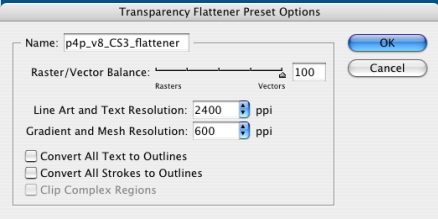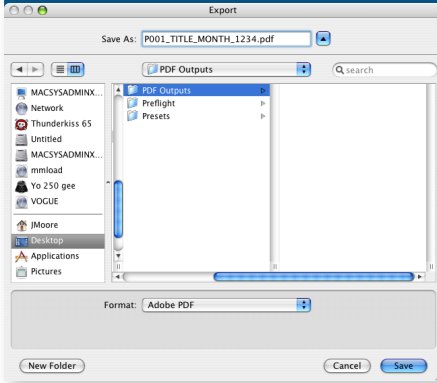# THE CONDÉ NAST PUBLICATIONS
InDesign CS3 PDF export specification for web offset titles

Recommended settings for creating a PDF/X directly from Adobe InDesign CS3, based on the PPA's pass4press version 8 guidelines (**www.pass4press.com** – ready-made presets can be downloaded and settings for other applications are also available). Ensure document sizes are checked against the magazine's mechanical specs (**www.condenast.co.uk/displayadverts**). PDFs should be relevantly named and flight-checked before transmission.
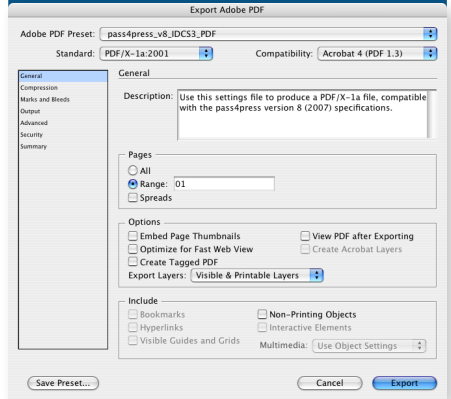
1 Check your **Transparency Flattener Preset** is correctly configured (via the **Edit** menu) – this will be selected in the **Advanced** tab (step 8)
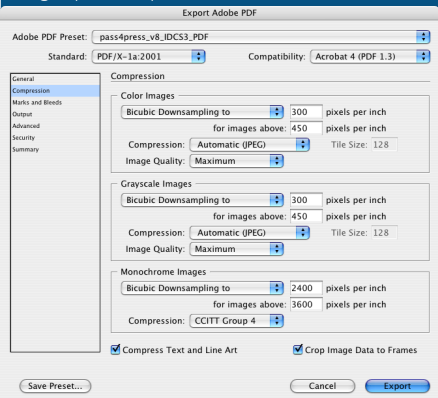
Transparency Flattener Preset Options

Name: p4p_v8_CS3_flattener
Raster/Vector Balance: 100
Rasters — Vectors
Line Art and Text Resolution: 2400 ppi
Gradient and Mesh Resolution: 600 ppi
☐ Convert All Text to Outlines
☐ Convert All Strokes to Outlines
☐ Clip Complex Regions
OK   Cancel

2 Select **File>Export**, then in **Format** choose **Adobe PDF**. Name the file, select the folder where you want to save it and click **Save**

Export
Save As: P001_TITLE_MONTH_1234.pdf
PDF Outputs   Q search
MACSYSADMINX...   PDF Outputs
Network   Preflight
Thunderkiss 65   Presets
Untitled
MACSYSADMINX...
mmload
Yo 250 gee
VOGUE
JMoore
Desktop
Applications
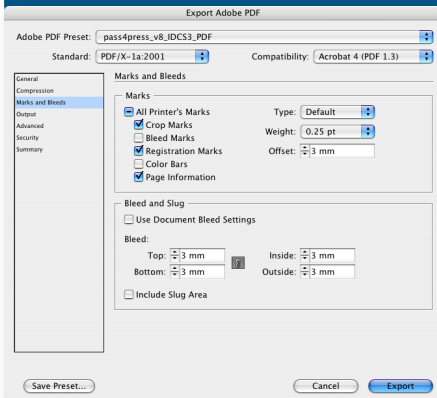Pictures
Format: Adobe PDF
New Folder   Cancel   Save

