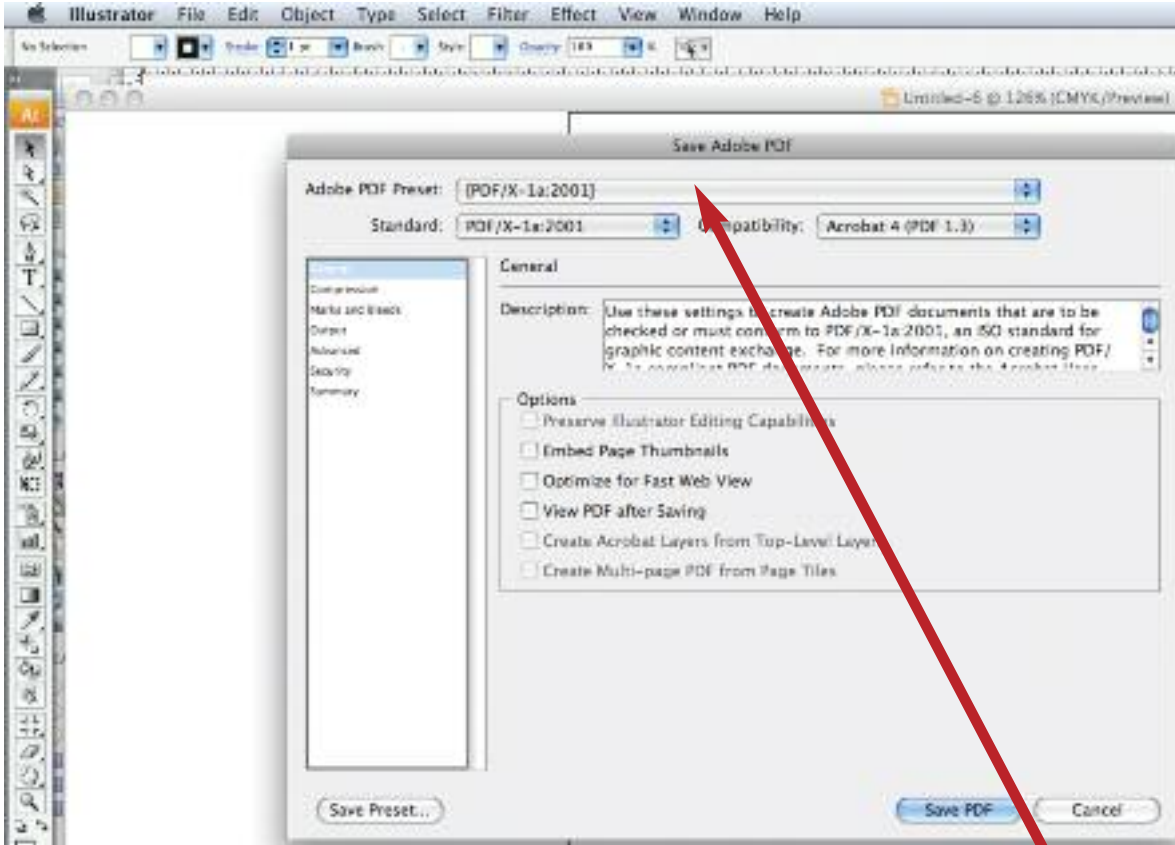
Example:

