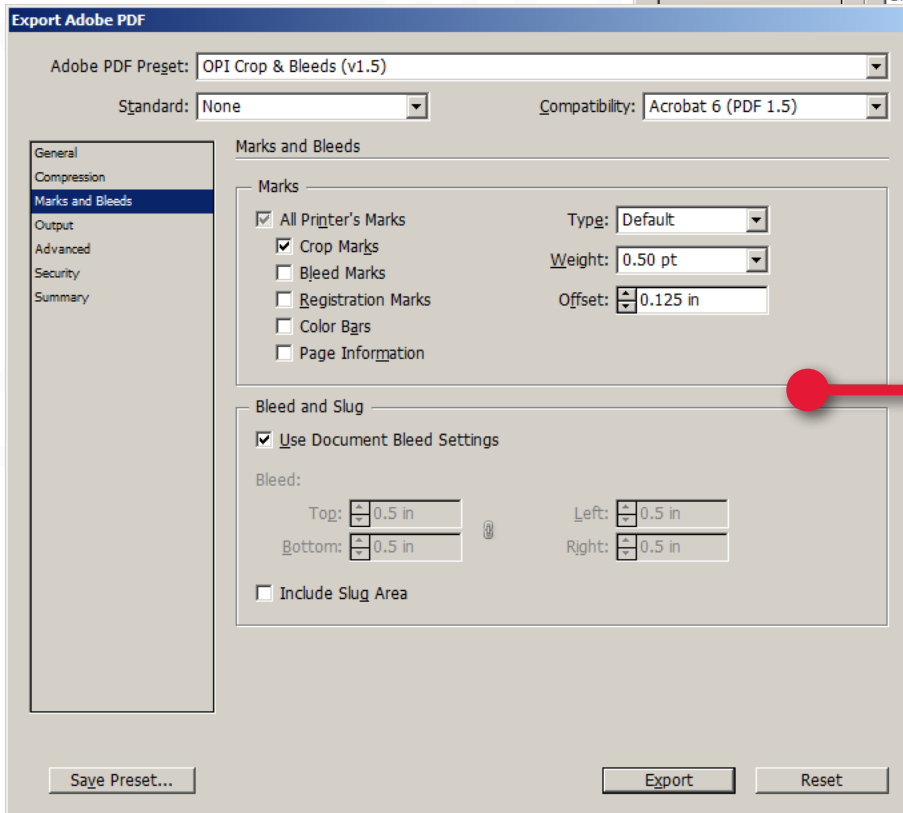
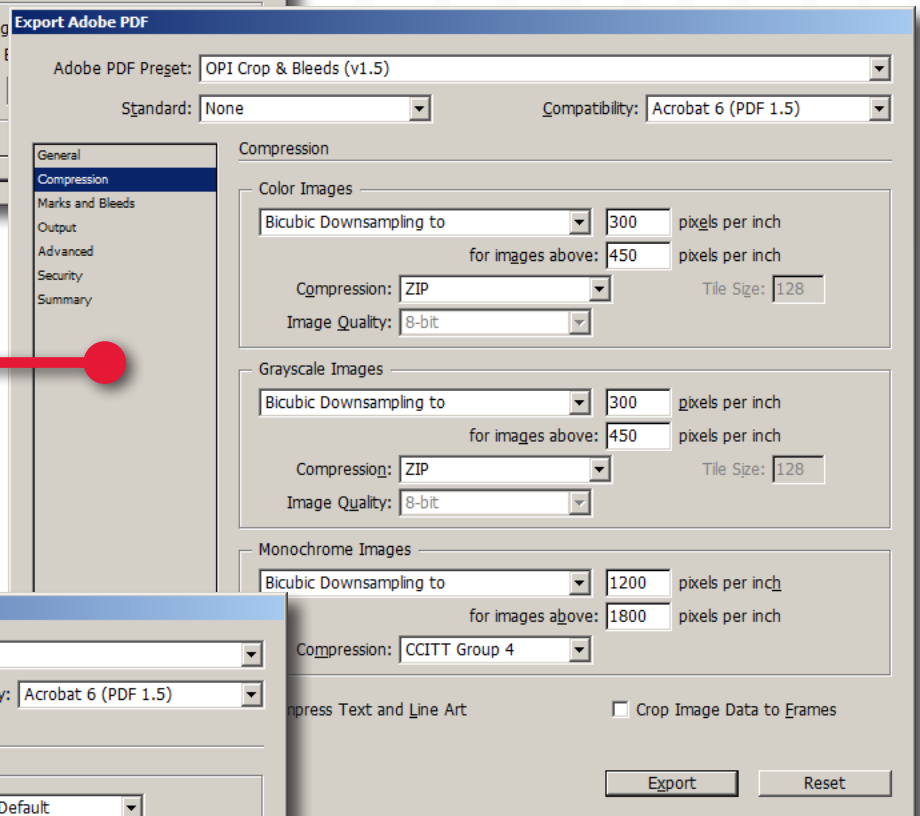


