

Digital Artwork Production

Like most magazines nowadays, *Spectroscopy Europe* is produced using a digital pre-press production: this means that we do not use printing film anywhere in the production process. There are advantages to this approach in quality, speed and cost savings. Since the printing plate is produced directly by a laser writing on a photographic emulsion (“first generation dot”), rather than exposing film (which itself has been produced by imaging with a laser), the final printed result is sharper. Due to time savings at the printers and in producing and shipping film, we can get advertisements into readers’ hands quicker. And, there are savings for you (no costs in producing film and savings in shipping)!

Therefore we ask all advertisers and their agents to supply advertisements digitally. Our preferred format is Adobe Acrobat PDF, although we may be able to accept other formats depending on a successful test.

PLEASE DO NOT SEND QUARK FILES!!

Why? The short answer is fonts: we use Quark XPress but running on PCs. This opens Mac Quark files perfectly, but Mac fonts do not work on PCs and so, unless we have the same fonts, we cannot use the file! So, **don’t send Quark files, send a PDF.**

There are many advantages to producing PDF:

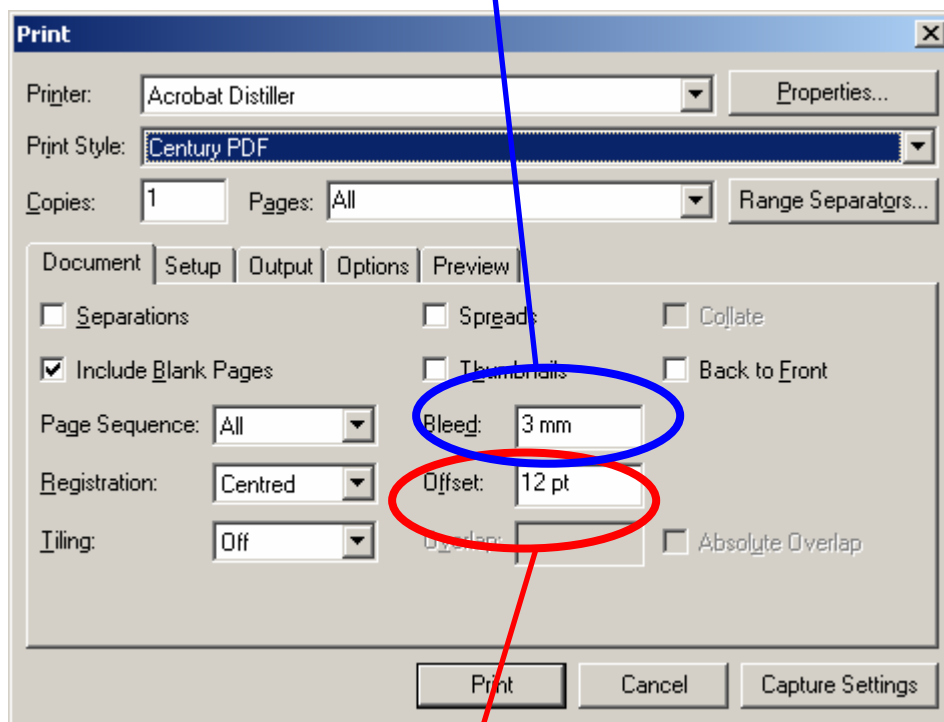
- ▶▶ Everything is contained in one compressed file: fonts, images etc. are all embedded.
- ▶▶ It works on a variety of operating systems.
- ▶▶ The compression makes file sizes manageable whilst retaining top quality.
- ▶▶ It is very easy to produce PDFs: you just need the full version of Adobe Acrobat.
- ▶▶

However, there are some things to remember:

- ▶▶ Use Acrobat Distiller NOT PDF Writer
- ▶▶ Use the Press setting in Distiller or the custom Job Options from our printer’s web site (www.cl-mwo.com/pages/distdown.html)
- ▶▶ Make sure that ALL fonts are embedded in the PDF
- ▶▶ Make sure that all colours are CMYK and there are no spot (Pantone etc.) colours anywhere in the document: check text, bitmaps and vector images such as EPS
- ▶▶ Avoid using JPEGs as image files in your layout application
- ▶▶ Make sure that all tone bitmaps (colour or black-and-white photos for instance) are at least 300 dpi at the size they are used at. We would suggest that any line bitmaps are at least 1000 dpi.

- ▶▶ If the ad is to bleed, allow at least 3 mm on each edge that bleeds. Crop marks are not normally necessary: if you have a bleed ad with 3mm bleed it will be 216 × 303 mm in size and the crop is obvious. If you wish to use crop marks, please make sure that they are well outside the image (bleed) area: they DO reproduce from PDFs! If you are using Quark XPress, you can use the settings shown below to provide 3mm bleed and move crop marks outside the bleed area.

To allow for bleed area, set the page size to something larger than A4 (A3 will do) and set at least 3 mm bleed in the print dialog box.



To move crop marks outside the bleed area in Quark, increase the offset value, see screen shot above. This is highly recommended, since crop marks DO reproduce from PDFs!

- ▶▶ Test it: you can place the PDF (or an EPS made from it: File, Export, Postscript or EPS from within Acrobat) into your page layout application and run out separations. If they come out as expected, all should be well. Please make sure that you are happy with the PDF before you send it to us. **It is your responsibility to provide a properly prepared file.**

There are more detailed help on producing PDFs on our printer's web site (www.cl-mwo.com; follow the "Help" link).

Since the PDF file format is very efficient and results in small file sizes, it may well be possible to e-mail the PDFs to us. However, we would urge you to send the file on a CD-ROM with a colour proof if time permits. If the deadline is too near, you can e-mail the file to us (to data@spectroscopyeurope.com), however, without a colour proof the printers will have no way of checking the colour output.

Specifications

Digital format: Adobe Acrobat PDF, produced using Press Setting in Distiller or, preferably, the custom Job Options file from our printers (www.cl-mwo.com/pages/distdown.html)

Bleed: at least 3mm on each edge that bleeds

Crop marks: usually not necessary; if placed make sure they are **outside** the bleed area

Trim size: 210 × 297 mm