LP_Company Ad Name

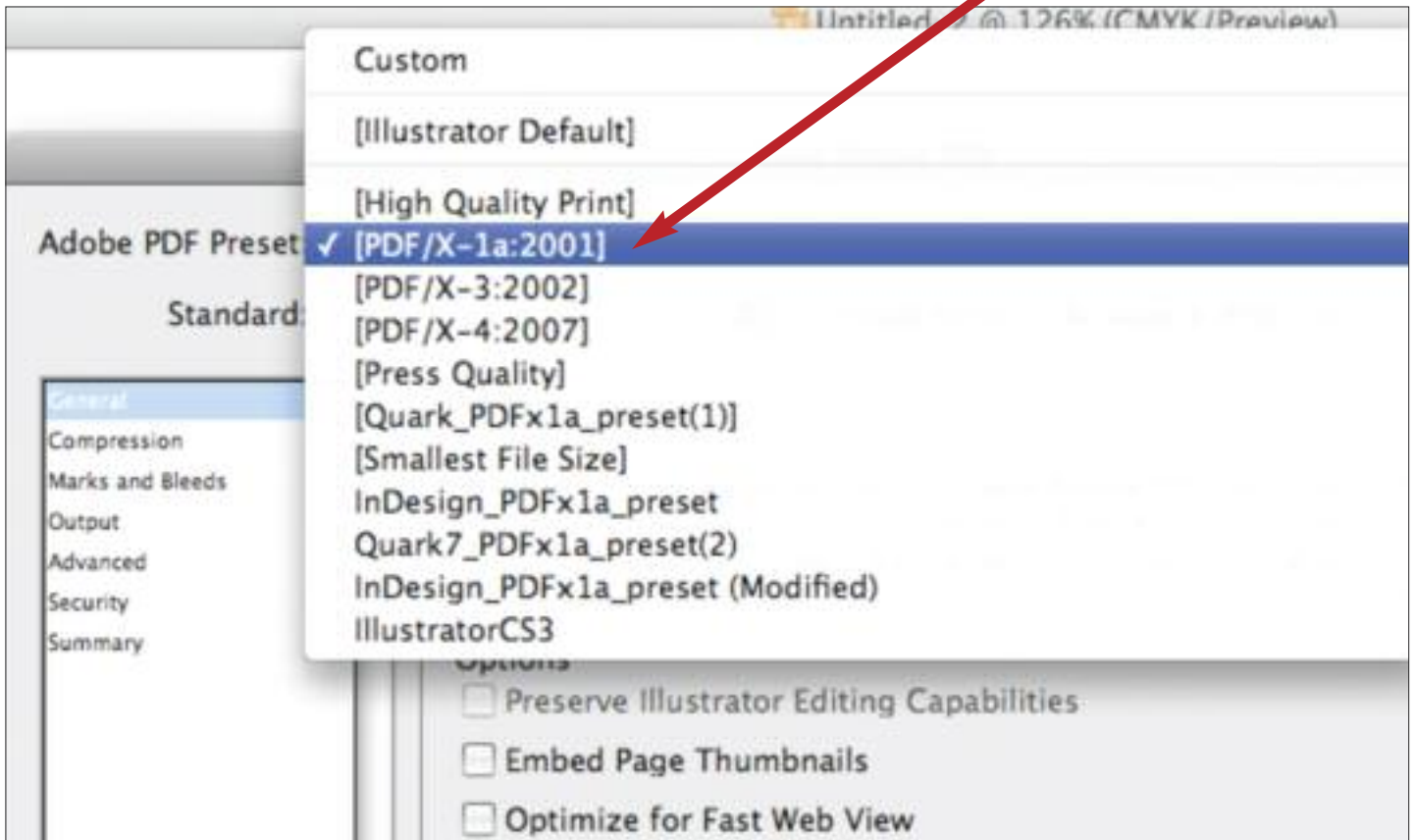


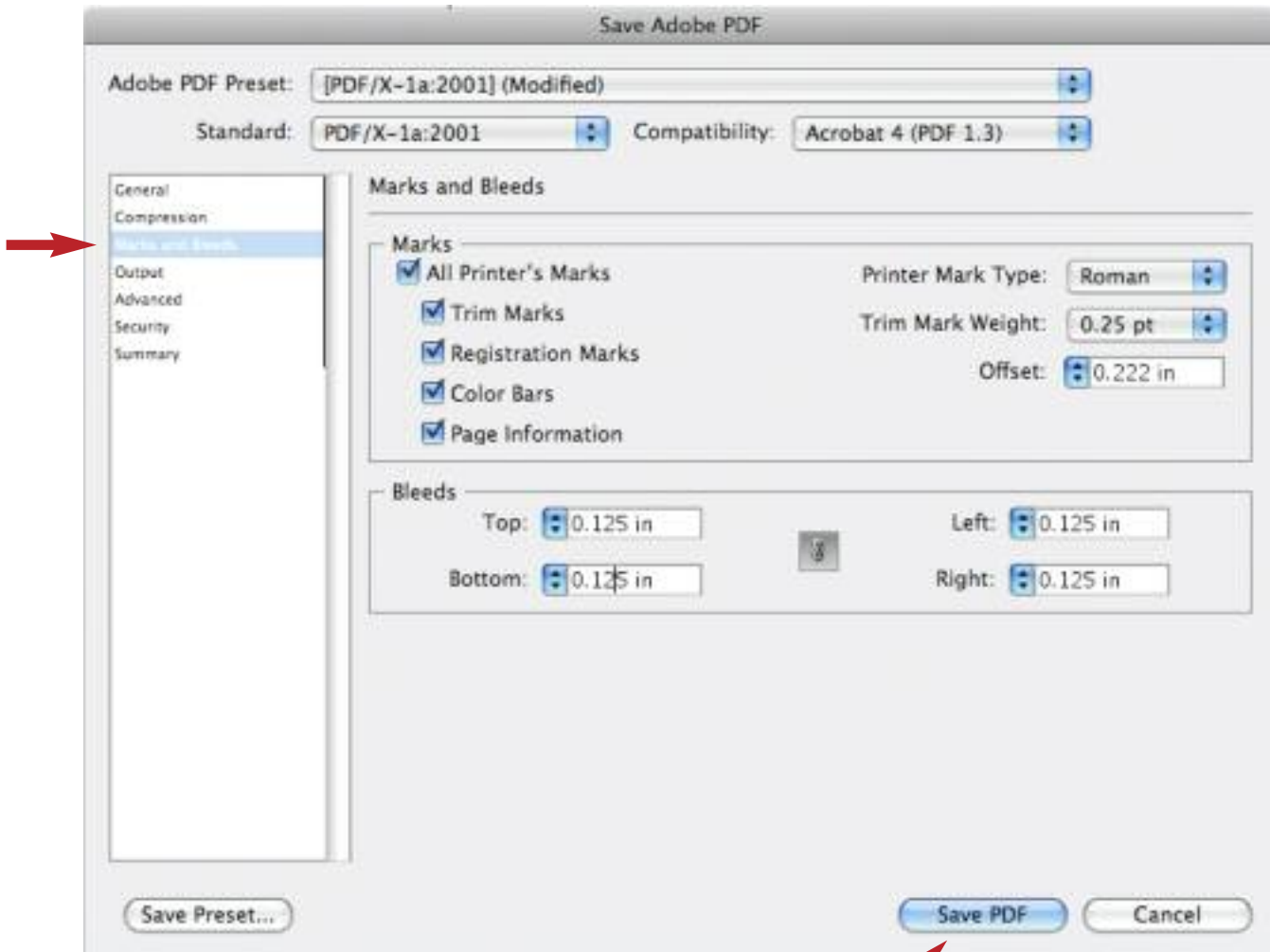
Click: Save





Adobe PDF Preset
Select: [PDF/X-1a:2001]





The only setting you need to change

Select: Marks and Bleeds

Marks: Click All Printer's Marks

Printer Mark Weight: Roman

Offset: 0.222

Bleeds: All 0.125

Save PDF

Luxury Pools

The World Registry of Elite Pool Designers & Builders

Open **PhotoShop**

On menu bar
Under File select **New**

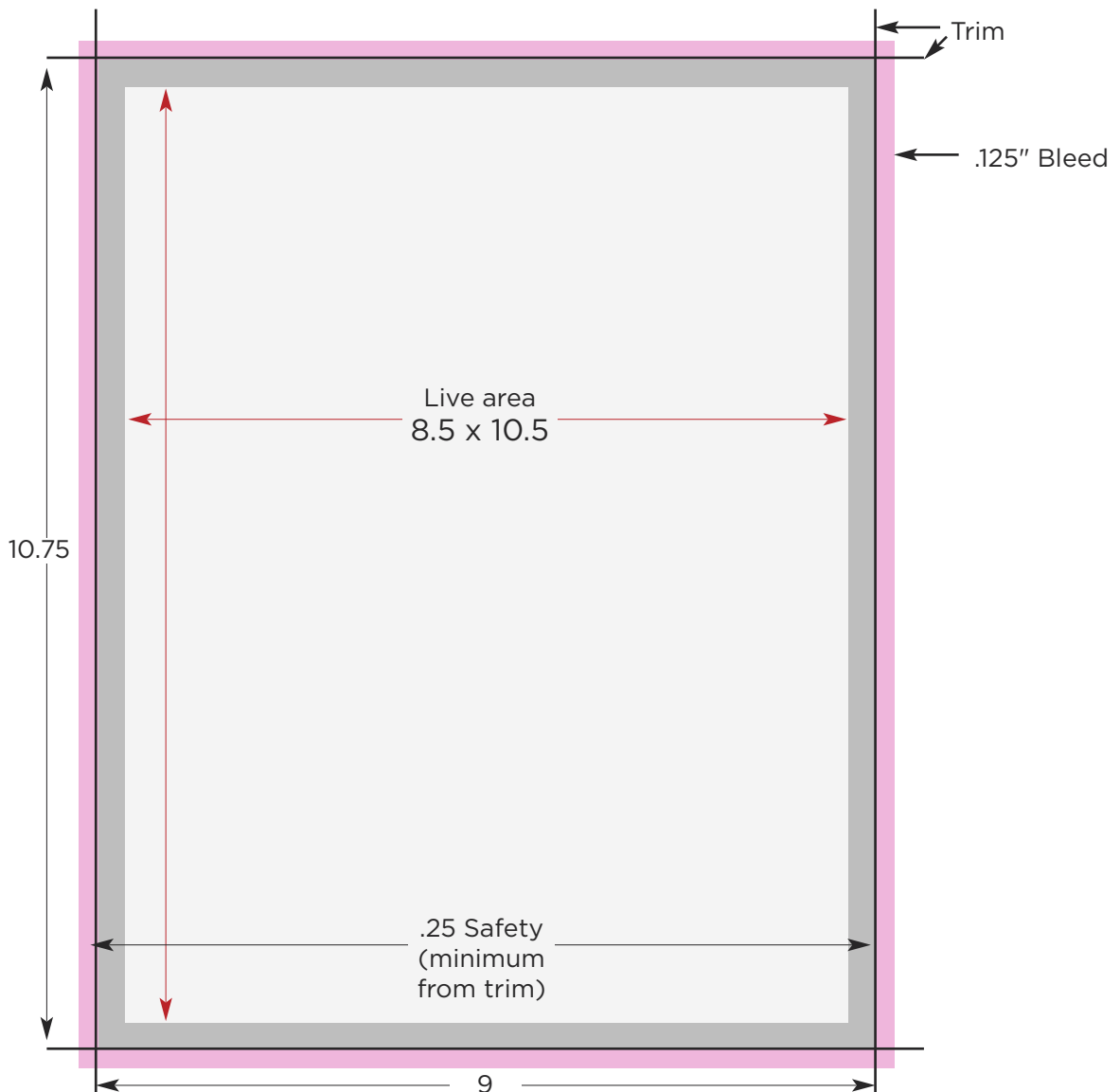
Page size for a full page
with bleed: **9.25" x 11"**

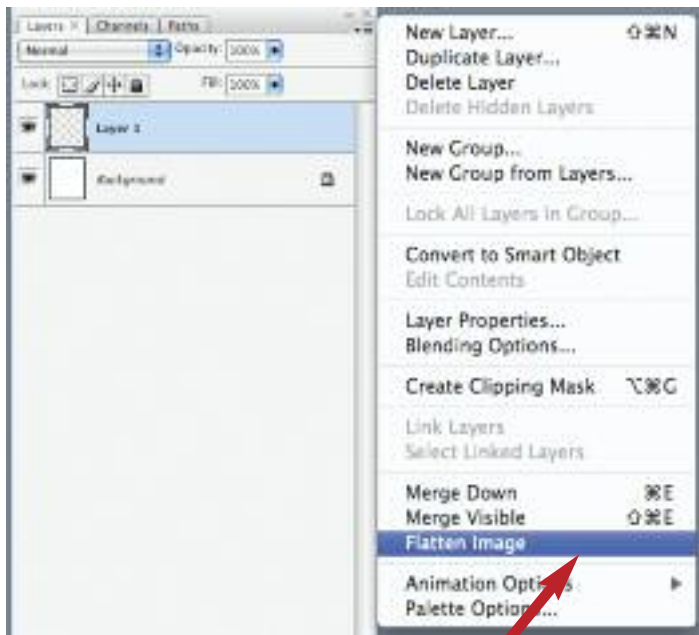
Page size for non-bleed ad:
9" x 10.75"

leave 1/4" minimum safety
around all sides

Resolution: 300

Color Mode: CMYK



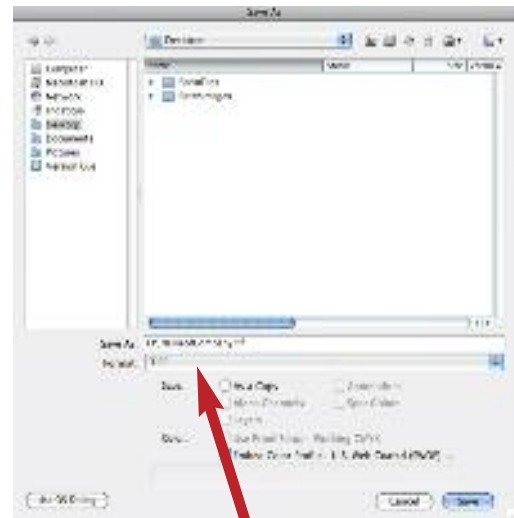


Before Saving for Print In Layers Palette

Scroll down to Flatten Image

File Save

Locate where you want
to save your document.



