

# PAGEMAKER

## Convert to PDF & Graphic Guidelines



255 East 20th Street  
Chico, CA 95926

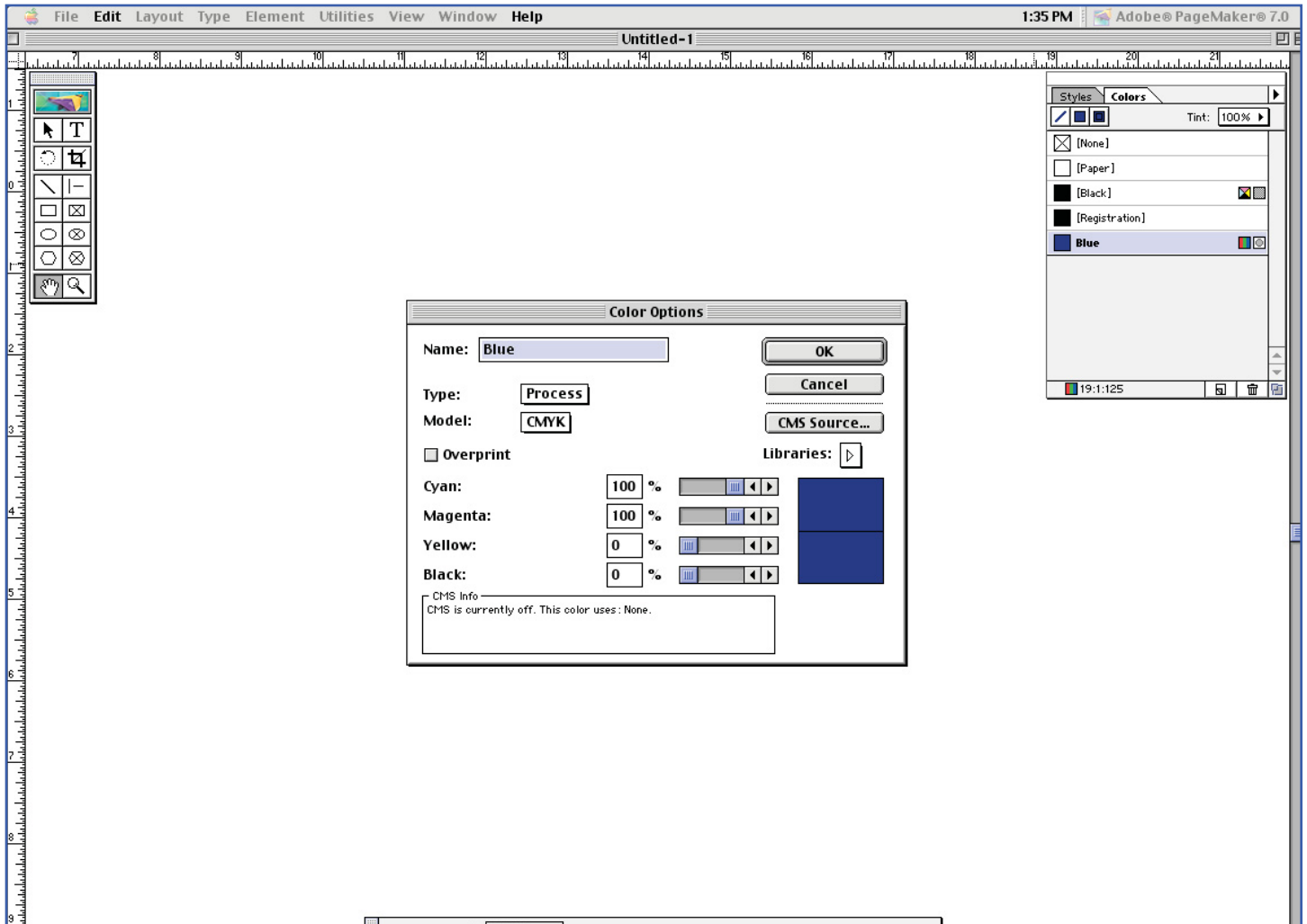
(530) 895-0785  
(530) 895-0888 FAX

[info@jiffyprintchico.com](mailto:info@jiffyprintchico.com)  
[www.jiffyprintchico.com](http://www.jiffyprintchico.com)

This tutorial is designed to show the best way to save an PageMaker file to a PDF, for use with our system. It will also show the best setting to save time when uploading the files to the website.

## Pre-Save options

It is always a good practice to be sure that all place artwork is save in CMYK color and to also be sure to expand all Pantone and Spot colors to CMYK. Any RGB colors should also be expanded to CMYK.



