



Creating PostScript files for Hudson Printing

QuarkXpress 4.0 - Macintosh

Hudson Printing considers customer-created PostScript(PS) files to be an “advanced format” workflow and therefore requires special considerations. PS files can not be edited, and PDF file editability is very limited in case of an unforeseen problem.

These guidelines *must* be followed closely in order to successfully create PS files. If you have any questions regarding the steps in this section, please contact the Electronic Prepress Department during business hours.

General Information:

- A laser proof of the latest version of each page **MUST** be provided and should be marked with a page number.
- Create a separate PS for each page and include the page number in the name of the PS file for easy identification. This is recommended for page naming reasons. If however you decide to send us multiple page PS files, be sure to include in the range what pages you are sending us, ie: “BDSP01 pgs 1-8.” Make the name convention absolutely clear to take away any guess work on our end.
- Fonts and high-resolution images must be included in Quark when the PS file is saved.
- It is **HIGHLY** recommended that you use only Type 1 fonts.
- Images must be created to SWOP (Specifications for Web Offset Publications) standards.
- TAC (Total Area Coverage) - the sum (Σ) of the dot percentages in any spot of all colors should be no more than 300%.
- TAC (Total Area Coverage)- the sum (Σ) of dot percentages in any spot of all colors should be no more than Σ 300%.
- Dot Gain/Tone Value Increase - Target Dot Gain Values as follows:
20%C 20%M 18%Y 22%K
- For all traditional process four-color work, check to ensure that all Pantone® colors have been set to process separations.
- Check picture usage in Utilities-Usage to ensure that all images are linked and none are missing.

PPD Instructions

System Setup:

Adobe Virtual Printer

- Install Adobe Virtual Printer. This is available from the “Downloads” section of our website.

PPD

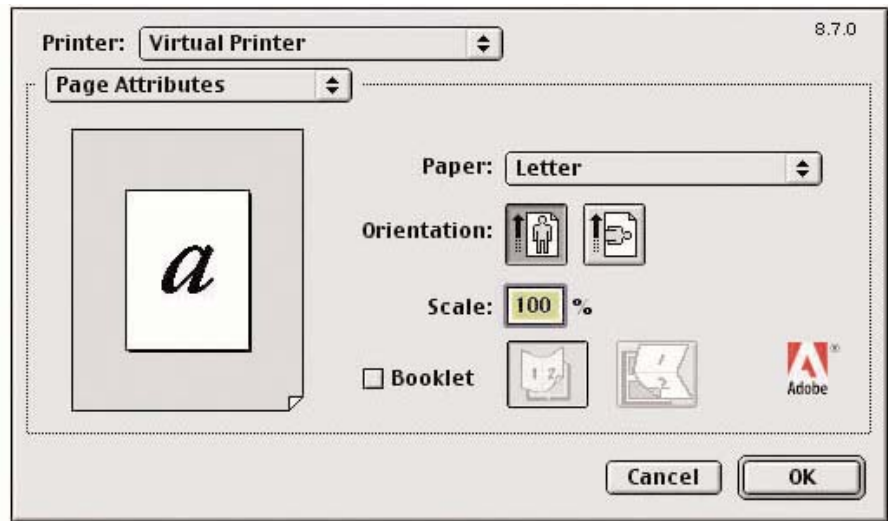
- Place the provided PPD called “Apogee PPD” in your Printer Description Folder. (System Folder - Extensions - Printer Description Folder The PPD is available in the “Downloads” section of our website.

Chooser:

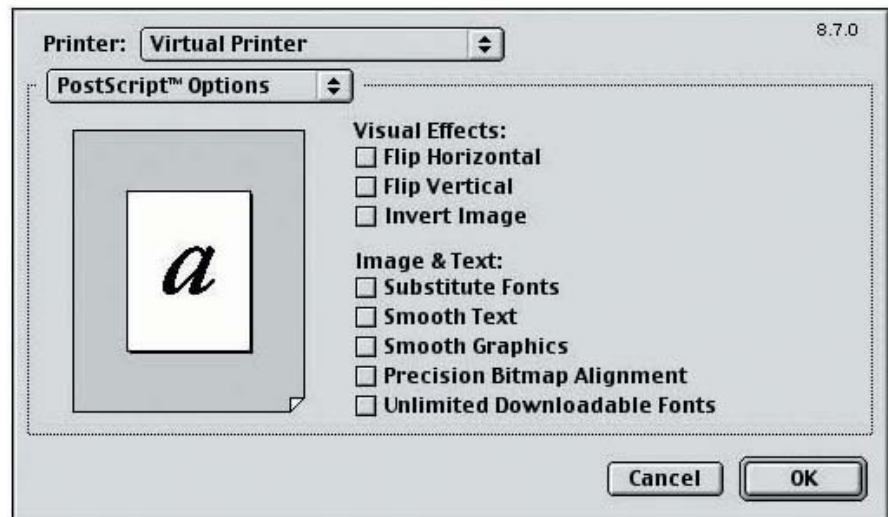
- Setup your printer with the Apogee PPD.
- Make sure that you are using the 'Adobe PS' printer driver 8.6 or better.. If you don't have version 8.6 or better, it too can be downloaded from www.adobe.com or on the Information Center section of our website, which is version 8.8. Simply install the the printer and click on the Adobe PS icon.