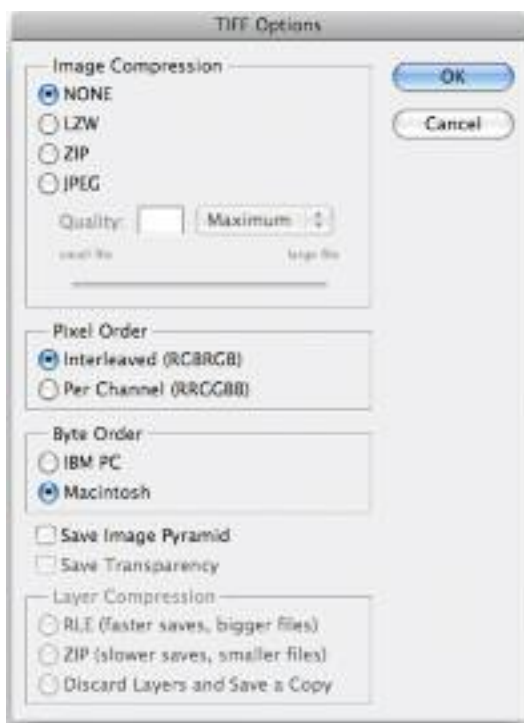
Save File as a:

tiff
eps
pdf

Click: Save

Tiff Options

Follow screen capture



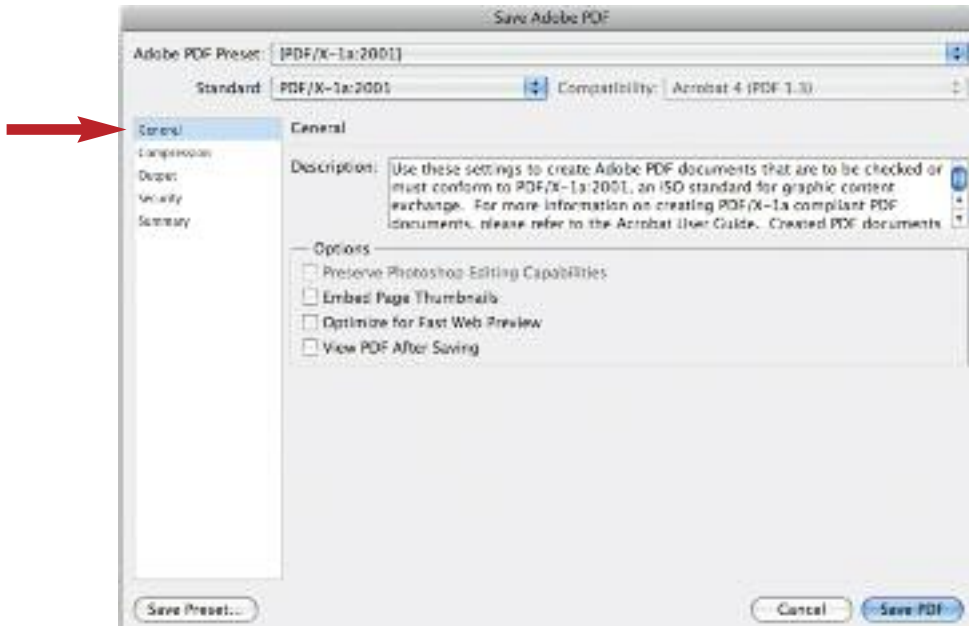
EPS Options

Follow screen capture



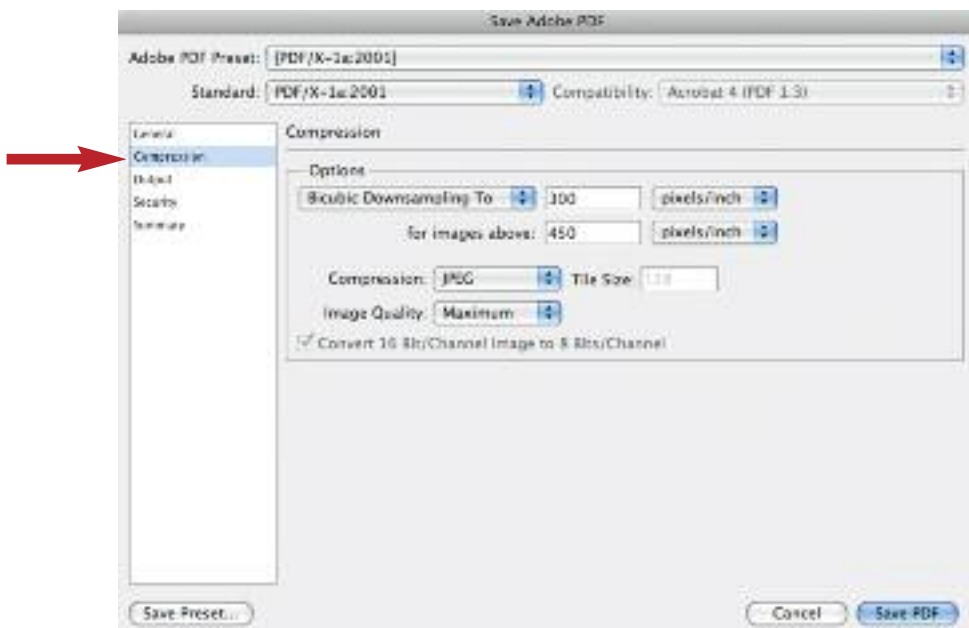
PDF Options

Adobe PDF Preset:
[PDF/X-1a:2001]



Compression

Bicubic Downsampling to:
300 for images above: 450
Compression: JPEG
Image Quality: Maximum