**Expanding Pantone, Spot and RGB colors to CMYK** will help insure that you are aware of any color shifts that accure when converting to CMYK.

### Expanding Color Swatches to CMYK:

Double Click on the Color Swatch to bring up the “Color Option” window.

**Type:** Process

**Model:** CMYK

**Note:** This step must be done on all RGB and Spot color swatches that are used in the document. Also note that all placed art should be saved in CMYK before being placed into PageMaker.

After the file has been prepared and simplified, we are ready to save it as a PDF.

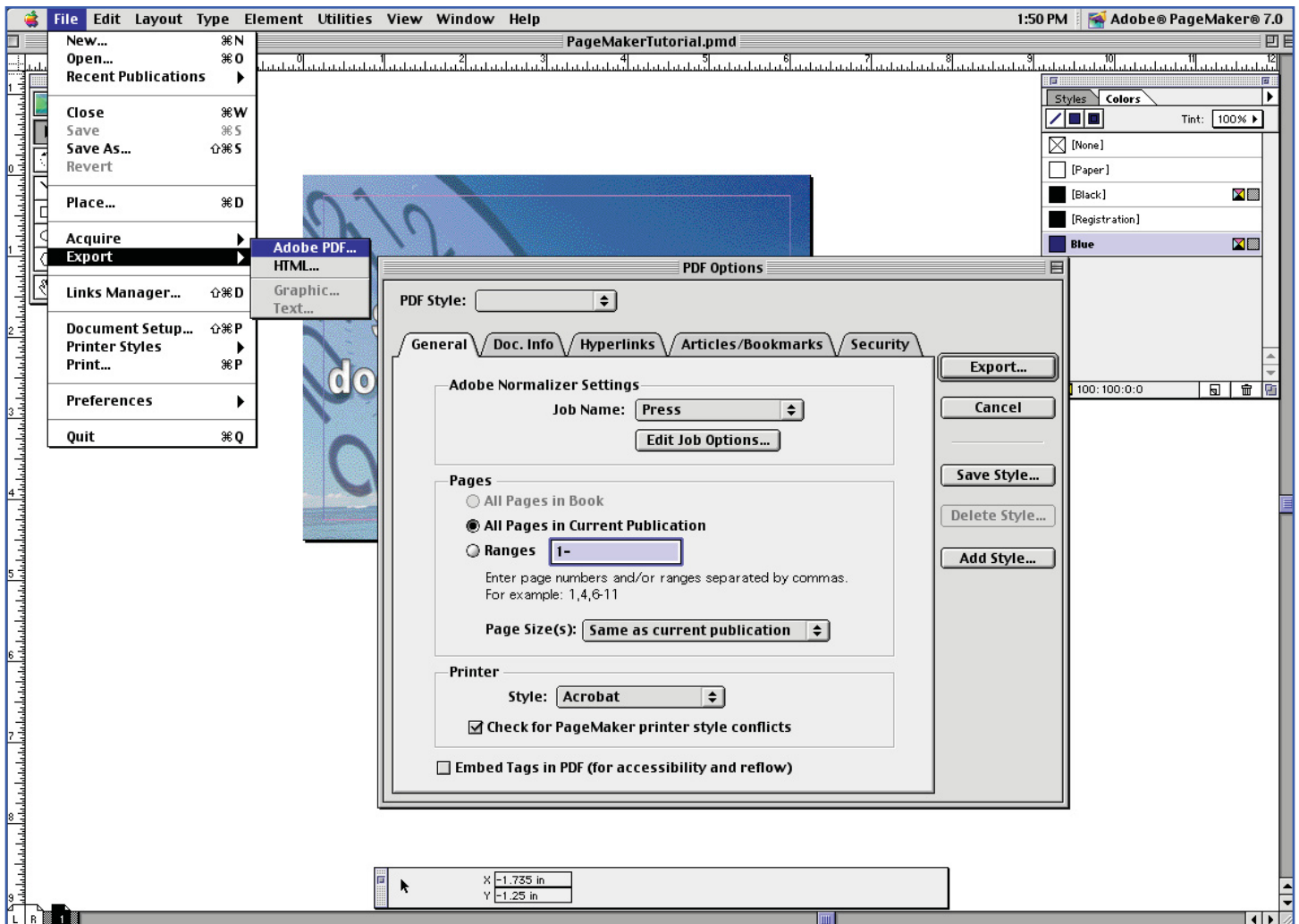
## Step 1

### GENERAL:

#### Adobe Normalizer Settings

Job Name: Press

We will be making some changes so Click on the “Edit Job Options”