3 In **General** select the single page to print. Select **PDF/X-1a:2001** and **Acrobat 4 (PDF 1.3)** and deselect all of the listed **Options** and **Include** checkboxes
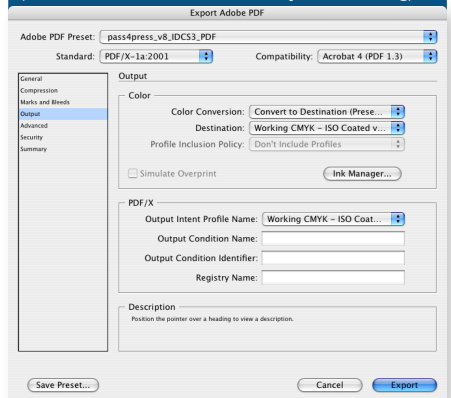
Export Adobe PDF
Adobe PDF Preset: pass4press_v8_IDCS3_PDF
Standard: PDF/X-1a:2001   Compatibility: Acrobat 4 (PDF 1.3)
General   General
Compression   Description: Use this settings file to produce a PDF/X-1a file, compatible
Marks and Bleeds   with the pass4press version 8 (2007) specifications.
Output
Advanced
Security
Summary
Pages
○ All
● Range: 01
☐ Spreads
Options
☐ Embed Page Thumbnails   ☐ View PDF after Exporting
☐ Optimize for Fast Web View   ☐ Create Acrobat Layers
☐ Create Tagged PDF
Export Layers: Visible & Printable Layers
Include
☐ Bookmarks   ☐ Non-Printing Objects
☐ Hyperlinks   ☐ Interactive Elements
☐ Visible Guides and Grids   Multimedia: Use Object Settings
Save Preset...   Cancel   Export

4 The **Compression** tab sets the options for how the PDF will handle resolutions for placed colour, greyscale and monochrome images, plus compression for text and line art
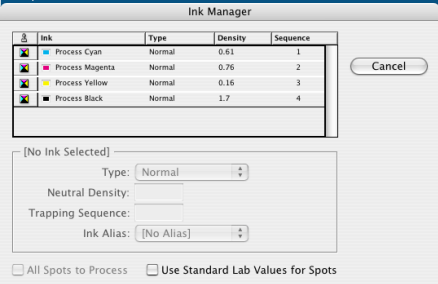
Export Adobe PDF
Adobe PDF Preset: pass4press_v8_IDCS3_PDF
Standard: PDF/X-1a:2001   Compatibility: Acrobat 4 (PDF 1.3)
General   Compression
Compression
Marks and Bleeds   Color Images
Output   Bicubic Downsampling to   300   pixels per inch
Advanced   for images above: 450   pixels per inch
Security   Compression: Automatic (JPEG)   Tile Size: 128
Summary   Image Quality: Maximum
Grayscale Images
Bicubic Downsampling to   300   pixels per inch
for images above: 450   pixels per inch
Compression: Automatic (JPEG)   Tile Size: 128
Image Quality: Maximum
Monochrome Images
Bicubic Downsampling to   2400   pixels per inch
for images above: 3600   pixels per inch
Compression: CCITT Group 4
☑ Compress Text and Line Art   ☑ Crop Image Data to Frames
Save Preset...   Cancel   Export

5 The **Printer's Marks** should be enabled as below. Set the **Weight** to 0.25pt, the **Offset** at **3mm** and the **Bleed** to **3mm** all round