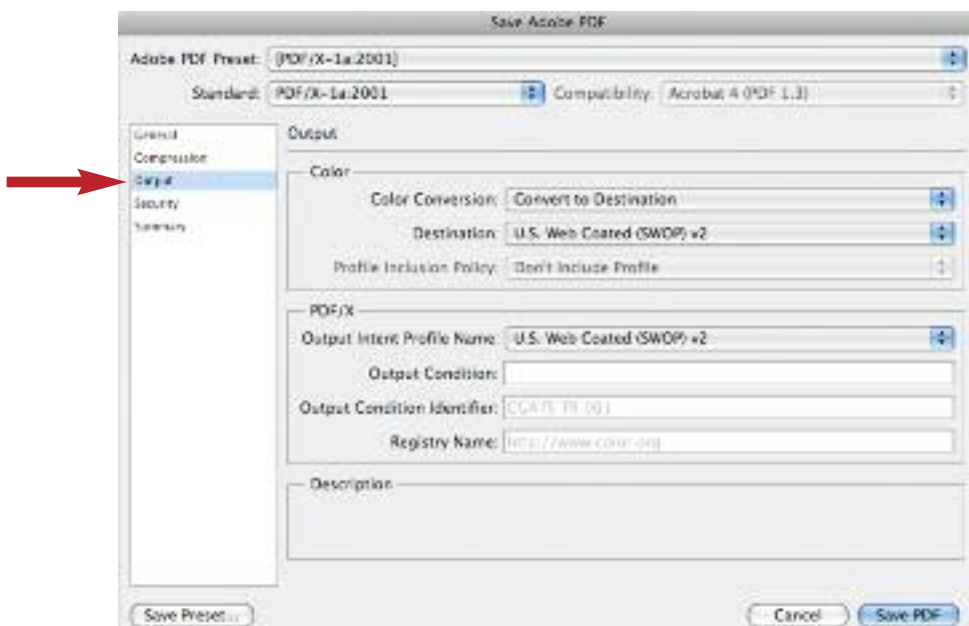
Output

COLOR

VColor Conversion:
Convert to Destination
Destination: U.S. Web
Coated (SWOP) v2

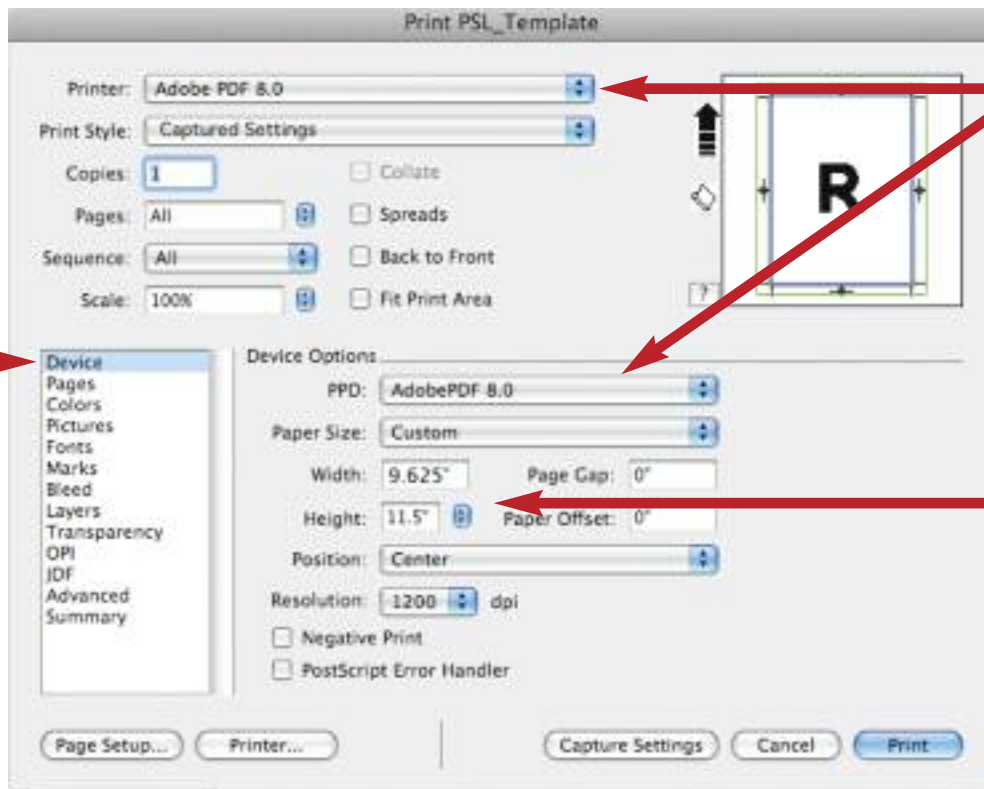
PDF/X

Output Intent Profile Name:
U.S. Web Coated (SWOP) v2



Postscript File

Follow screen capture



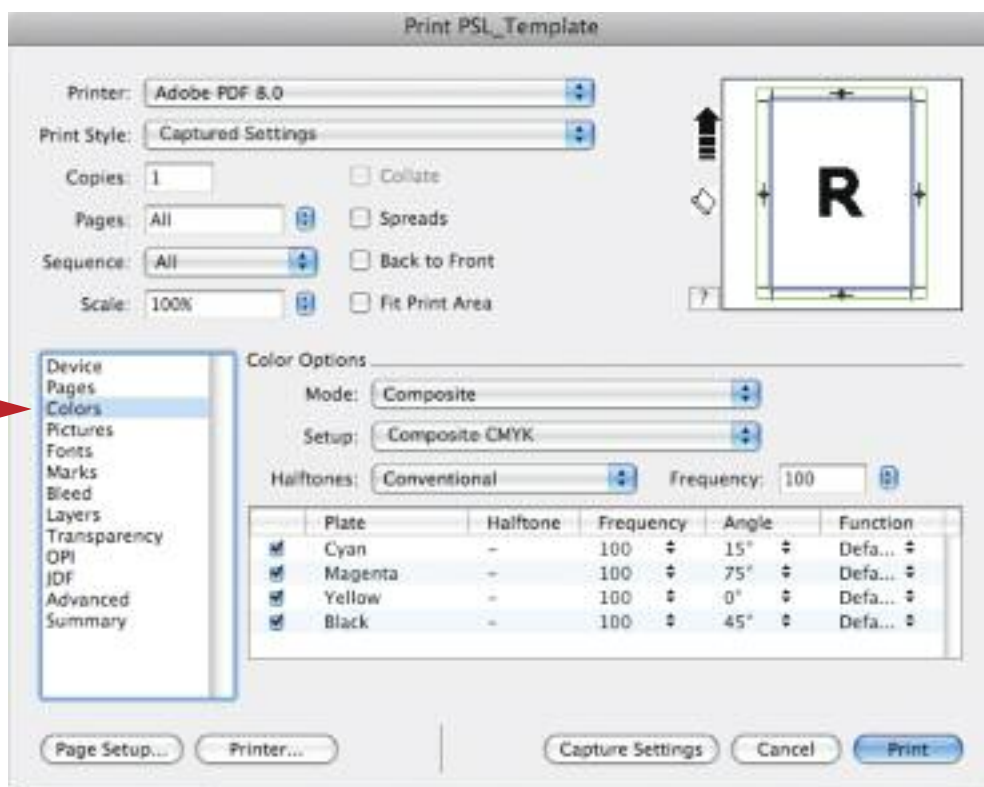
File >> Print

Use the Adobe PDF print driver.

Custom paper size make 1 inch larger than the page size.

