

> Effective May 2003

- o All PDF files must have a proof at 100% faxed to Below the Line at (818) 884-1812
- o **IDENTIFY THE AD** in the subject of the e-mail; i.e. "Final Draft - Issue 1 Below the Line Ad"
- o **IDENTIFY YOURSELF** in the body of the e-mail, let us know your name, company name and contact information

Distiller creates a PDF file from a PostScript version of a document. A PDF file created by Distiller maintains all the formatting, graphics, and photographic images from the original document, and provides higher quality output than PDFWriter.

DO NOT USE PDFWriter TO CREATE YOUR PDF FILE for print.

Note: For Distiller to be able to create PDF files, you must have a PostScript printer driver on your system set up with a Distiller PostScript printer description (PPD) file. You can find the most recent printer drivers on the Adobe Web site (www.adobe.com).

To create a PDF file with Distiller using the Print command (Windows):

- 1 Open the document to convert in its authoring application.
- 2 Choose File > Print.
- 3 Choose Acrobat Distiller from the Printer Name menu, enter other print options you want, and click Print or OK. In some applications, you may need to click Setup in the Print dialog box to get access to the Printer Name menu. By default, Distiller appends the extension .pdf and places the file in the PDF Output folder in your Acrobat folder. You can configure Distiller to ask you for a location when it creates PDF files.

To create PDF files with Distiller using Create Adobe PDF (Mac OS 7.6.1 or later):

- 1 In your authoring application, open the file you want to turn into a PDF file.
- 2 Choose File > Page Setup.
- 3 From the Printer pop-up menu, select Create Adobe PDF. Close the Page Setup dialog box.

Note: Do not confuse Create Adobe PDF with Acrobat PDFWriter.

Create Adobe PDF, which uses the full-feature Distiller, offers the full range of Adobe PostScript 3 capabilities that you expect from your professional authoring applications, including support for EPS files. Accessing Create Adobe PDF from

an application's Page Setup dialog box (Mac OS)

- 4 Choose File > Print. In the Printer pop-up menu, verify that the printer is Create Adobe PDF and that the destination is File.
- 5 In the Job Options pop-up menu, choose Press Optimized.
- 6 Click Save to create the PDF file.
- 7 Type a filename, browse to a destination for your PDF file, and then click Save.

Selecting Distiller job options

The Distiller job options define compression, font embedding, color management, and many other properties for all PDF files that Distiller creates. Acrobat comes with three sets of options already defined for common scenarios: Do not use: The Screen Optimized job options are suggested for PDF files that will be displayed on the World Wide Web or an internet, or that will be distributed through an e-mail system for online viewing. Do not use: The Print Optimized job options are suggested for PDF files that are intended for printers or digital copiers, that will be published on a CD, or that will be used as a publishing proof, for example.

****USE THIS SETTING FOR ADS.**

The Press Optimized job options are suggested for PDF files that will be printed as high-quality final output.

To select Distiller job options:

- 1 Start the Distiller application.
- 2 Choose a set of job options from the Job Options pop-up menu. You can choose a predefined set of options: **CHOOSE: Press Optimized.**

You may also download the Distiller plug-in free at www.prinergy.com. The settings should be placed in the Acrobat 4.0 settings folder. You may choose those settings or press optimized.

Below the Line highly recommends that PDF files be pre-flighted with Pitstop software by Enfocus before sending files for print.

E-mail files to production@btlnews.com (4MB limit please).

If you have any questions, please call. We will be glad to help (818) 888-5946.