



NEWSPAPER 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 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, 80 dpcm (203,2 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.
- The registration marks must definitely be placed on the pages.
- The page name and CMYK plate names must be placed under the page but definitely outside the printing area. (Example: CMYK 22HLK20S_ANK)
- All kinds of photographs in the page (standard photograph, scanned photograph, edited photograph) must be in EPS or TIFF as CMYK.
- All the pictures downloaded from internet in RGB, JPEG, GIF, DCS formats must be definitely colour separated and made ready. Never use the photographs which does not cover printing standards.
- 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.
- The files ready for printing can be sent by CD, e-mail or FTP lan formats. After the transmission is finished, please double check with our page transfer personnel under phone numbers: 0 216 354 36 93-94



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 MMaC OS X

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

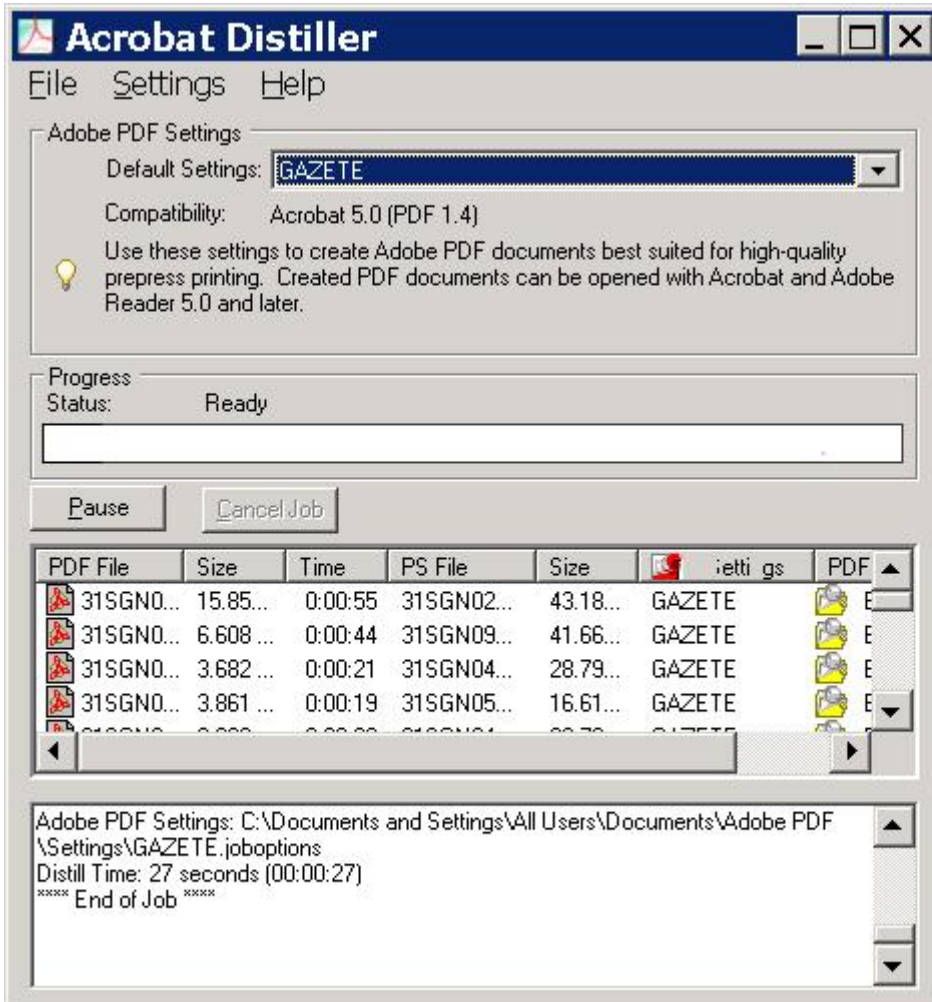
3. Choose View/Proof Setup/Custom. And from the opened window please choose:
Device to Simulate: ISOnewspaper26v4

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.

3. ADOBE DISTILLER SETTINGS



Adobe Distiller

File Settings Help

Adobe PDF Settings

Default Settings: **GAZETE**

Compatibility: Acrobat 5.0 (PDF 1.4)

Use these settings to create Adobe PDF documents best suited for high-quality prepress printing. Created PDF documents can be opened with Acrobat and Adobe Reader 5.0 and later.

Progress

Status: Ready

Pause Cancel Job

PDF File	Size	Time	PS File	Size	Settings	PDF
31SGN0...	15.85...	0:00:55	31SGN02...	43.18...	GAZETE	E
31SGN0...	6.608 ...	0:00:44	31SGN09...	41.66...	GAZETE	E
31SGN0...	3.682 ...	0:00:21	31SGN04...	28.79...	GAZETE	E
31SGN0...	3.861 ...	0:00:19	31SGN05...	16.61...	GAZETE	E

Adobe PDF Settings: C:\Documents and Settings\All Users\Documents\Adobe PDF \Settings\GAZETE.joboptions
Distill Time: 27 seconds (00:00:27)
***** End of Job *****

GAZETE - Adobe PDF Settings

GAZETE

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

Description

Use these settings to create Adobe PDF documents best suited for high-quality prepress printing. Created PDF documents can be opened with Acrobat and Adobe Reader 5.0 and later.