Luxury Pools	
Width	10
Height	11.75

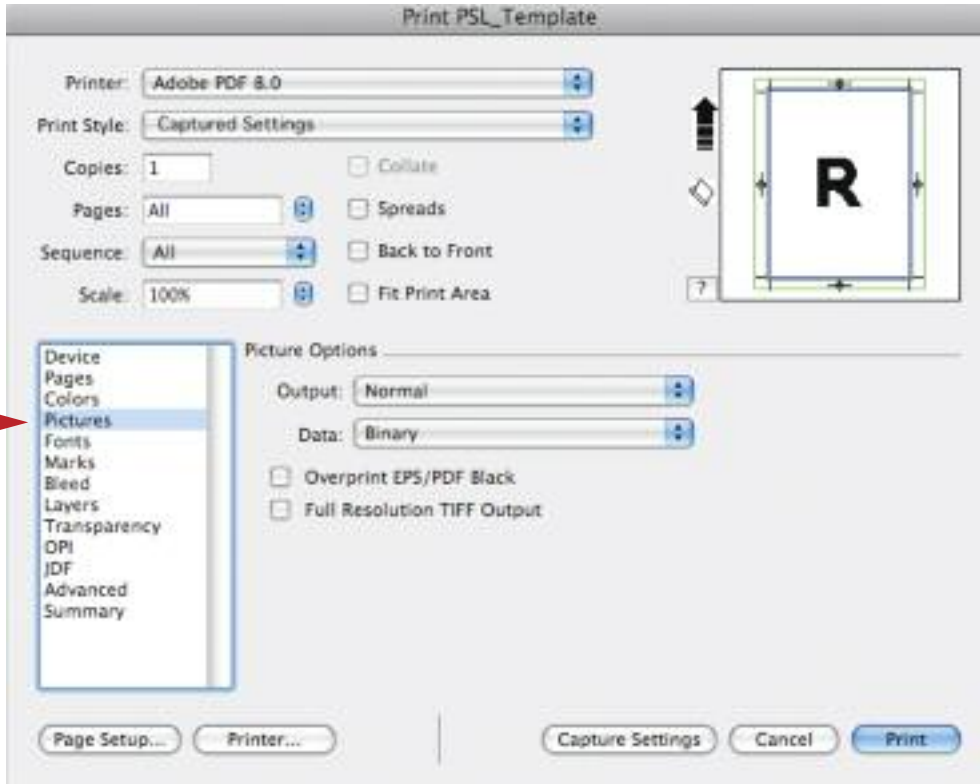
Center
Resolution 1200



Select Colors
Mode: Composite
Setup: Composite CMYK
Halftones: Coventional

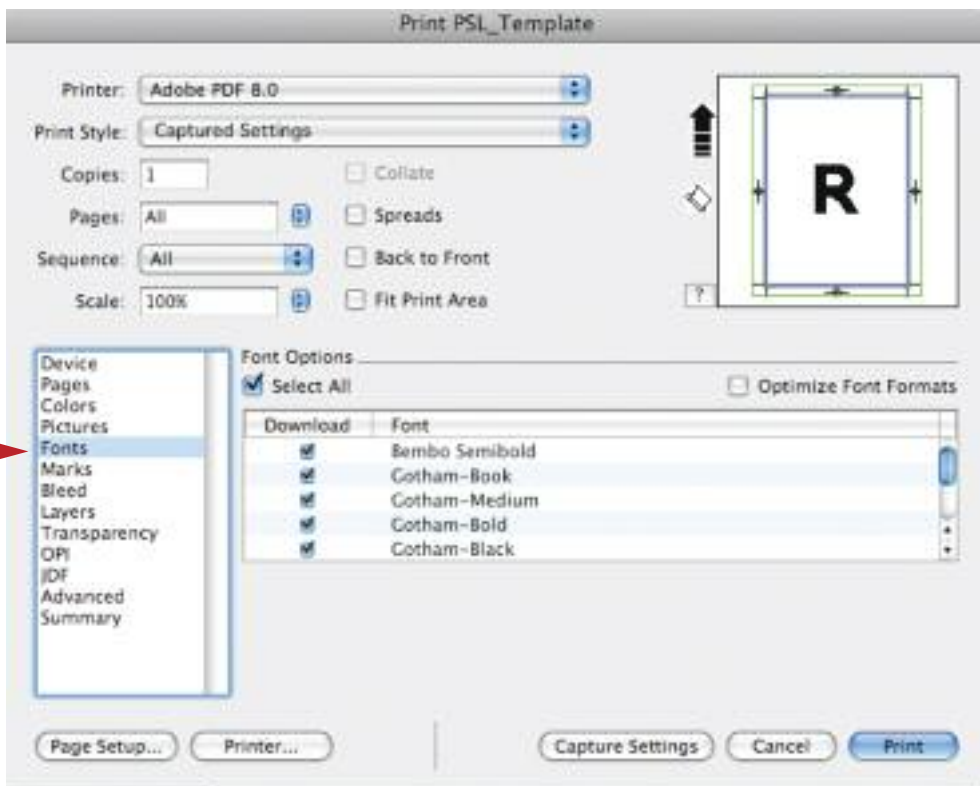
Next select pictures

Postscript File



Select Pictures

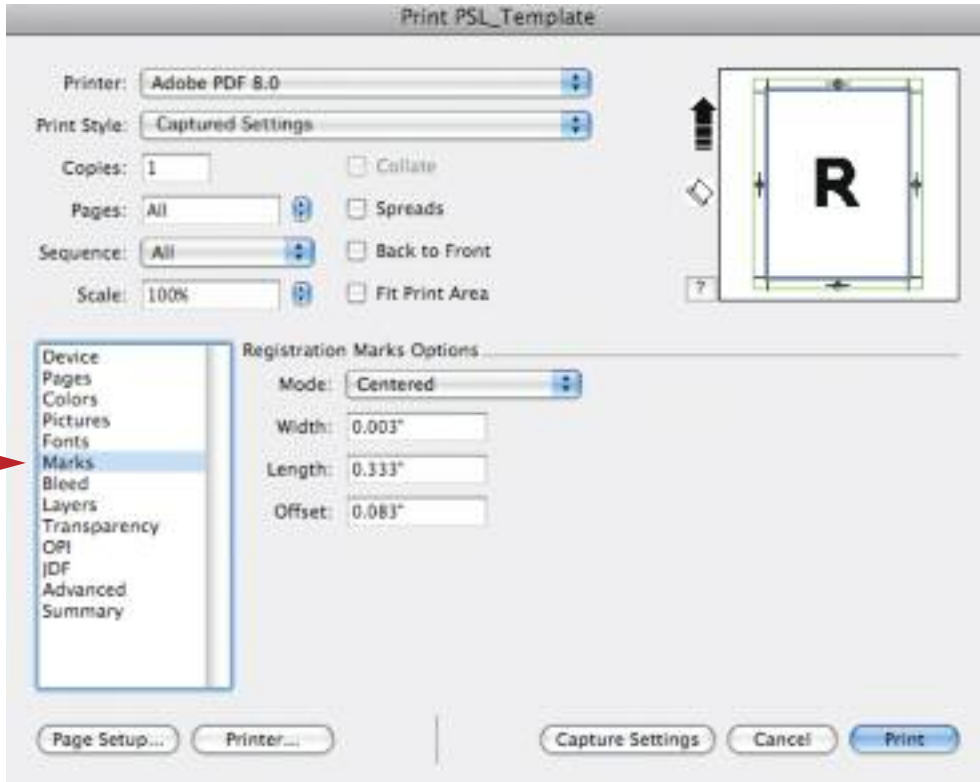
Output: Normal
Data: Binary



Select Fonts

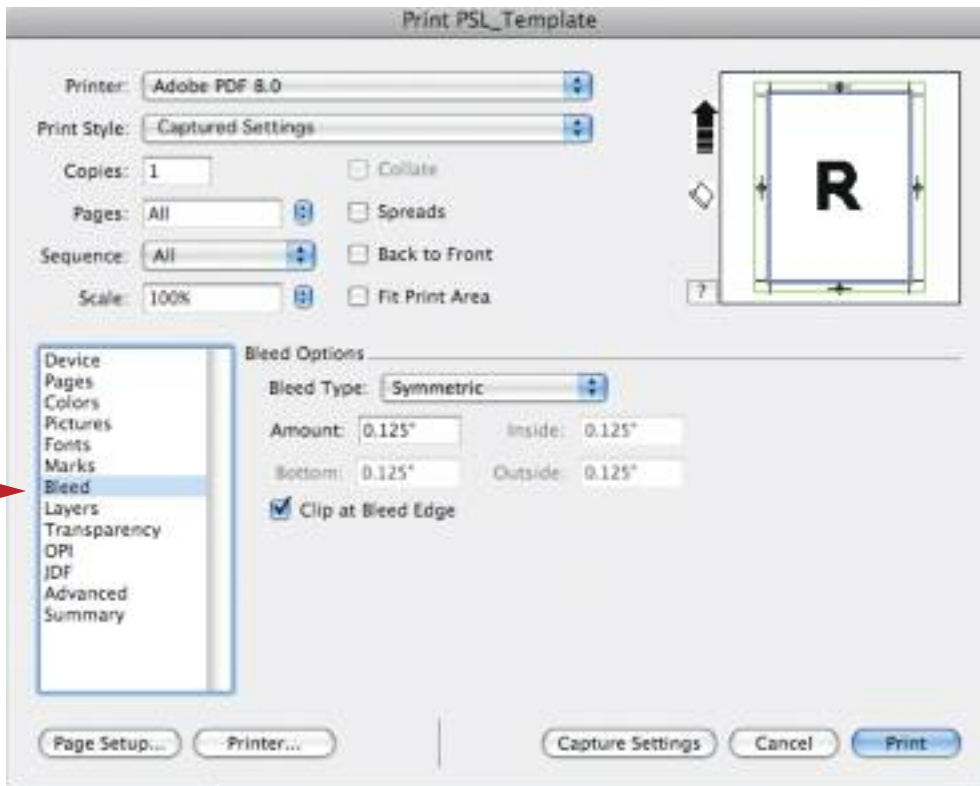
Font Options:
Check Select All

Postscript File



Select Marks

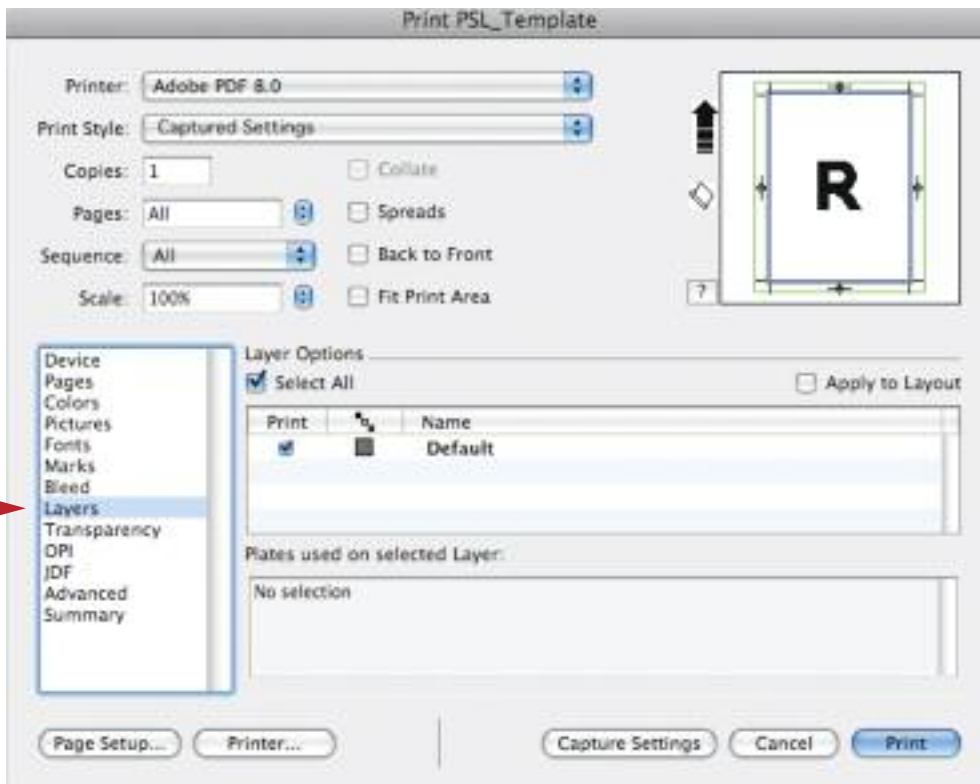
Mode: Centered
Width: 0.003"
Length: 0.333"
Offset: 0.083