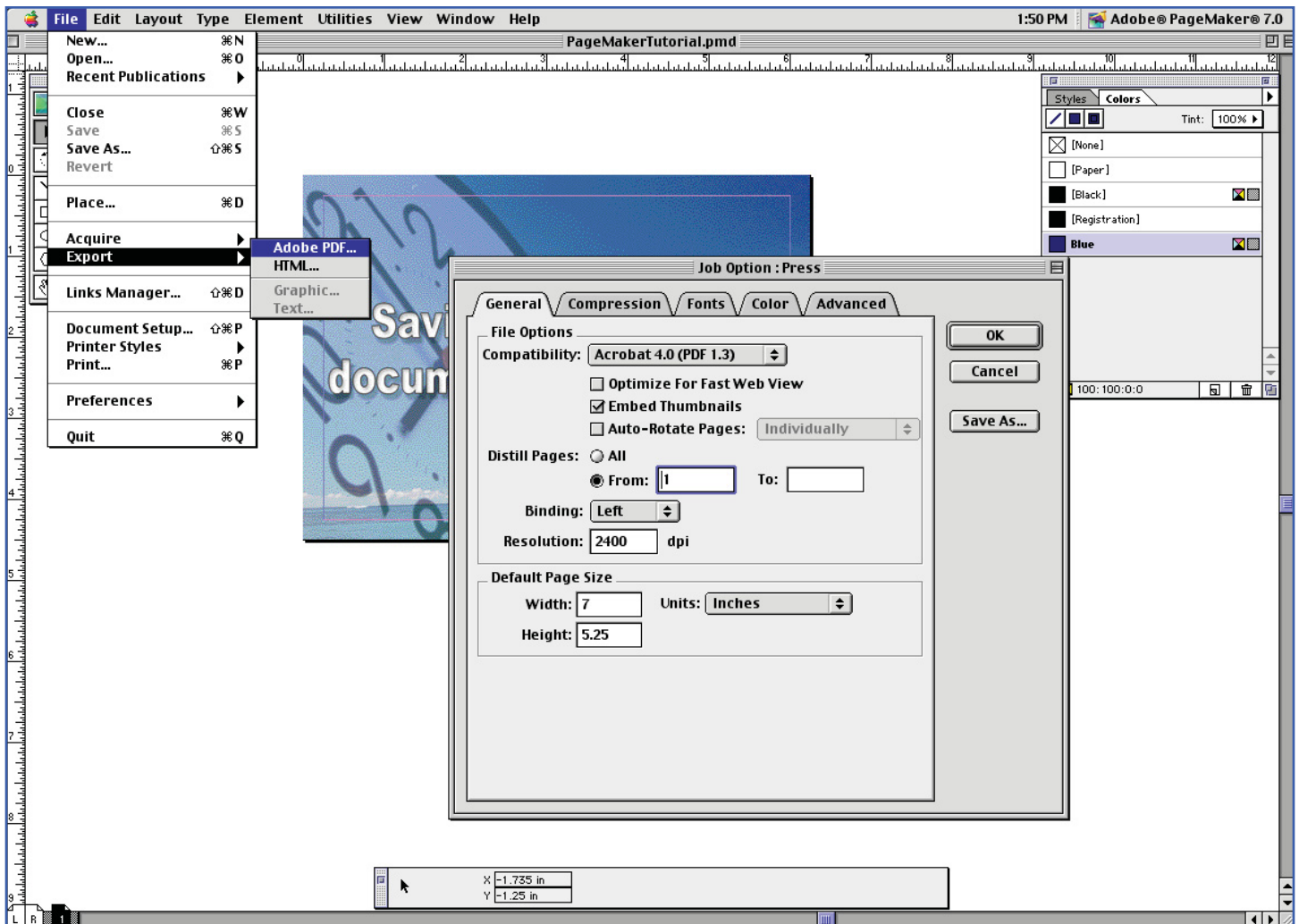
## Step 2

### GENERAL:

Uncheck the “Optimize for Fast Web View” setting under “Options”.

Under “Default Page size” set your page size

*Note: It is a good idea to add 1” to the with and Height to make room for Crop Marks.*



## Step 3

### COMPRESSION:

Set Color Images to 300ppi for images above 450ppi with the compression set to “Automatic” and the Quality set to “Maximum”

Set Grayscale Images to 300ppi for images above 450ppi with the compression set to “Automatic” and the Quality set to “Maximum”

Set Monochrome Images to 1200ppi for images above 1800ppi with the compression set to “CCITT Group 4”.

*Note: You can also use ZIP compression because it uses non-lossy compression. It will make a larger file that will take longer to upload, but with smaller files, such as business cards and postcards, the larger size is usually minimal.*

