



## DIGITAL SPECIFICATIONS / PDF FILE REQUIREMENTS

### BusinessToday Mechanical Specifications

ARTWORK	TRIM SIZE	TYPE SIZE
Full Page	215 x 270mm	175 x 229mm
Half Page Horizontal	215 x 135mm	175 x 115mm
2 Vertical Panels	129 x 270mm	115 x 229mm
1 Vertical Panel	69 x 270mm	55 x 229mm
Horizontal Panel	215 x 69mm	175 x 55mm
Horizontal Panel DPS	430 x 69mm	402 x 55mm
Quarter Page	98 x 135mm	85 x 113mm
Outside Back Cover	215 x 270mm	175 x 229mm
* Double Page Spread	430 x 270mm	402 x 229mm
IFC, IBC, Page One	215 x 270mm	175 x 229mm
Cards	215 x 270mm	175 x 229mm
H/P Horizontal DPS	430 x 135mm	402 x 115mm

**PLEASE NOTE:**

1. SPECIAL POSITIONS ON REQUEST, SUBJECT TO AVAILABILITY
2. FOR BLEED ADS PLEASE ADD 10MM ON ALL THE FOUR SIDES OF TRIM SIZE
3. \*ALLOW 20MM SAFETY GUTTER FOR EACH PAGE OF A SPREAD WHEN TYPE IS RUNNING ACROSS THE GUTTER. INDICATE TRIM ON PROOF

## QUICK GUIDE TO MAKING PDF FILES FOR BUSINESSTODAY ADVERTISEMENTS

BusinessToday will accept artwork in the PDF format strictly as per the following guidelines:

1. The PDF should be readable in Acrobat 5.0
2. Do not use any sort of password protection and encryption within the PDF
3. Do not compress the PDF

### PRE-DISTILLING

1. All images should be scanned at 300dpi. Any further colour correction should also be done.
2. Images must be converted to CMYK.
3. For best results, use the uncompressed TIFF or self-contained EPS format.
4. Proper sizes should be observed for artwork creation. Please refer to the above specifications.
5. Make sure the screen and printer fonts used are available in the Operating System.
6. All colours used within the artwork must be process separated. No spot colours should be used.
7. No crop marks

### DISTILLER SETTINGS

1. **Compatibility:** The PDF should be compatible with Acrobat 4.0 (PDF1.3)
2. **Compression:** For images, all compression settings must be removed. Monochrome images, however, have a CCITT Group 4 compression.
3. **Fonts:** Embed all fonts!
4. **Colour Management:** No colour management policies should be used
5. Illustrator Overprint Mode Setting should be switched off.
6. **Postscript Level:** 1, 2 and 3 compatible in a Binary Data format.

### POST DISTILLING

1. Check for discrepancies in artwork.
2. Any errors while distilling or opening the document should be rectified before submission.

