

Money-Saving Strategies: Press-Ready PDF Files Reduce Your Costs

What's an easy way to reduce your printing costs? Supply EBSCO Media with press-ready PDF files. Jobs produced from these files save the time related to checking links, solving font issues, handling missing assets, etc., and time equals money. EBSCO Media can pass this savings directly on to you!

Native vs. PDF

To decide whether the PDF approach will work with your company's workflow, you need to understand the difference (for your printer) between native files and PDF files.

Native layout files such as InDesign and Quark come neatly packaged with all graphics and fonts used in the job. In years past they were the format of choice because with them the printer can quickly open the file and make any needed changes or corrections prior to output. Native files are versatile.

Alternatively, **PDF files** are "locked down." So if anything about a file needs to be changed prior to final output (correcting the spelling of a word, replacing a photo, etc.), the client needs to change the original layout file, generate a new PDF, and resubmit the entire job to the printer. This ensures the client's original layout files are up-to-date.

If you rely on your printer to typeset your jobs, complete sections, place ads, check your work—do *anything* to your files prior to output—then native is still the way to go. But if your job will be finished and "good to go" at the time you submit it, then press-ready PDF is an option for you.

Tell your EBSCO Media sales rep you are submitting press-ready files and we'll estimate your job accordingly to save you money.

How to Make Press-Ready PDF Files

To help make the PDF process easier, EBSCO Media has added job option files (for InDesign) and PDF presets (for Quark) to our Support Page on our Web site. Go to www.ebscomedia.com/support.

Simply download the file that is appropriate for your layout program and install. Then whenever you need to produce a Press-Ready PDF file for EBSCO Media, you will be able to select our presets from within your layout program at the time of PDF generation.

Always Check Your Work!

PDF presets do not replace preflight procedures in your design workflow. You will still need to perform your last minute file checks to ensure a good, printable file. Always check the following:

1. Your PDF should be Press-Quality or PDF/X4 with no image compression
2. All fonts must be properly embedded
3. Page size should be defined as the final TRIM size
4. All live matter should be .25" away from TRIM
5. If the document bleeds, include at least .125" min bleed
6. Images must be high-resolution—300 dpi is recommended
7. If spot color is used, define spot color consistently throughout the document

Questions? We are happy to help you get started producing press-ready PDF files. Contact [Randy Jamerson](#) if you need help.

And the Winner is...

In our last issue of *EMideas* we asked you to share your good EBSCO Media experiences with us and boy, did you deliver! It was a tough decision, but after careful consideration we selected Ben Burford of DavisDenny Advertising and Related Services, Inc. Ben wrote:

"In addition to doing a stellar job at a fantastic price on my Chevy6 35th Anniversary book, EBSCO was single-handedly responsible for my making the leap from the heinous Quark Xpress milieu years ago by bringing the sparkling Claudia McCue to town for a workshop. That very afternoon I threw away the safety net and soared with InDesign.

And let's not forget Barbara Finch, who makes our EBSCO experience a great one every time.

That's a lot to be thankful for!"

Thank you for sharing, Ben. We appreciate your business and hope to bring the sparkling Claudia back to town soon. Barbara will be delivering your prize—a brand new iPod Touch—in the next few days. Score!



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