Select Bleed

Bleed Type: Symmetric
Amount: .125
Check: Clip at Bleed Edge

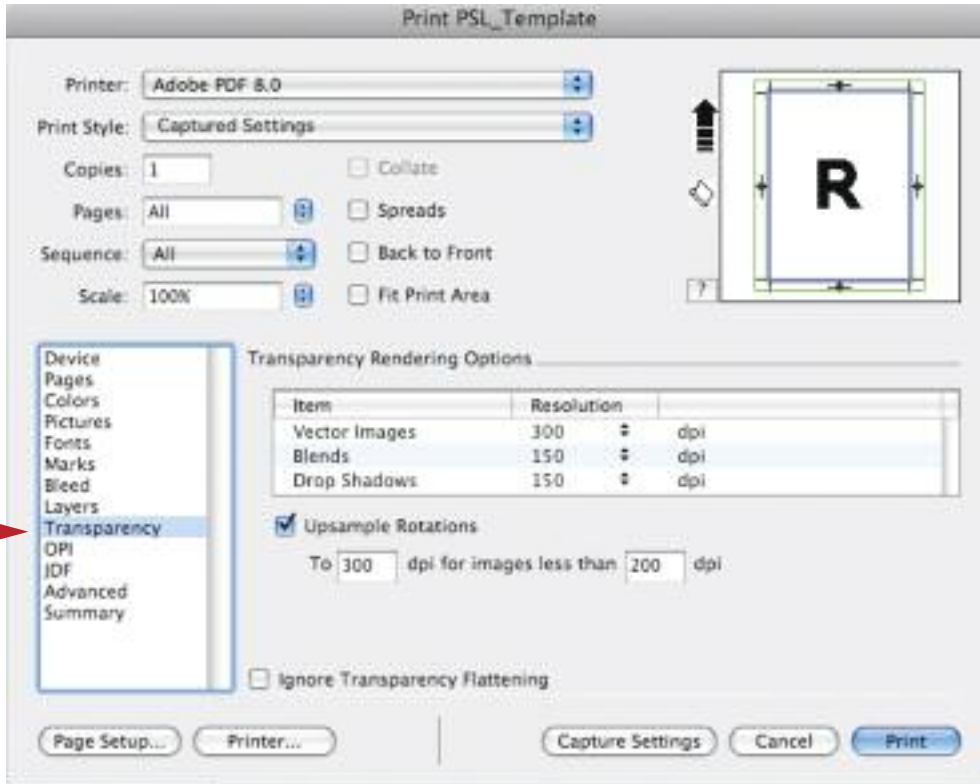
Postscript File



Select Layers

Layer Options

Check Select All



Select Transparency

Transparency

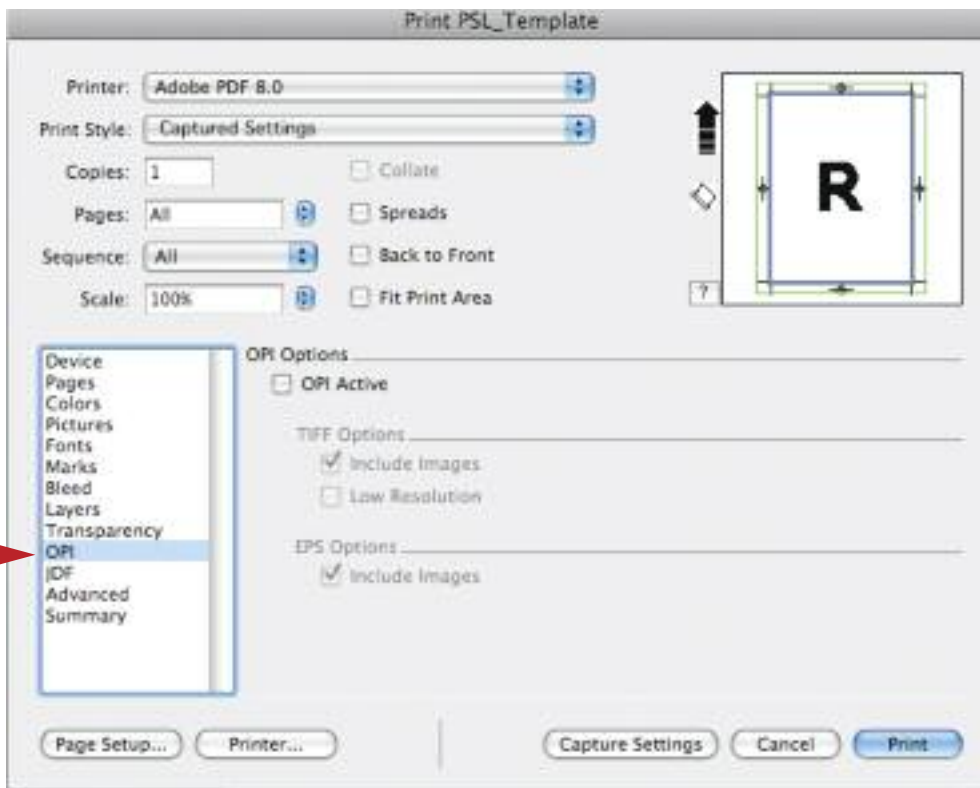
Rendering Options

Check Upsample

Rotations

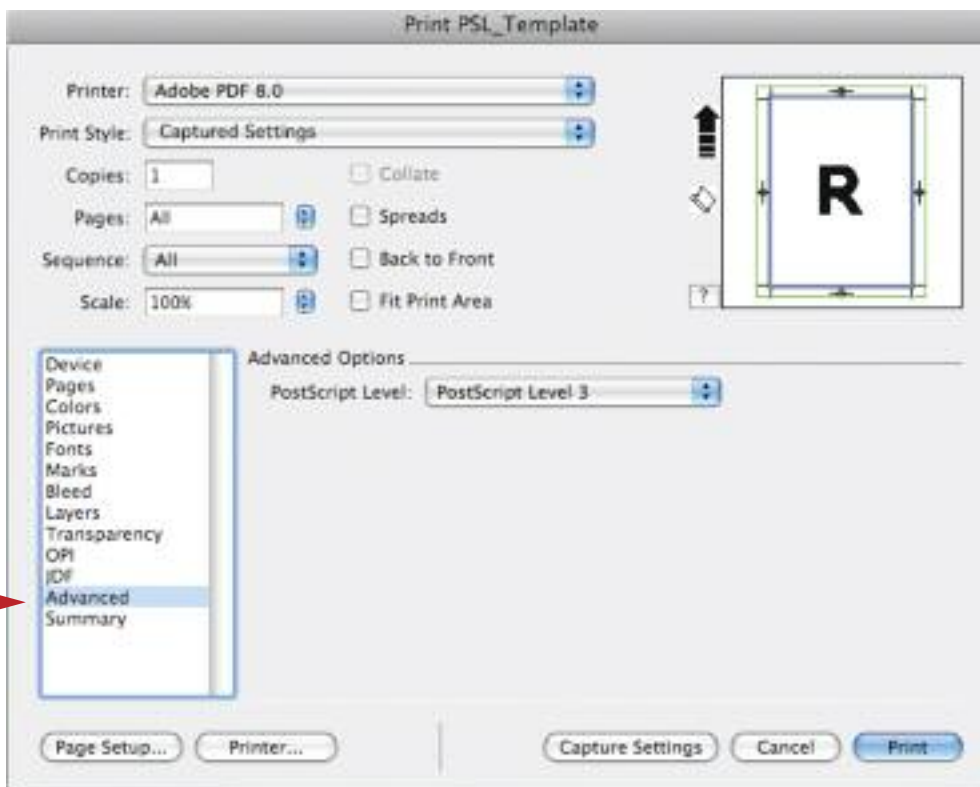


Postscript File



Select OPI

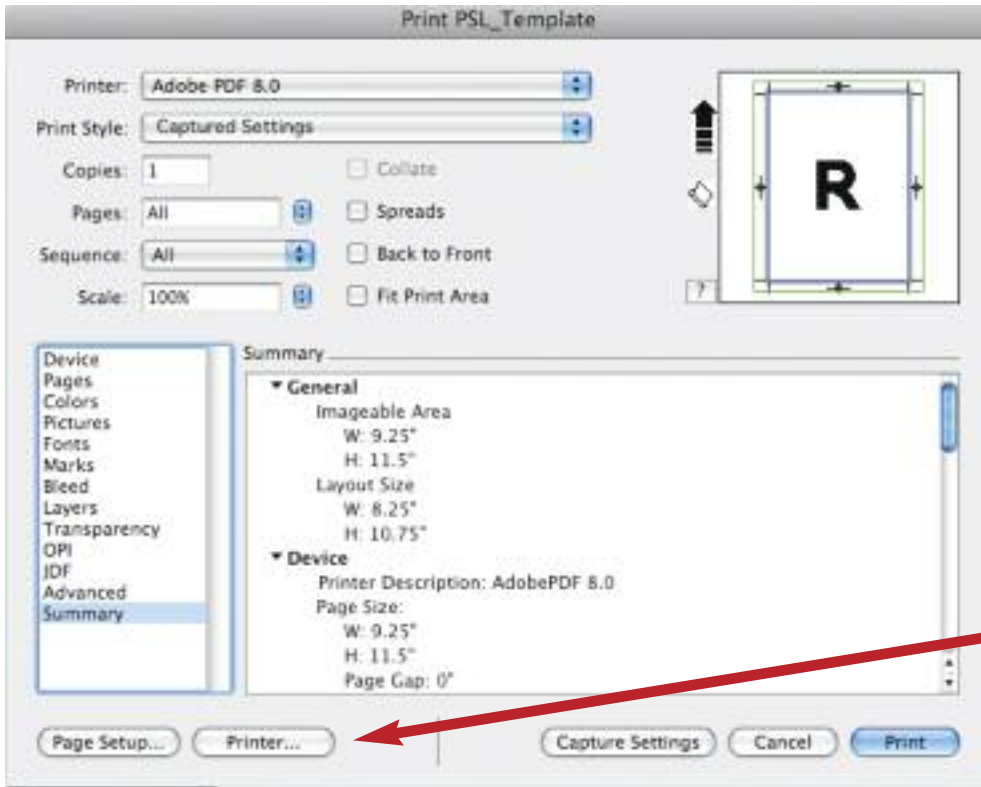
OPI Options
No Check



Select Advanced