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: 40,0 Units: Centimeters

Height: 50,0

Show All Settings

Save As... OK Cancel Help

GAZETE - Adobe PDF Settings

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

Show All Settings

Policy

Save As... OK Cancel Help

Color Images

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

Compression: Automatic (JPEG)

Image Quality: High

Grayscale Images

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

Compression: Automatic (JPEG)

Image Quality: High

Monochrome Images

Downsample: Off 1200 pixels per inch

Compression: CCITT Group 4

Anti-alias to gray: Off

GAZETE - Adobe PDF Settings


GAZETE

- General
- Images
- Fonts
- Color
- Advanced
- 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:

- Arial-Black
- Arial-BoldItalicMT
- Arial-BoldMT
- Arial-ItalicMT
- ArialMT
- ComicSansMS
- ComicSansMS-Bold
- CourierNewPS-BoldItalicMT
- CourierNewPS-BoldMT
- CourierNewPS-ItalicMT
- CourierNewPSMT
- EstrangeloE dessa
- FranklinGothic-Medium
- FranklinGothic-MediumItalic
- Gautami

Always Embed:

Never Embed:

Helvetica

Show All Settings

GAZETE - Adobe PDF Settings

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

Adobe Color Settings

Settings File: Color Management Off

Color Management Policies

Leave Color Unchanged

Document Rendering Intent: Preserve

Working Spaces

Gray: Gray Gamma 2.2

RGB: sRGB IEC61966-2.1

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

Preserve CMYK values for calibrated CMYK color spaces

Device-Dependent Data

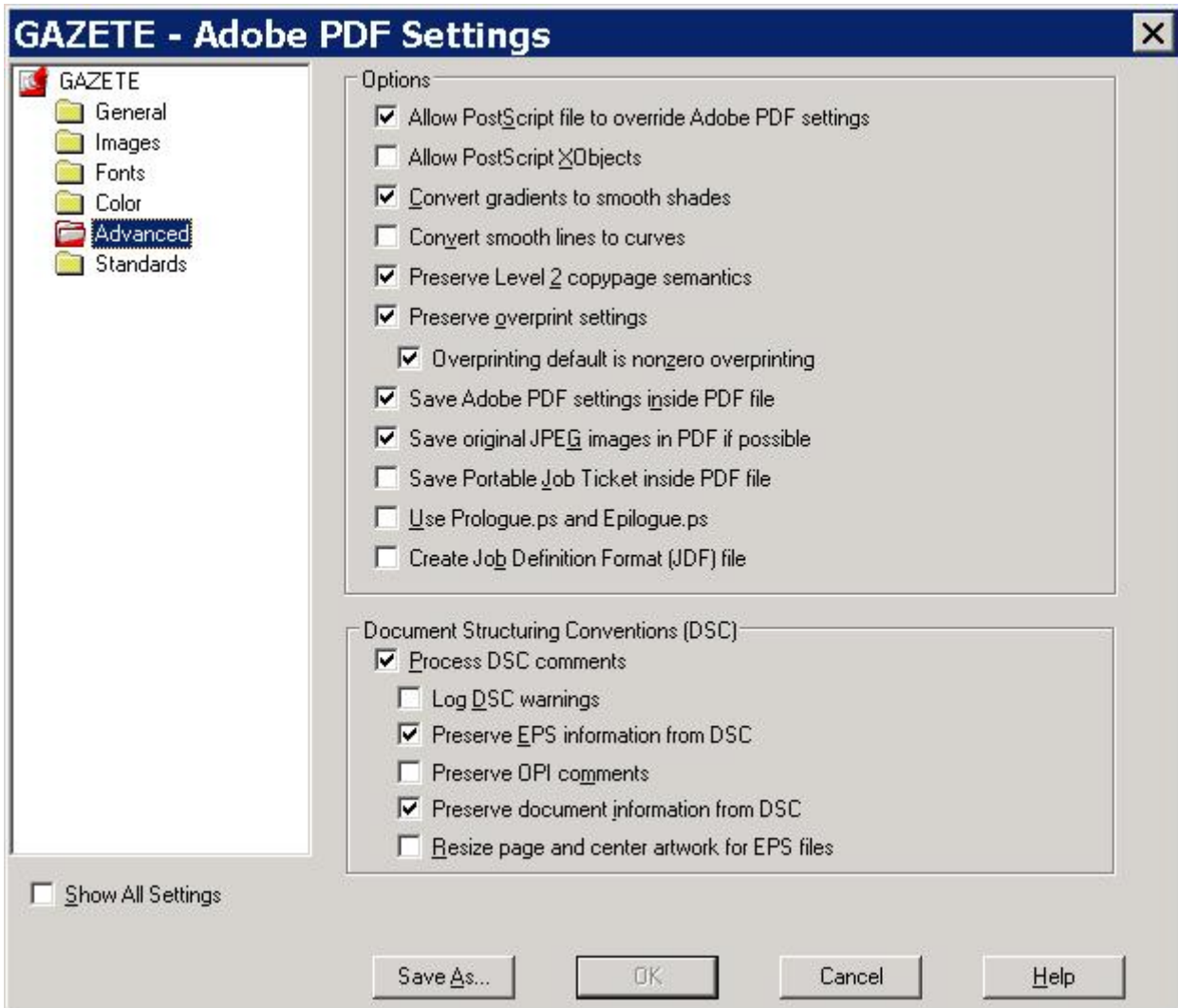
Preserve under color removal and black generation

When transfer functions are found: Apply

Preserve halftone information

Show All Settings

Save As... OK Cancel Help



GAZETE - Adobe PDF Settings

GAZETE

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

Show All Settings

Standards Reporting and Compliance

Compliance Standard:

When not compliant:

If Neither TrimBox nor ArtBox are Specified

Report as error

Set TrimBox to MediaBox with offsets (Centimeters):

Left: Right: Top: Bottom:

If BleedBox is Not Specified

Set BleedBox to MediaBox

Set BleedBox to TrimBox with offsets (Centimeters):

Left: Right: Top: Bottom:

Default Values if Not Specified in the Document

Output Intent Profile Name: ?

Output Condition Identifier: ?

Output Condition: ?

Registry Name (URL): ?

Trapped: ?

Save As... OK Cancel Help