Printing: Page Setup

1-Select Print in Quark. Click **Page Setup...** on and under the the printer pull-down menu, select Virtual Printer. Under The "Paper" pull-down menu, select "Custom."



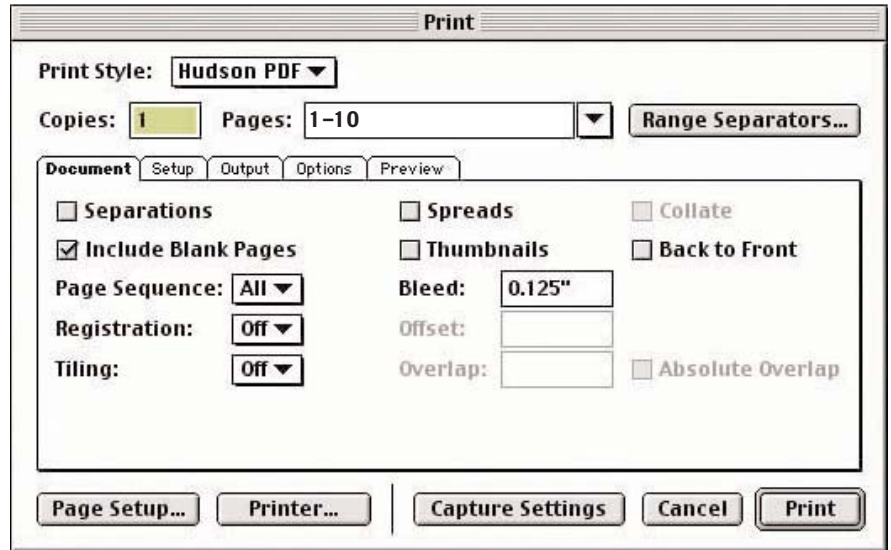
2-Click 'Page Attributes' and scroll down to PostScript™ Options, Be sure all options are UNCHECKED. Click OK.



Printing: Print Setup

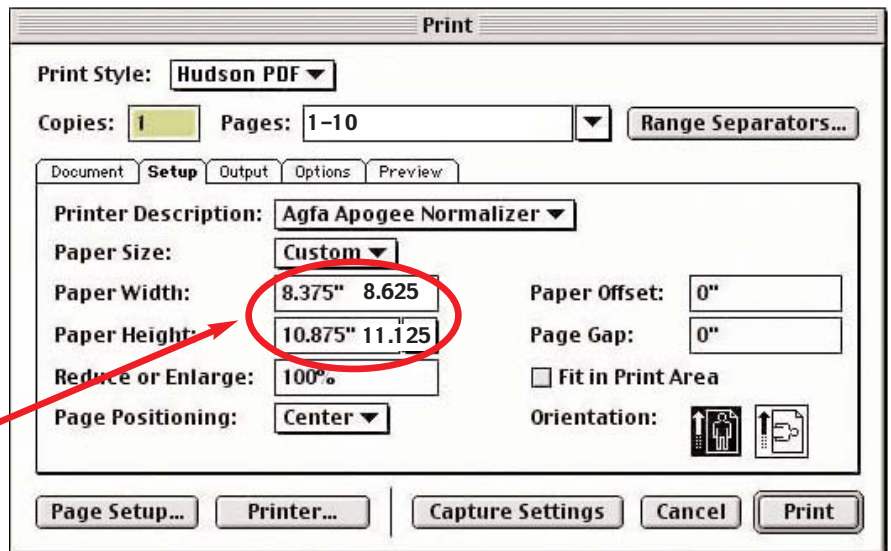
1) DOCUMENT

Under the 'Document' Tab , select **All** for Page Sequence. We recommend you send us your pages in increments of 10. Make sure all other boxes or pulldown menus correspond to the diagram to the right.



2) SETUP

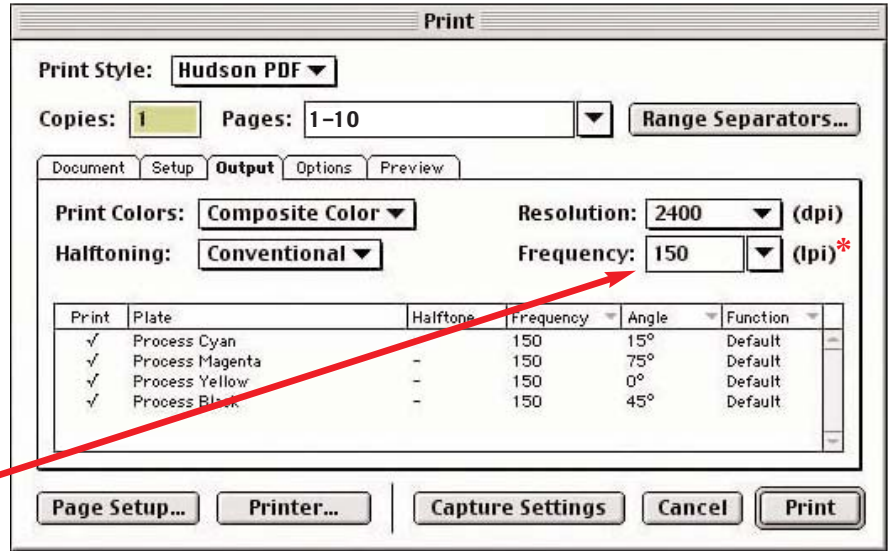
Under the 'Setup' tab, set Printer Description for Agfa Apogee Normalizer; your paper size EXACTLY the same as your document size. Set all other boxes as shown in the diagram to the right.