Advanced Options
PostScript Level:
Postscript Level 3

Postscript File



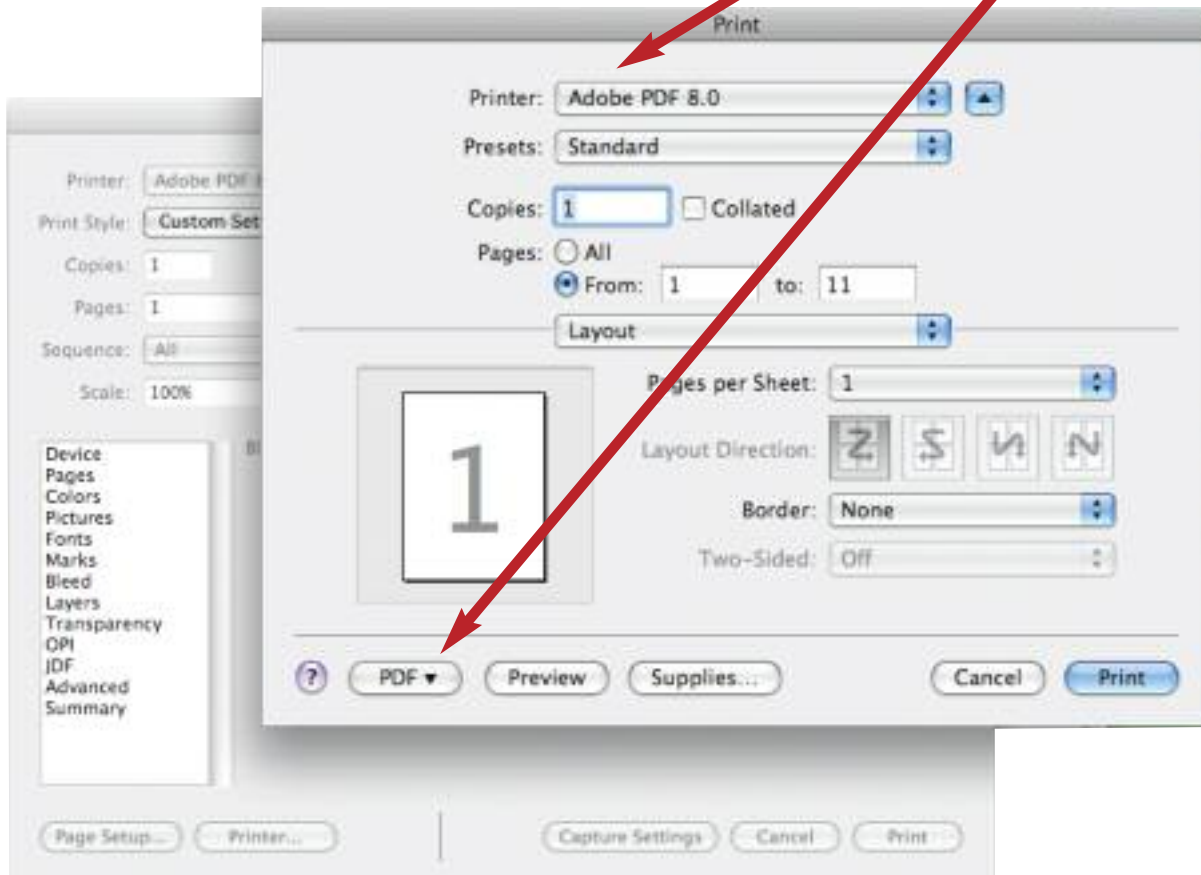
Select Summary

To check your work

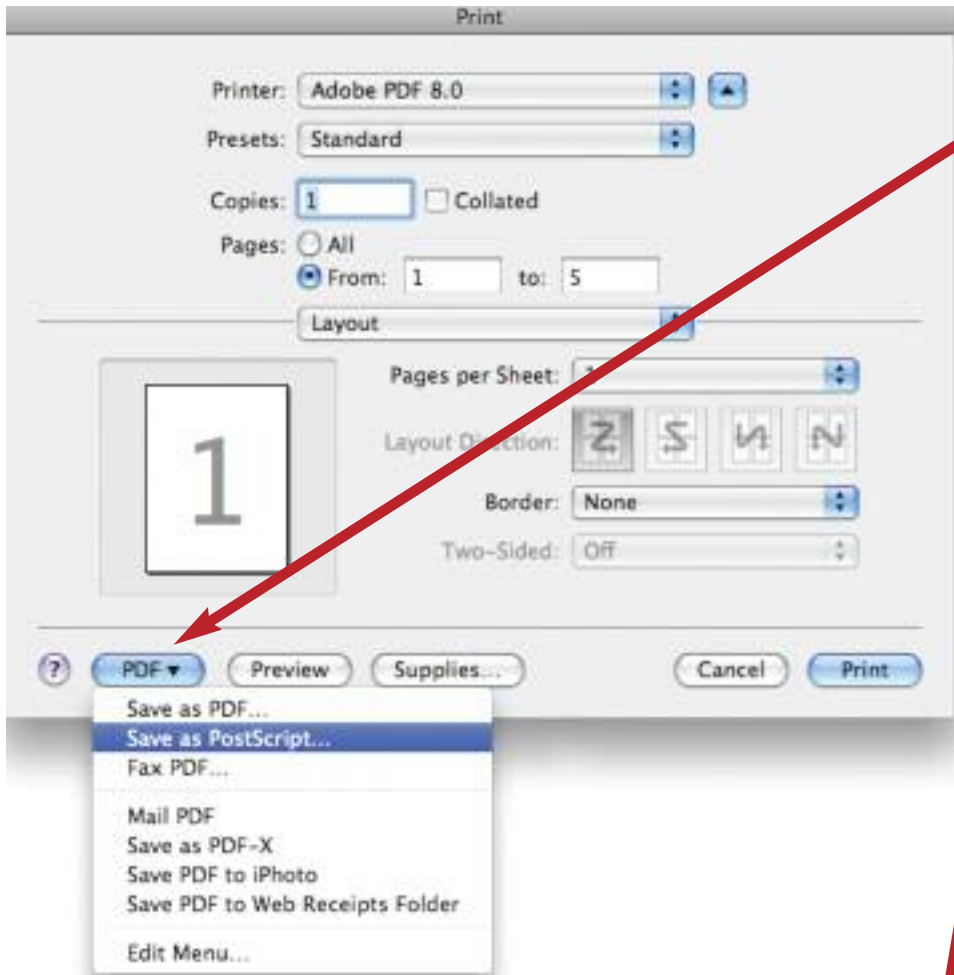
Click Print

Pop up window

Select the PDF button on the lower left.



Postscript File



Scroll down to the "Save as Postscript"

Name your file:

- name of the publication (LP for Luxury Pools)
- company name

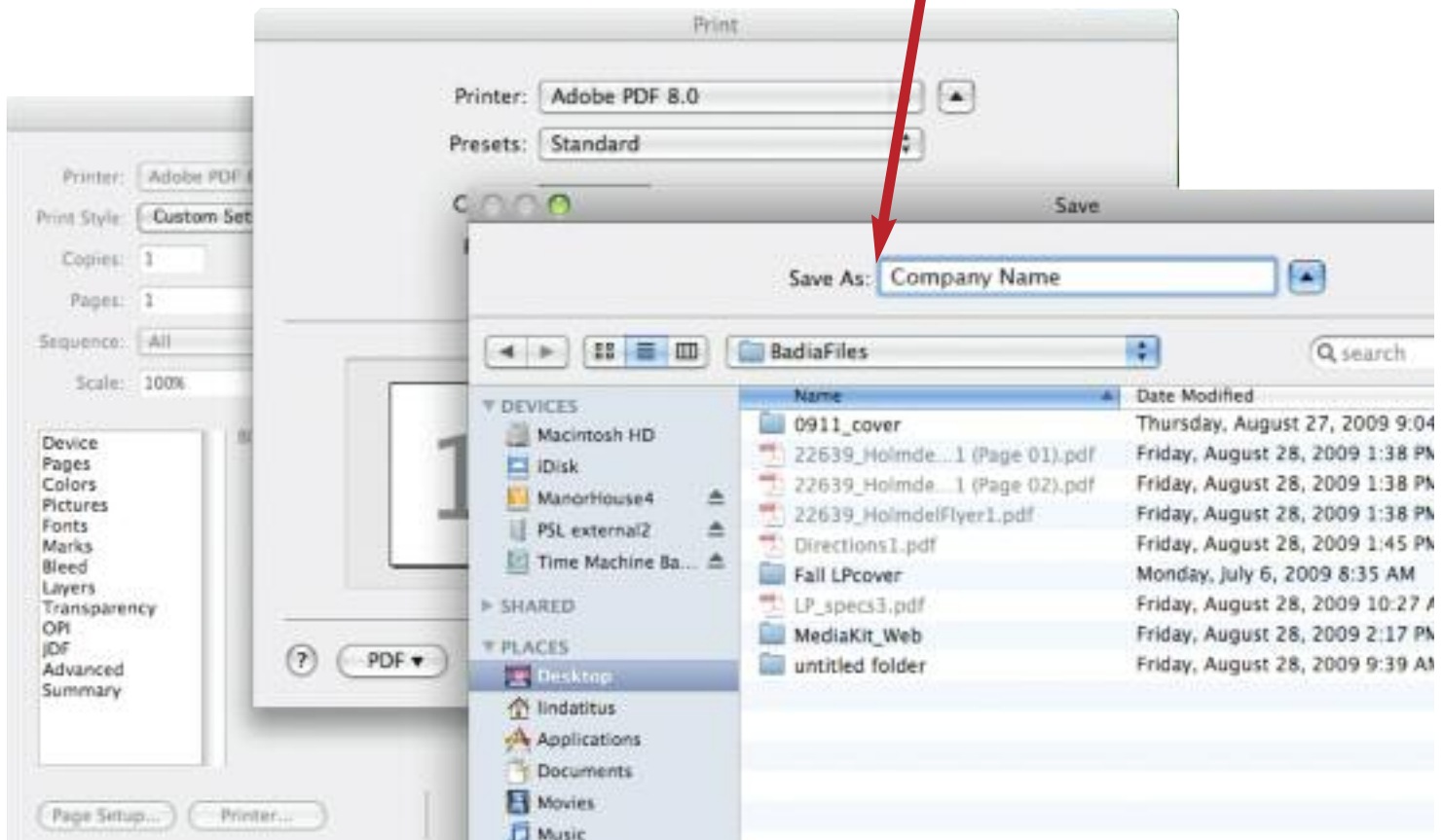
Example:

LP_Company Ad Name

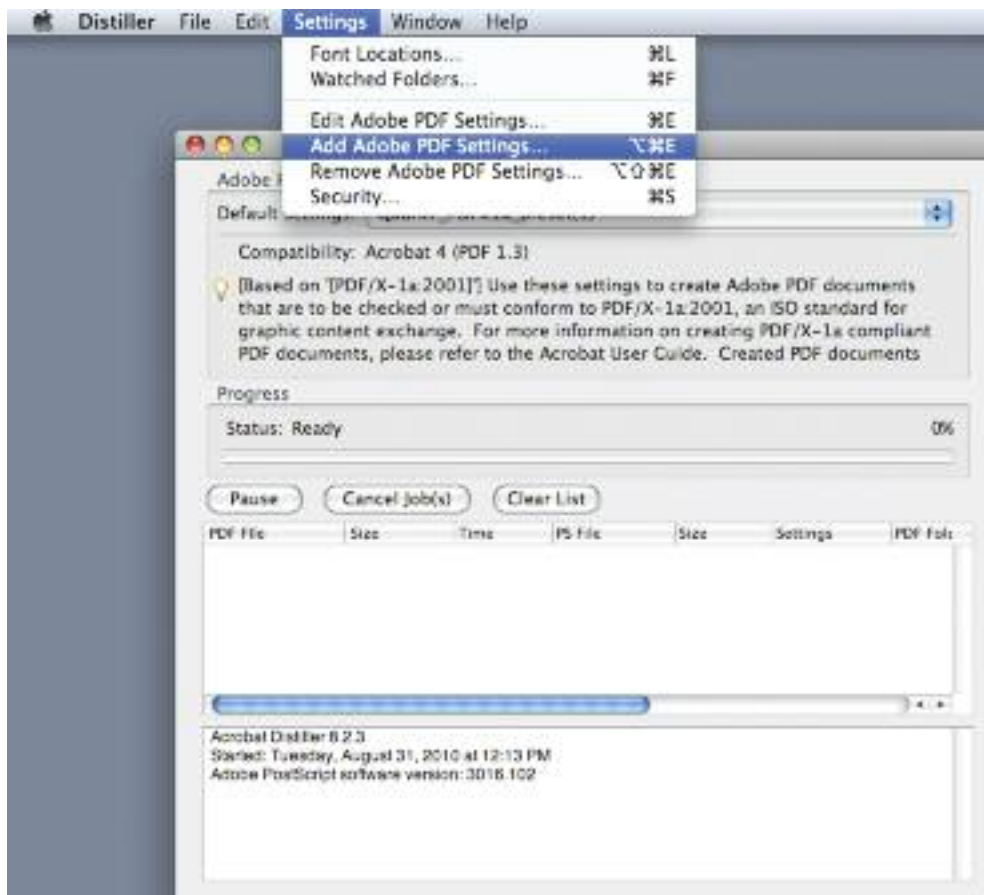
Select a place to save your postscript file then hit return.

Click: Print

After the postscript file is produced distill the file.



Distiller



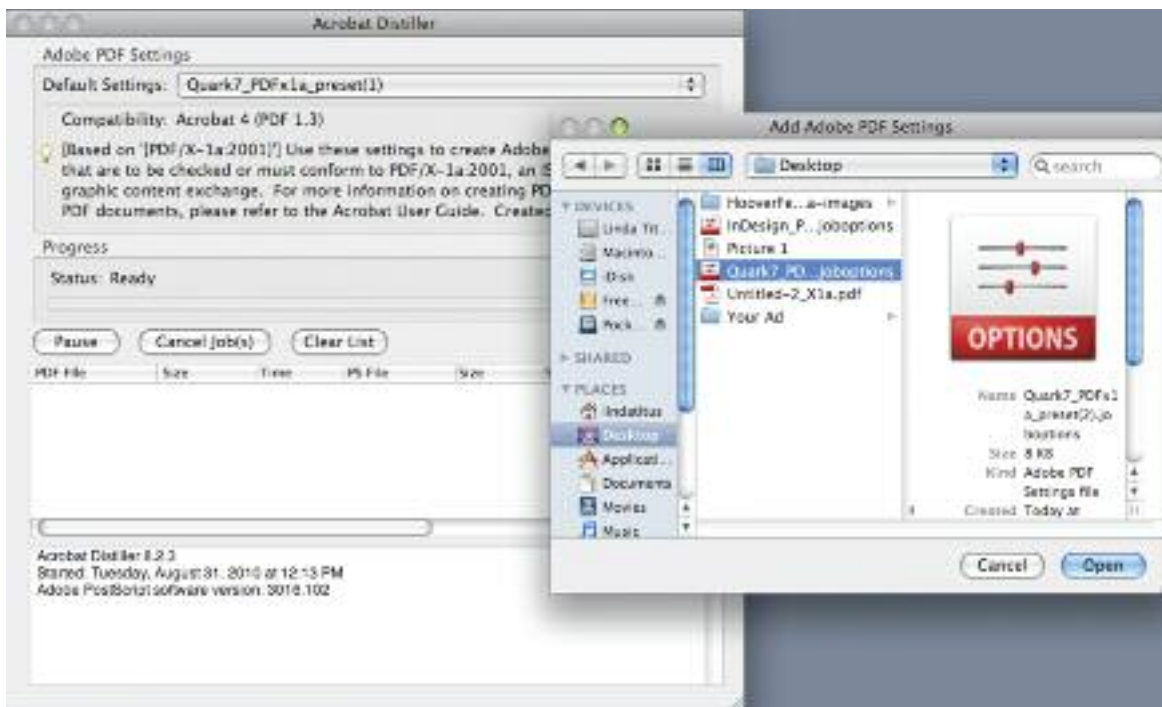
Open Distiller

Go to Settings

Add Adobe PDF Settings

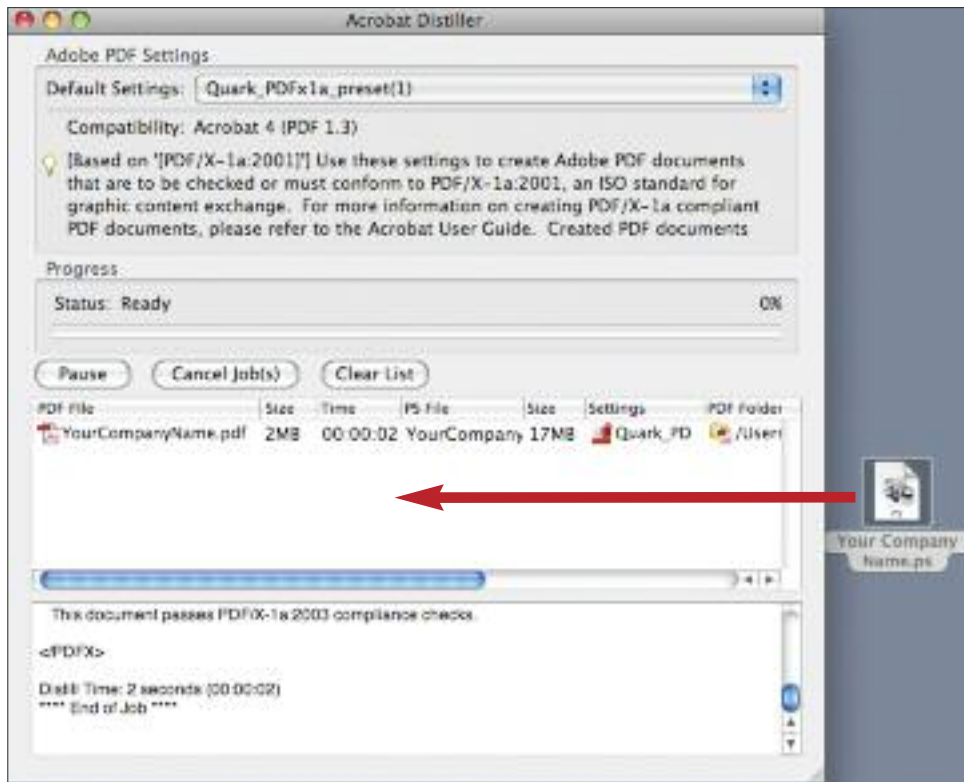
Locate and find
"Quark7_PDFx1a_
preset(2).joboptions"

Click Open



Scroll to
"Quark7_PDF
x1a_pre-
set(2).jobop-
tions"

Distiller



Drag file to
Distiller
Window

PDF made