### SUBMISSION

1. CD-ROM with the PDF document
2. Colour Proof of the artwork. Supplied colour lasers

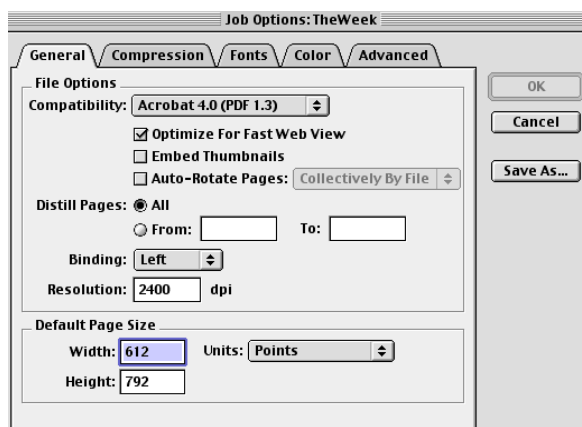


will be used as a “guide for colour” only\*\*

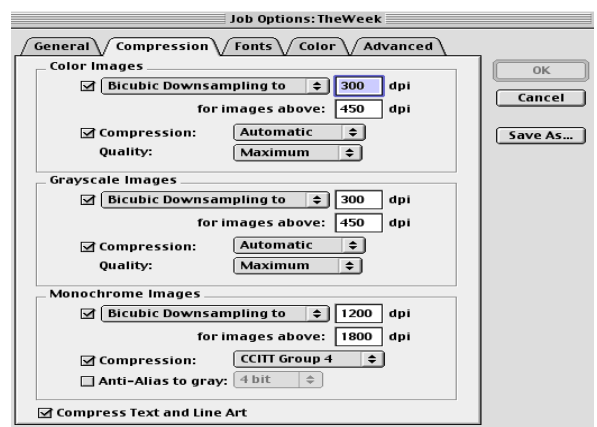
\*\* BusinessToday will makes every effort to produce your ads to the highest quality. However we do not take any responsibility for the quality of the printed material.

CALL THE IT MANAGER/PRODUCTION MANAGER FOR FURTHER INFORMATION TEL: 799388

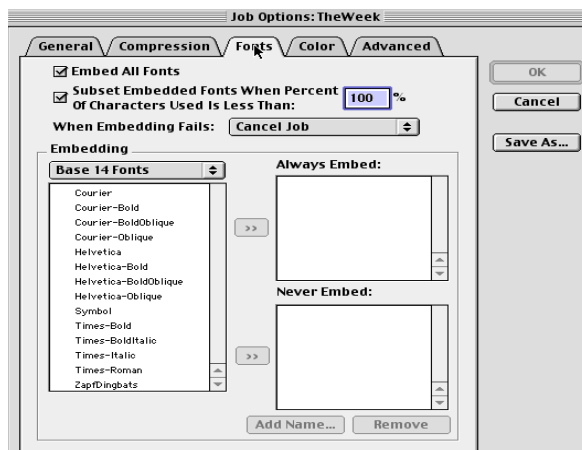
## ACROBAT DISTILLER SETTING (JOB OPTION)



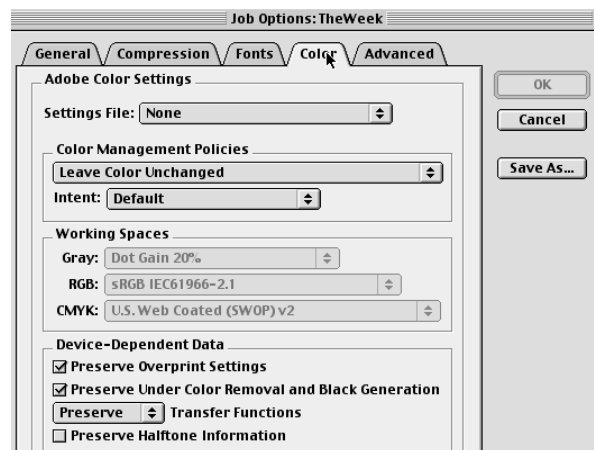
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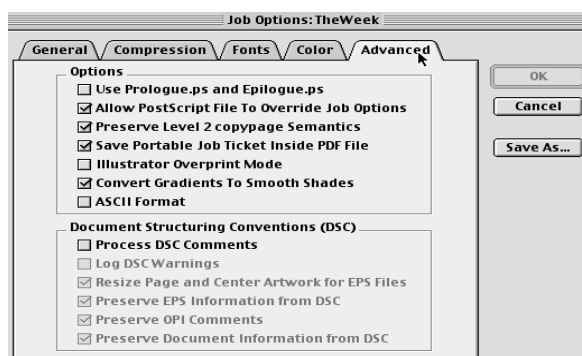
STEP 2



