



INSERT-MAGAZINE PDF RULES

The standards of Page Transmission

The rules of sending documents to TurkuvaZ Matbaacılık Yay. A.Ş newspaper printing plants for printing, in form of CD, e-mail and FTP or Agfa Apogee Portal are as follows:

- During prepress operations as page set up is done in digital environment and plates are posed in CtP (computer to Plate) system instead of manual page set up and film processing, the products to be printed must be in PDF format. This is valid for the programs which some names are given below: QuarkXpress, Photoshop, Freehand, Adobe Illustrator, Adobe InDesign, Corel Draw etc.
- If you design your pages in Freehand and using LENS tool and if there is a picture under LENS, this picture must be in TIF format.
- The picture resolution must be minimum double of printing resolution, 300 dpi . We recommend you to save your work as Postscript in your graphic program and convert to PDF by using Adobe Acrobat Distiller 7.0 or a later version.
- Please send you pages individually in PDF format.
- The document name, without using Turkish characters, must include a short name of the publication and date. (Example: AKT01012010.PDF and if there is any add the version numbers V1, V2, V3)
- The bleeds on the PDF pages must be 5mm at each 4 sides.
- Crop marks and registration marks must definitely be placed on the page. Otherwise digital page setup will not be done.
- All kinds of photographs in the page (standard photograph, scanned photograph, edited photograph) must be in EPS or TIFF as CMYK.
- All colors must be converted to CMYK. Never use the spot colors before converting to CMYK.
- On one of our heatset press we have the 5th unit to be used for any extra colour . If there is an extra color in your work, we must work together on that.
- Never use the pictures downloaded from internet in RGB, JPEG, GIF, DCS formats .
- After converting to PDF format, please enlarge the pages in 200%- 300% and check the breaks and low resolutions. The purpose is to check the low resolution.
- All the pictures and fonts must be embedded into the page.
- All work you have done must be saved as Composite but not Separation.
- We would like to remind that the responsibility of all the changes done without written notice is yours.
- You can send advertisements by CD, e-mail, FTP in formats or Agfa Apogee Portal. After the transmission is finished, please double check with our page transfer personnel under phone numbers: 0 216 585 91 17 - 0216 585 91 18
- For the PPD printer description, ICC color control profile and Acrobat Distiller settings you can use the following instructions. If you need to collaborate on this, please contact our PrePress service.



Acrobat Distiller Settings

1. Choosing PPD (Printer description)

If you load Adobe Acrobat 7 on your system, the “Adobe PDF” printer description (ppd) file, that you can use to save your work as Postscript before converting to PDF, is automatically loaded on your system. On your graphic application program, if you choose “Adobe PDF” as ppd and “Adobe PDF 7.0” as printer and if you click “Save PDF as Postscript” you will be able to create a Postscript file in a reliable way. Then you can convert this postscript file to PDF, by “Acrobat Distiller 7.0” which was loaded on your system together with “Adobe Acrobat 7.0”, by using the following set up values given below. In most of the graphic programs you can also find “Export as PDF” option too. However, as the set up of this option is usually kept under “Program Preferences”, if someone makes some changes beyond your information, there can be some quality errors in your PDF file .

2. Using ICC profile

ICC profile is a colour management system developed by International Color Consortium established by eight graphic software manufacturers.

The ICC profiles, depending on the printed media that the graphic work is going to be published, make the alterations to make sure that the colours are printed in the most correct way. Turkuvaz Matbaacılık is using ISOnewspaper26v4 icm ICC profile. We can supply this profile at our PrePress service and give technical support on using it. This profile is used on newspaper printing.

Working on Photoshop by using ICC

1. Please copy ISOnewspaper26v4.icm profile on
C:\WINDOWS\system32\spool\drivers\color directory on PC

Library/ColorSync/Profiles directory on MMaOSX

2. Before opening the pictures that you will set the colours on Photoshop CS2, choose:
Edit/Color Settings/CMYK:ISOnewspaper26v4