If you plan on providing us with your own, Acrobat Distiller created PDF files, add 1/4"(0.25) to your documents width and height.(sizes shown are for an 8+3/8X10+7/8 page + 1/4") Please make sure you let your Hudson Printing representative know you are doing this! The instructions for setting up Adobe Distiller as per Hudson Printing can be found in the downloads section of our website.

3) OUTPUT

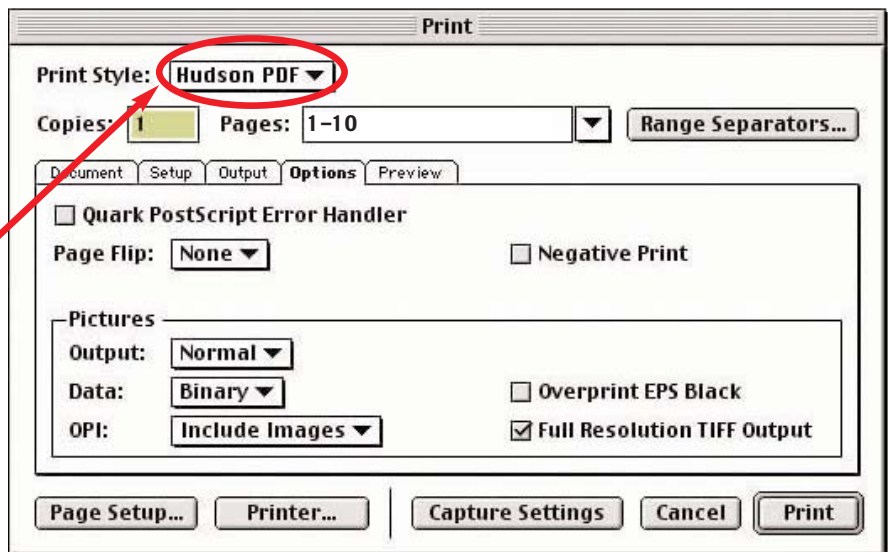
Make sure your settings are as shown in the diagram to the right



**If you running a 1/1 or 1/2 subscription card or mailing insert, then 133lpi should be the selected frequency. Call the Electronic Prepress Department, if you have questions.*

4) OPTIONS

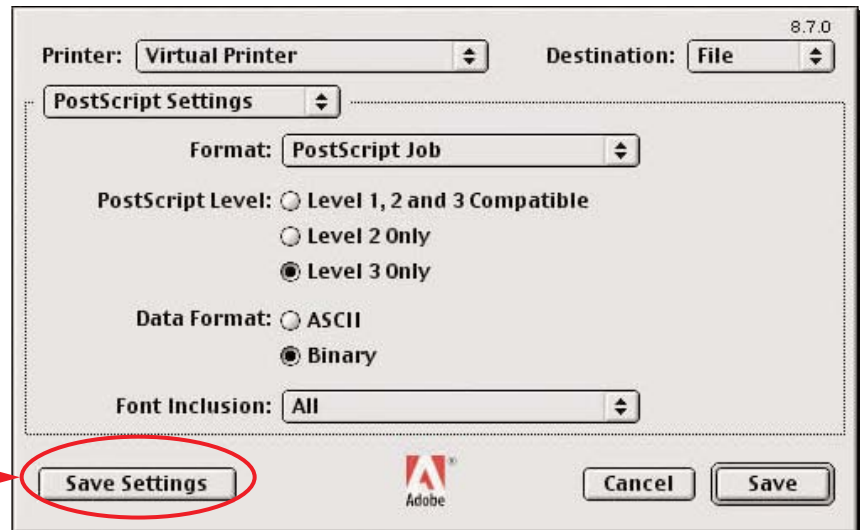
Under 'Options', adjust your settings as shown to the right



Quark gives you the ability to save steps 1-4 in a predefined print style. To do this, go under "Edit"... "Print Styles" in Quark and repeat steps 1-4. Name your style to your liking. When you output your pages you select the predefined settings.

VIRTUAL PRINTER SETTINGS

5) When saving your PS file, select the **Printer...** button, select 'Virtual Printer' on the printer pulldown menu. On the Format menu directly below that, scroll down to PostScript Settings and make your selections as shown to the right.



We recommend that you save these settings for this specific configuration.

If you have any questions regarding these procedures, please contact your Hudson Printing representative, or the Electronic Prepress dept.