STEP 3

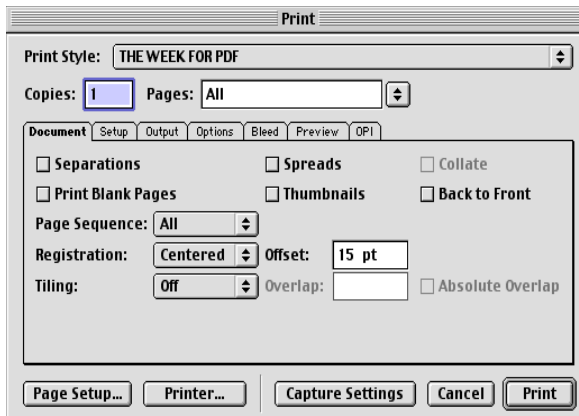


STEP 4

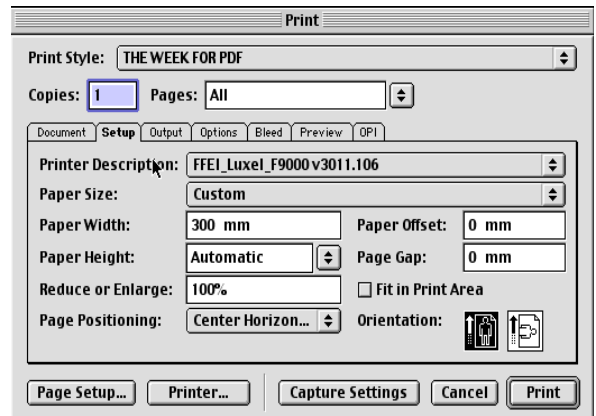


STEP 5

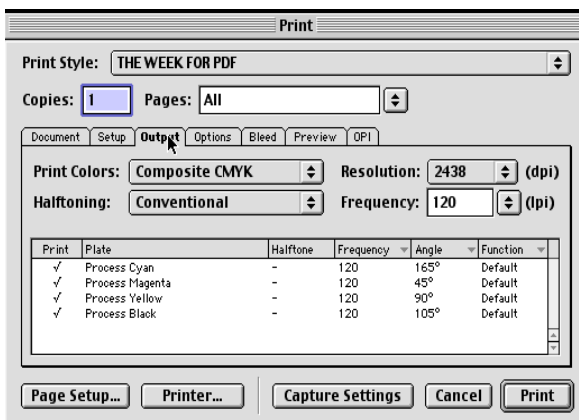
## PRINT SETTING (WHEN YOU PRINT FROM QUARKXPRESS)



