

Zrínyi Nyomda ZRt.

1212 Budapest, II. Rákóczi Ferenc út 177-179.

GUIDE FOR PREPARING AND SUBMITTING PDF FILES

Data receiving:

Apogee portal: <http://portal.zrinyi.hu/PageMaster/>

After previous user name and password coordination, the files can be uploaded here to the prepress system of the printing house.

The system checks and processes the pdf files at once (an automatic preflight is generated, and it provides information on whether the page includes an image with a resolution of 200 dpi or less, whether any element is not made in the CMYK colour space or tagged with a superfluous ICC profile, or if font embedding is defective).

On this user interface, the pages may be passed for the press within a few minutes.

It is expedient because:

- this user interface allows fast and documented data upload
- the pages will be checked immediately, online
- the viewing, visual post-checking and approval of the pages are fast, simple and documented
- online replacement (before approval) is possible

Ftp szerver: <ftp://ftp.zrinyi.hu/>

Preceding coordination of user name and password is also necessary. We send back a softproof to approve.

Data medium: CD, DVD, any USB device.

Format of transferred material:

Composite, version 1.3–1.6 pdf made from ps file by Adobe Acrobat Distiller (Pdf X/1.A).

Requirements for the pdf files:

Fonts:

All fonts should be embedded (embed: all). Avoid “own” fonts created using font editors.

Images:

CMYK, greyscale image formats:

- TIFF Photoshop EPS
- greyscale TIFF (8-bit)
- resolution: 240-300 dpi

Lineart images:

- vector EPS
- TIFF bitmap
- resolution: 1200-1600dpi



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Colour management:

When colours are converted to CMYK (both in the image processing and the DTP application), it is essential to use the colour profiles as determined by the standard for the paper type of the publication:

- 100g/m² and above MWC and art papers: *IsoCoated_v2_eci.icc*
- under 100g/m² MWC art papers, LWC papers (improved and standard):
PSO_LWC_Improved_eci.icc
- MFC papers: *PSO_MFC_paper_eci.icc*
- SC papers: *PSO_SC_paper_eci.icc*
- Newsprint papers: *PSO_SNP_paper_eci.icc*

These profiles are to be used in Photoshop and the DTP application. Color Management settings in Distiller should be None and Leave Color Unchanged!

Spot colors:

Only those colours should remain spot colours that you wish to have printed as a spot colour; all the rest should be processed. (Checking: Acrobat Professional, Separation Preview/Output Preview)

Pages:

- The file name should clearly refer to the page number of the page in it! (In the file names, use the letters and numbers of the Central European character set only; do not use special characters!)
- The pdf files should be written by page (not by spread); a file may contain several pages, but exclusively consecutive ones.
- The bleed above the cut size should be 3 to 5 mm around! (in binding, a part is visible from the page pair, if there is no page pair, there will be a white streak in binding that we will cover when impositioning)
- When writing a ps, please, use a driver that allows the required sizes and settings. Should you not have one, it can be downloaded from the Adobe homepage. (2540dpi, 150lpi, binary, font inclusion: All, page position: centered)
- Please check the automatic (Default) Overprint and Knock-out settings of the DTP software! (Check: Acrobat Professional, Advanced / Print Production / Output preview)
- When using lined files, the rasterization process is effort-consuming, so please use vector image files in “well-reasoned” cases only.
- When making a PostScript file, please, do not use the OPI function of the DTP software!



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Factors largely affecting print quality during page-setting

Fine line letters:

- Thin rules, frames and small letters should be possible made with one colour. The minimum size of a line is 0.25 point, even when only one colour is used.
- Using four colours for thin line negative letters should be avoided because of the risk of register problems.
- Frames should not be specified as hairline in the DTP applications.
- Inverse letters should be composed of the fewest possible colours. Letters and other small graphical elements that are smaller than 10 points can be properly printed using a single colour only.
- Small letters with fine lines cannot be used as inverse (negative) letters, because in case of even the smallest colour-matching problem, a white contour will appear in the letters.
- For large black tone surfaces, it is recommended to use 100% black +60% cyan tone to achieve a deep tint.

Useful area:

- It is not recommended to place image or text elements of high importance within 5 mm of the cut.
- The correct setting of the master page — cut size, type area, and margins — is the responsibility of the DTP software.
- If these settings are inappropriate, the pages may get into a bad position (changing type area, jumping pagination, etc.).

Aspects of saddle steached jobs with high numbers of pages:

- In case of saddle steaching jobs with high numbers of pages, the middle pages will become smaller than the outer ones, and the margin conditions will also change.
- It is recommended to take an allowance for this into account as early as when designing the page.

Upon the client's request, and upon payment of compensation, a calibrated colour proof is prepared for the designated pages. The printing house will only accept proofs from external sources as colour samples, if the parameters of proof-making appear on them.

Please take into account the content of this guide, because we cannot take responsibility for digital files prepared in a different way.



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