**We use PDF 1.5. It is compatible with all our machines and renders any effects you have created with higher accuracy.\***

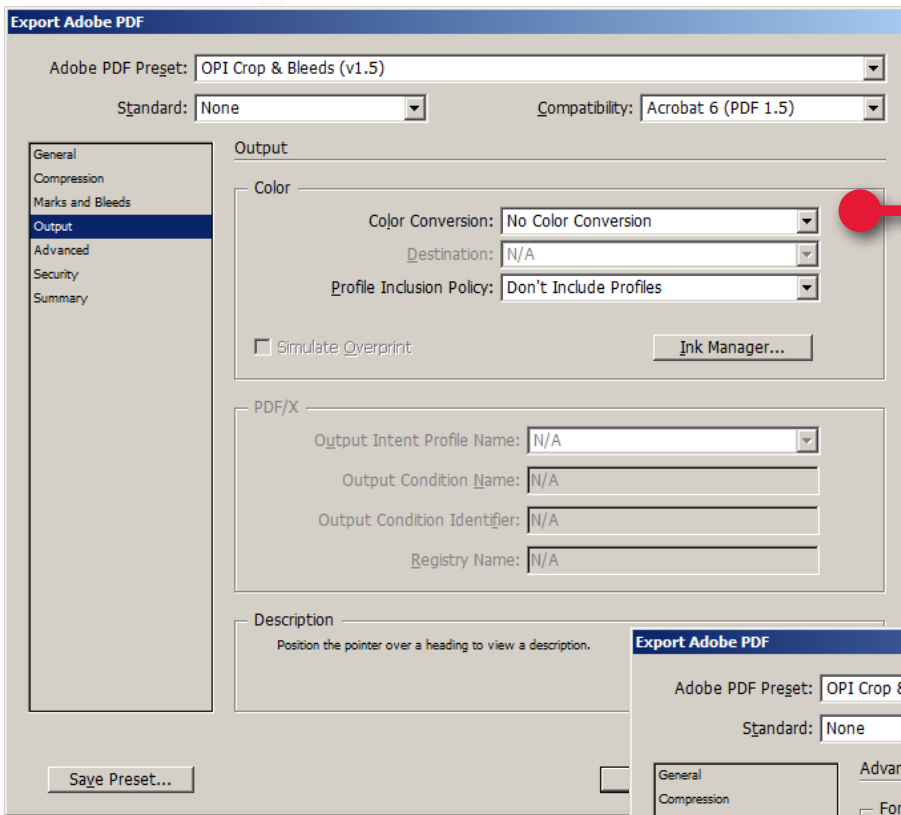
**\*If you are utilizing transparency (such as drop shadows), you will get more reliable results if you print to postscript and then distill your file with Acrobat Distiller. (See the document “Printing to Postscript - InDesign&Quark.pdf” for instructions.)**

**Images higher than 300 DPI will not produce a better quality image, just a larger PDF and longer time at the RIP. (But do not go lower than 300.) ZIP compression is best, since it is “lossless”– meaning compressing without losing detail.**