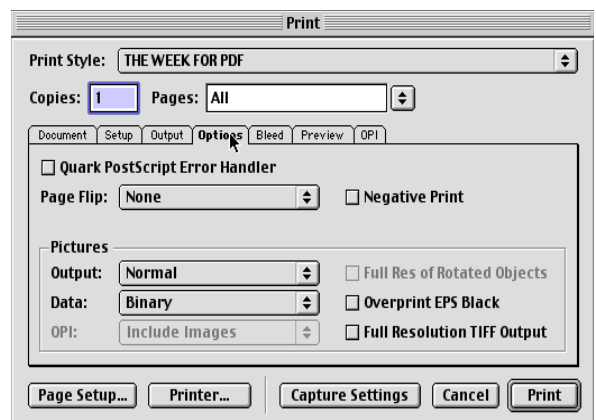
STEP 1



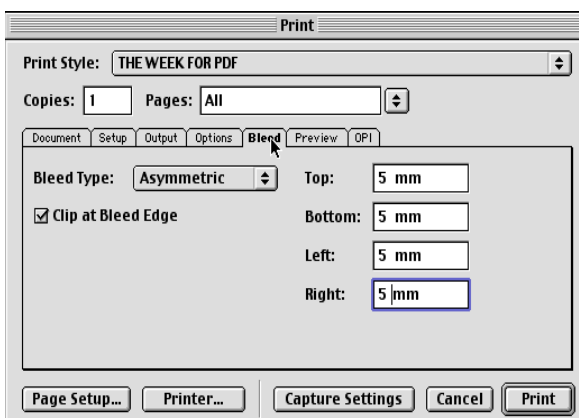
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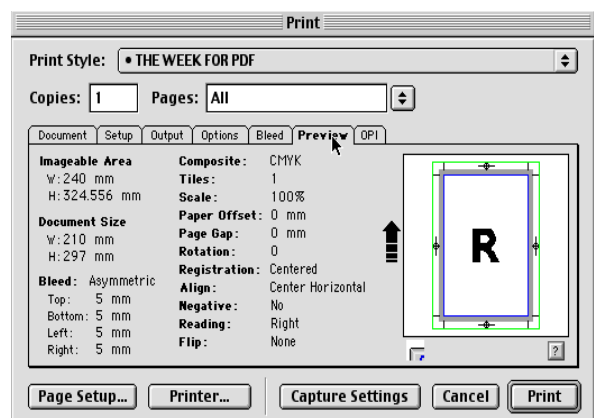
STEP 3



STEP 4



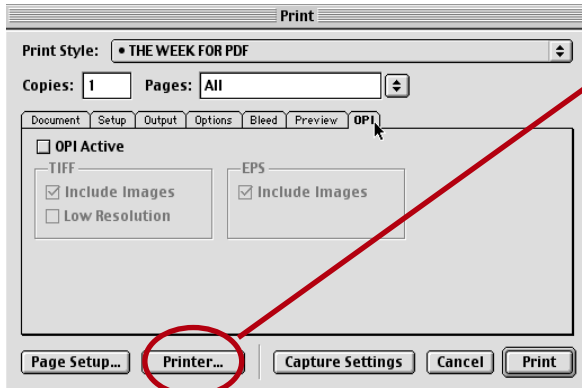
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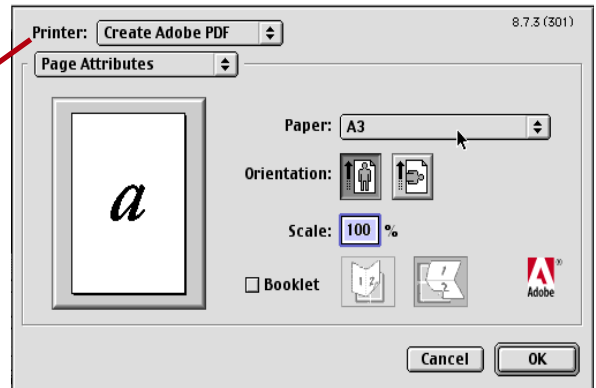
STEP 6

# business today

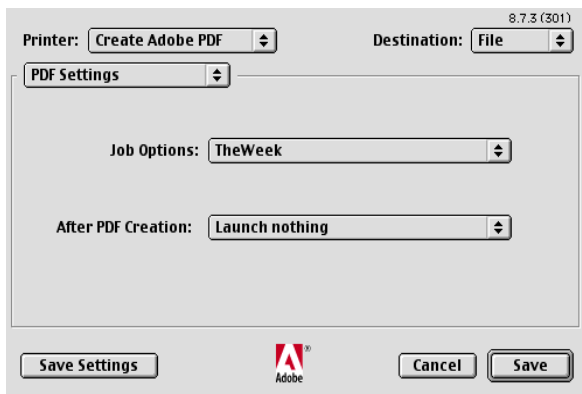
MORE THAN YOU CAN IMAGINE



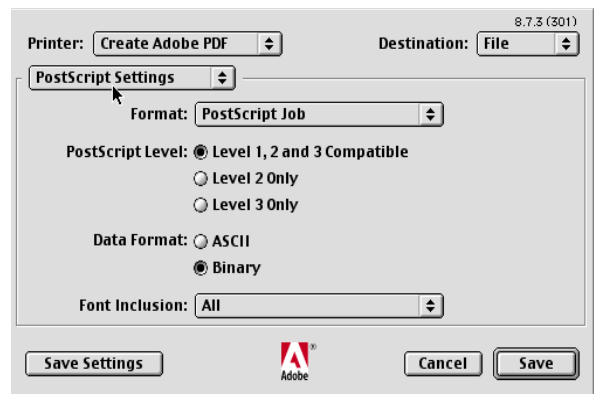
STEP 7



STEP 8



STEP 9



STEP 10

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PAGE NO 5-6 EXPLAINS  
HOW TO SAVE PDF  
FROM ADOBE ILLUSTRATOR

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## SAVING PDF FROM ADOBE ILLUSTRATOR