Export Adobe PDF
Adobe PDF Preset: pass4press_v8_IDCS3_PDF
Standard: PDF/X-1a:2001   Compatibility: Acrobat 4 (PDF 1.3)
General   Marks and Bleeds
Compression
Marks and Bleeds   Marks
Output   ☐ All Printer's Marks   Type: Default
Advanced   ☑ Crop Marks
Security   ☐ Bleed Marks   Weight: 0.25 pt
Summary   ☑ Registration Marks   Offset: 3 mm
☐ Color Bars
☑ Page Information
Bleed and Slug
☐ Use Document Bleed Settings
Bleed:
Top: 3 mm   Inside: 3 mm
Bottom: 3 mm   Outside: 3 mm
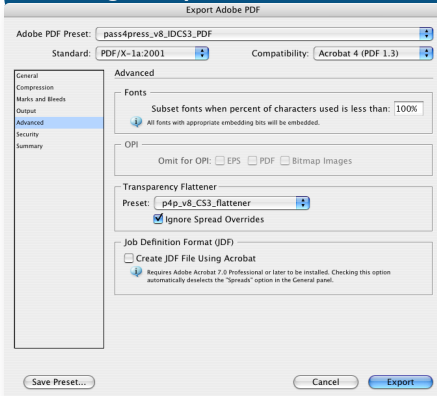☐ Include Slug Area
Save Preset...   Cancel   Export

6 Set the relevant **Destination** and **Output Intent Profile Name**. ISO Coated V2 300 should be used for all offset titles (download **eci_offset_2008.zip** from eci.org)

Export Adobe PDF
Adobe PDF Preset: pass4press_v8_IDCS3_PDF
Standard: PDF/X-1a:2001   Compatibility: Acrobat 4 (PDF 1.3)
General   Output
Compression
Marks and Bleeds   Color
Output   Color Conversion: Convert to Destination (Prese...
Advanced   Destination: Working CMYK – ISO Coated v...
Security   Profile Inclusion Policy: Don't Include Profiles
Summary
☐ Simulate Overprint   Ink Manager...
PDF/X
Output Intent Profile Name: Working CMYK – ISO Coat...
Output Condition Name:
Output Condition Identifier:
Registry Name:
Description
Position the pointer over a heading to view a description.
Save Preset...   Cancel   Export

7 Ensure there are only process inks and no **Spot** colours. Converting colours to CMYK at the PDF creation stage can give unpredictable results

Ink Manager
Ink   Type   Density   Sequence
Process Cyan   Normal   0.61   1
Process Magenta   Normal   0.76   2
Process Yellow   Normal   0.16   3
Process Black   Normal   1.7   4
Cancel
[No Ink Selected]
Type: Normal
Neutral Density:
Trapping Sequence:
Ink Alias: [No Alias]
☐ All Spots to Process   ☐ Use Standard Lab Values for Spots

8 Fonts must always be subset. **OPI** should be disabled. Select the **Transparency Flattener** created in step 1 and check the **Ignore Spread Overrides** box

Export Adobe PDF
Adobe PDF Preset: pass4press_v8_IDCS3_PDF
Standard: PDF/X-1a:2001   Compatibility: Acrobat 4 (PDF 1.3)
General   Advanced
Compression
Marks and Bleeds   Fonts
Output   Subset fonts when percent of characters used is less than: 100%
Advanced   All fonts with appropriate embedding bits will be embedded.
Security
Summary   OPI
Omit for OPI: ☐ EPS ☐ PDF ☐ Bitmap Images
Transparency Flattener
Preset: p4p_v8_CS3_flattener
☑ Ignore Spread Overrides
Job Definition Format (JDF)
☐ Create JDF File Using Acrobat
Requires Adobe Acrobat 7.0 Professional or later to be installed. Checking this option
automatically deselects the "Spreads" option in the General panel.
Save Preset...   Cancel   Export

9 Make sure all the options in **Security** are disabled. **Summary** lists all the settings that will be applied: it can be saved as a text file for reference

Export Adobe PDF
Adobe PDF Preset: pass4press_v8_IDCS3_PDF
Standard: PDF/X-1a:2001   Compatibility: Acrobat 4 (PDF 1.3)
General   Summary
Compression
Marks and Bleeds   Description: Use this settings file to produce a PDF/X-1a file, compatible with the pass4press
Output   version 8 (2007) specifications.
Advanced
Security   Options: PDF Preset: pass4press_v8_IDCS3_PDF
Summary   Compatibility: Acrobat 4 (PDF 1.3)
Standards Compliance: PDF/X-1a 2001
▶ General
▶ Compression
▶ Marks and Bleeds
▶ Output
▶ Advanced
▶ Security
Warnings:
Save Summary...
Save Preset...   Cancel   Export