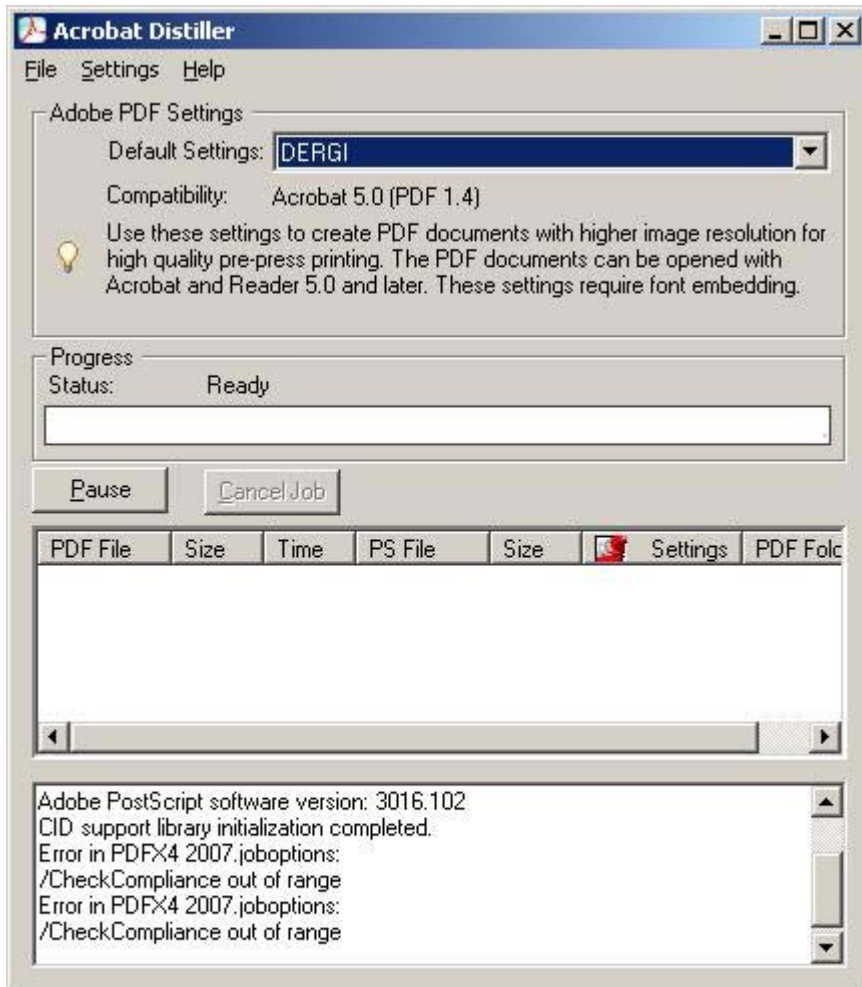
3. Choose View/Proof Setup/Custom. And from the opened window please choose:
Device to Simulate: ISOnewspaper26v4

Preserve CMYK numbers

Then press Save and save as “SAYFA”

4. The photographs to be used in printing must be color separated. Please open the picture and do to the presettings. After finishing the presettings, if the picture is in RGB format, choose Image/Mode/CMYK Color to convert it to CMYK. Now, you can use the “Soft Proof” option to make the page suitable for the magazine quality. For this choose “View/Proof Setup / “SAYFA” . You will see a “CMYK/8/SAYFA” name on the top of the page and the colors will not be that clear. This is normal. Now you can make the color settings again

3. AROBAT DISTILLER SETTINGS



DERGI - Adobe PDF Settings

DERGI

- General
- Images
- Fonts
- Color
- Advanced
- Standards

Description

Use these settings to create PDF documents with higher image resolution for high quality pre-press printing. The PDF documents can be opened with Acrobat and Reader 5.0 and later. These settings require font embedding.

File Options

Compatibility: Acrobat 5.0 (PDF 1.4)

Object Level Compression: Tags only

Auto-Rotate Pages: Off

Binding: Left

Resolution: 2400 dots per inch

All Pages

Pages From: To:

Embed thumbnails

Optimize for fast web view

Default Page Size

Width: 215.9 Units: Millimeters

Height: 279.4

Show All Settings

Save As... OK Cancel Help

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Color Images

Downsample: Bicubic Downsampling to 300 pixels per inch
for images above: 450 pixels per inch

Compression: Automatic (JPEG)

Image Quality: Maximum

Grayscale Images

Downsample: Bicubic Downsampling to 300 pixels per inch
for images above: 450 pixels per inch

Compression: Automatic (JPEG)

Image Quality: Maximum

Monochrome Images

Downsample: Bicubic Downsampling to 1200 pixels per inch
for images above: 1800 pixels per inch

Compression: CCITT Group 4

Anti-alias to gray: Off

Show All Settings

Policy

Save As... OK Cancel Help

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DERGI

- General
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- Color
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- Standards

Embed all fonts

Embed OpenType fonts

Subset embedded fonts when percent of characters used is less than: %

 Only fonts with appropriate permission bits will be embedded

When embedding fails:

Embedding

Font Source:

- ACaslonPro-Bold
- ACaslonPro-BoldItalic
- ACaslonPro-Italic
- ACaslonPro-Regular
- ACaslonPro-Semibold
- ACaslonPro-SemiboldItalic
- AGaramondPro-Bold
- AGaramondPro-BoldItalic
- AGaramondPro-Italic
- AGaramondPro-Regular
- Arial-Black
- Arial-BoldItalicMT
- Arial-BoldMT
- Arial-ItalicMT
- ArialmonospacedBoldforSAP

Always Embed:

Never Embed:

Show All Settings

Add Name... Remove

Save As... OK Cancel Help

DERGI - Adobe PDF Settings

DERGI

- General
- Images
- Fonts
- Color**
- Advanced
- Standards

Adobe Color Settings

Settings File: None

Color Management Policies

Leave Color Unchanged

Document Rendering Intent: Preserve

Working Spaces

Gray: Dot Gain 20%

RGB: sRGB IEC61966-2.1

CMYK: U.S. Web Coated (SWOP) v2

Preserve CMYK values for calibrated CMYK color spaces

Device-Dependent Data

Preserve under color removal and black generation

When transfer functions are found: Remove

Preserve halftone information

Show All Settings

Save As... OK Cancel Help