### ADOBE ILLUSTRATOR

Saving artwork in Adobe PDF format (illustrator)

Many page layout, word-processing, and graphic applications accept imported or placed PDF files. You can use the Preserve Illustrator Editing Capabilities option to preserve all Illustrator data, which means that PDF files can be reopened and edited as Illustrator files.

**For optimum output, convert illustrator gradients into photoshop gradients and import them back to illustrator.**

#### TO SAVE ARTWORK IN ADOBE PDF FORMAT

1. To save the artwork in Adobe Illustrator PDF, go to file save as and choose Adobe PDF in the file Format.
2. In the Adobe PDF Format Options dialog box, choose an Options Set 'Default' for artwork that will be printed.
3. If you're satisfied with the default settings, click OK to save the artwork. Otherwise, set additional options, and then click OK.

The options for saving PDF files are divided into two categories: General and Compression. Selecting different options causes the name of the Options Set to change to Custom.

#### TO SET GENERAL OPTIONS

Choose General from the pop-up menu below the Options Set box pop-up menu, and set the desired options

#### FILE COMPATIBILITY

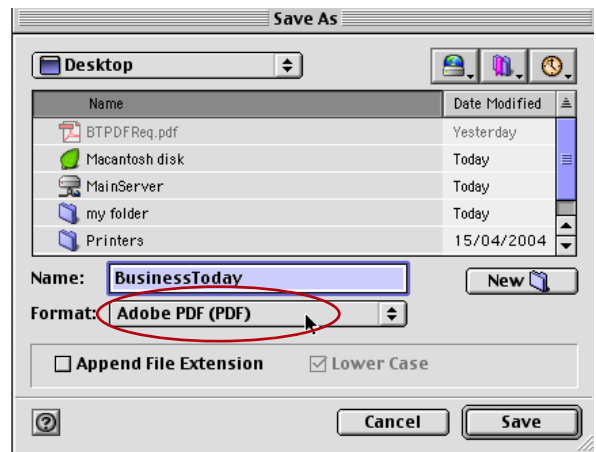
Determines which version of Adobe Acrobat the resulting file is compatible with. Acrobat 5.0 format preserves transparency, text and spot colors in the artwork; however, not all applications support this data. Select Preserve Illustrator Editing Capabilities if you want to reopen and edit the PDF file in Adobe Illustrator.

#### EMBED ALL FONTS

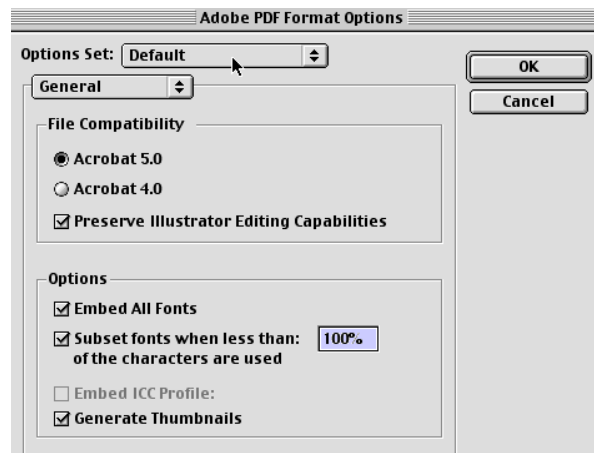
Includes all fonts that are used in the artwork. This ensures that the original font is used for display and printing on computers that do not have the font installed. Selecting the Embed All Fonts option increases the size of the saved file.