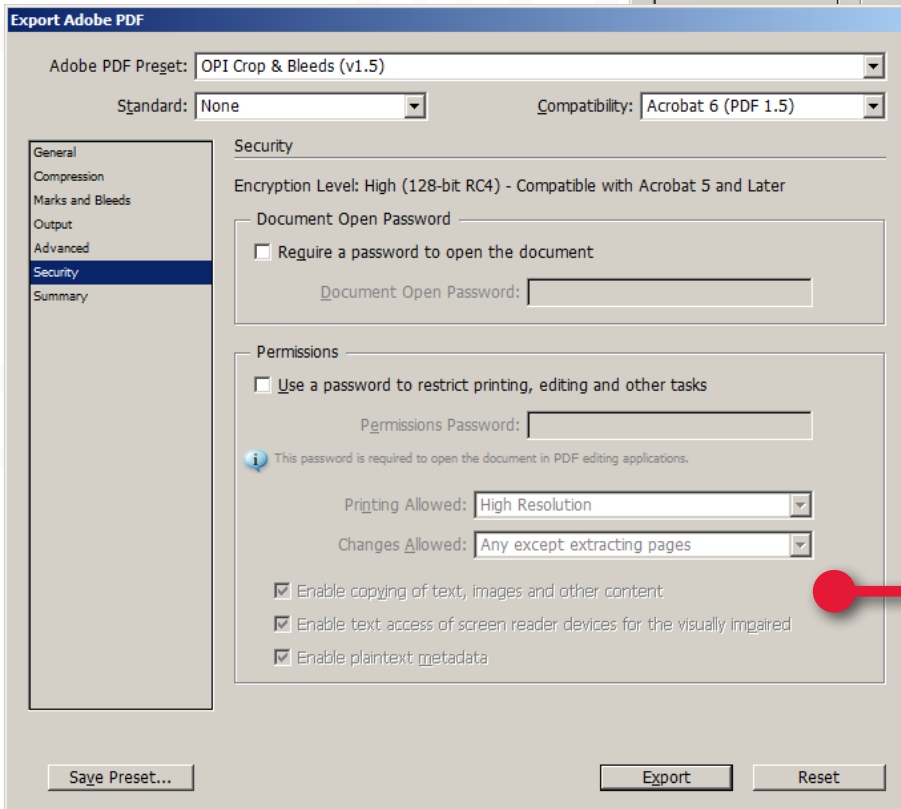
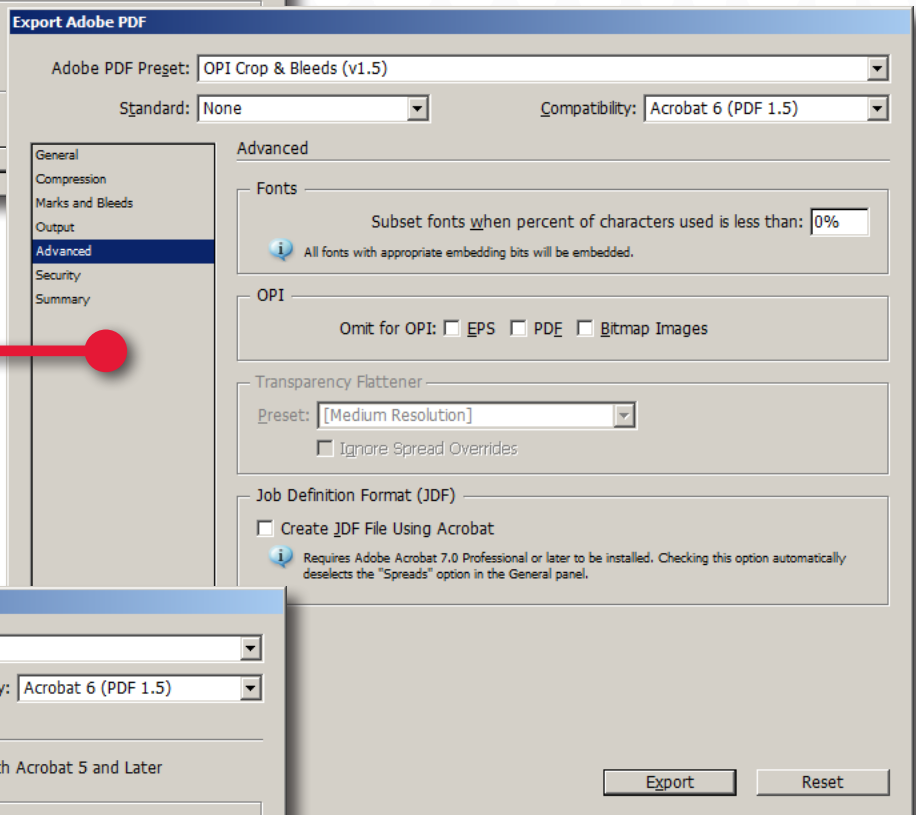
**This setting adds crops marks and bleeds to your PDF. Notice the Weight and Offset for the crops. (The default 0.25 pt weight and 0.0833 in offset is too fine and close.)**

**See the document “Creating a Cover Spread” for the best practices for spine setup and bleeds.**



**Don't set any output or ICC profiles for your document, as it is sure to be different than our output devices. Please do make sure that your text is 100% black and not made from RGB. All RGB images will convert to CMYK at our color printer (or grayscale at the B&W printer). You should convert them first so you will have a better idea of what will output. Many RGB blues look much brighter on the screen than they will print.**

**Setting the "Subset fonts when percent..." to 0% completely embeds your fonts, the setting we prefer.**



**Do not set any security on your document, even to prevent changing it. If you request a simple change that we can do, security will prevent that.**