#### SUBSET FONTS

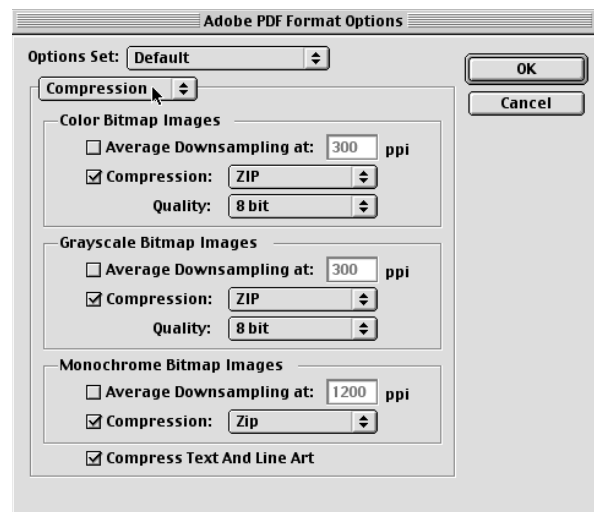
Specifies when to embed fonts based on how many of the fonts characters are used in the document. For instance, if a font contains a thousand characters but the document uses only 10 of those characters, you may decide that embedding the font is not worth the extra file size. ➤



#### STEP 1



#### STEP 2



#### STEP 3

## **EMBED ICC PROFILE**

Creates a colour-managed document. Leave the check box unchecked.

## **GENERATE THUMBNAILS**

Creates a thumbnail image of artwork that is displayed in the Illustrator Open or Place dialog boxes.

## **TO SET COMPRESSION OPTIONS**

1. Choose Compression from the pop-up menu below the Options Set pop-up menu. The dialog box is divided into three panels, each of which provides options for compressing and resampling bitmap images in your artwork.
2. Set the desired options in each panel of the dialog box:

## **AVERAGE DOWNSAMPLING**

Determines if the artwork is downsampled. Downsampling reduces the resolution of the image to the specified pixels per inch. If you plan to print the PDF file at high resolution, do not use downsampling.

## **COMPRESSION AND QUALITY**

Determine the type and amount of compression that is used.

**Automatic option** automatically sets the best possible compression and quality for the artwork contained in the file. For most files, this option produces satisfactory results.

**ZIP compression** works well on images with large areas of

single colors or repeating patterns and for black-and-white images that contain repeating patterns. Illustrator provides 4-bit and 8-bit ZIP compression options. If you use 4-bit ZIP compression with 4-bit images, or 8-bit ZIP compression with 4-bit or 8-bit images, the ZIP method is lossless; that is, data is not removed to reduce file size and so image quality is not affected. Using 4-bit ZIP compression with 8-bit data can affect the quality, however, because data is lost.

**JPEG compression** is suitable for grayscale or color images. JPEG compression is lossy, which means that it removes image data and may reduce image quality; however, it attempts to reduce file size with a minimum loss of information. Because JPEG compression eliminates data, it can achieve much smaller file sizes than ZIP compression.

**CCITT and Run Length compression** are available only for monochrome bitmap images. CCITT (Consultative Committee on International Telegraphy and Telephony) compression is appropriate for black-and-white images and any images scanned with an image depth of 1 bit. Group 4 is a general purpose method that produces good compression for most monochromatic images. Group 3, used by most fax machines, compresses monochromatic bitmaps one row at a time. Run Length compression produces the best results for images that contain large areas of solid black or white.

## **COMPRESS TEXT AND LINE ART**

Applies ZIP compression to all text and line art in the file.

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PAGE NO 7 EXPLAINS  
HOW TO SAVE PDF  
FROM ADOBE PHOTOSHOP

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## SAVING PDF FROM ADOBE ILLUSTRATOR

### ADOBE PHOTOSHOP

Saving files in Photoshop PDF format (Photoshop)

**IMPORTANT NOTE:** Before saving, the photoshop document must be **FLATTENED** and the colour mode set to **CMYK**.

#### TO SAVE A FILE IN PHOTOSHOP PDF FORMAT

1. To save the artwork in Adobe Photoshop PDF, go to file save as and choose Adobe PDF in the file Format.
2. In the PDF Options dialog box, select the options you want, and click OK.

### ENCODING

Determines the compression method. (See on left hand side for explanation for ZIP and JPEG compression). **Note:** Bitmap-mode images are automatically encoded using CCITT compression, the PDF Options dialog box does not appear.

### SAVE TRANSPARENCY

Preserves transparency when the file is opened in another application. (Transparency is always preserved when the file is reopened in Photoshop or ImageReady.) This option is not available if the file contains a spotcolour channel.

### IMAGE INTERPOLATION

Anti-aliases the printed appearance of a low-resolution image. Leave the check box unchecked.

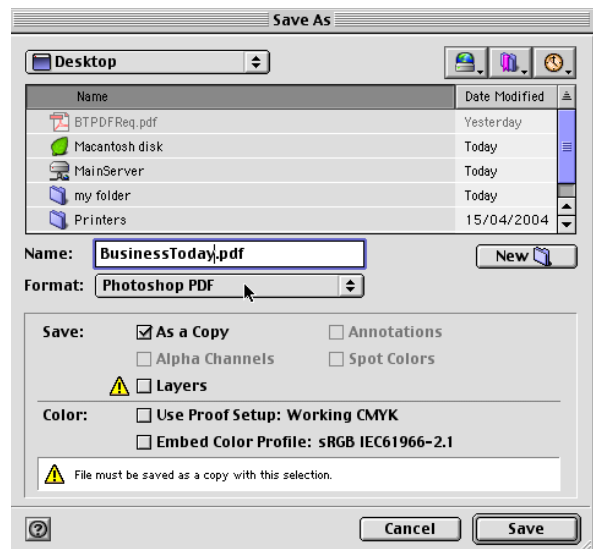
### DOWNGRADE COLOUR PROFILE

If you selected ICC Profile (Windows) or Embed Color Profile (Mac OS) for a version 4 profile in the Save dialog box, downgrade the profile to version 2. Select this option if you plan to open the file in an application that does not support version 4 profiles.

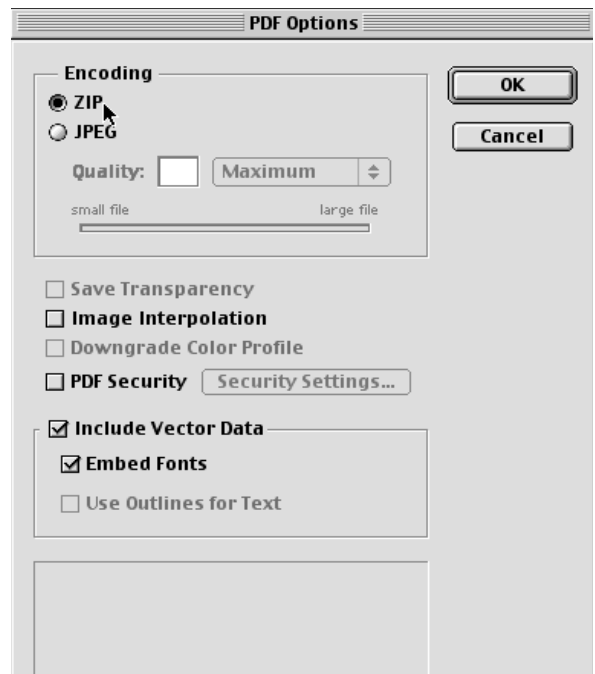
### INCLUDE VECTOR DATA

Preserves any vector graphics (such as shapes and type) as resolution-independent objects, ensuring smoother output. When it is selected, you can select the following options:

- a. Embed Fonts ensures that all fonts used in the file are displayed and printed, even on computers that do not have the fonts installed. Bitmap fonts, fonts that don't allow PDF embedding, substitute fonts, type that uses the faux bold style, and warped type cannot be embedded. Selecting Embed Fonts increases the size of the saved file.
- b. Use Outlines for Text saves text as paths. Select this option if embedding fonts results in a file that is too large, if you plan to open the file in an application that cannot read PDF files



STEP 3



STEP 3

with embedded fonts, or if a font fails to display or print correctly. Text saved as outlines is not searchable or selectable in a PDF viewer. You can, however, edit the text when you reopen the file in Photoshop. **Note:** The PDF viewer may display a substitute font if both Embed Fonts and Use Outlines for Text are deselected.

## DIGITAL ART: GLOSSARY

**Binary** : The base-two counting system, employed by computers to process data, using only the digits 0 and 1.

**Bit Binary Digit** : The smallest unit of measurement in computer terms; either "on" or "off".

**Bitmap** : A digital image that has been mapped into a raster (grid) of pixels, each having been defined by a specific number of bits.

**CMM (Color Management Module)**: Interprets the ICC profiles describing the color spaces used in a color management system. Enables color space conversion from source device to destination device.

**CMYK (Cyan, Magenta, Yellow, Black)**: The base colors used in lithographic printing processes. CMY are the subtractive primary colors used in combination with K to effectively create a multitude of other colors.

**Color Gamut**: A physical plot of mathematical equivalencies of perceived color, the range of which is associated with a particular device or ink/pigment set.

**Color Management**: A system by which color can be managed across different devices, whether input or output, each of which may have a unique color gamut.

**Combination Tone**: A raster image file type comprised of both tone (photographic) elements and text/line art.

**Composite**: A digital file that contains all required high-resolution color plate information.

**Colour Proof**: A proof created in accordance with an agreed upon set of standards or specifications. The proof may serve as a contract between the provider and the printer that an acceptable reproduction can be achieved.

**Copydot**: A method by which existing dots (usually halftone) can be maintained during the process of digital scanning. Copydot scan files are usually comprised of 1-bit data for each of the required color plates.

**DCS (Desktop Color Separation)**: A version of the standard EPS file format; enables the saving of multichannel files or of process color

**Separations**: DCS is not a composite file format, in that color plate information must be reconciled by printing to separations from the page layout application. Usually includes a low-resolution color preview.

**Descreen**: A method by which dots or other pattern data (such as that applied during the printing or proofing process) is removed or blended during the scanning process.

**Downsampling**: The removal of pixel data from an image, thus lowering its resolution and resulting in less image detail

**DPI (Dots per inch)**: The unit of measurement for output resolution; a square function of the number of dots measured both vertically and horizontally.

**Effective Resolution**: A calculated value that takes into account the actual resolution of an image and any scaling. Enlarging an image will result in decreased effective resolution

**EPS (Encapsulated PostScript)**: An electronic file format used to transfer PostScript image information from one program to another. Includes PostScript data and a low-resolution preview of the image for display.

**GIF (Graphic Interchange Format)**: A standard file format for displaying internet graphics. Usually low-resolution RGB or indexed color, not suitable for print.

**Grayscale**: The palette ranging from black to white. A grayscale image is composed of various levels or shades of gray, 256 levels of which are available for an 8-bit image.

**Hairline Rule**: A specified rule that will image at the finest resolution of an output device (e.g., 1/300 inch for a 300dpi device, 1/2400 inch for a 2400dpi device)

**Halftoning**: The reproduction of continuous tone artwork, such as a photograph, through a

**Screen**: A halftone simulates continuous tones by using black or overlapped colored dots of various sizes and positions.

**ICC profile (International Color Consortium format)**: A color space description for a particular input or output device, used in the management of color between devices. Interpolation Increase of image resolution by the addition of new pixels, the color of which is based on neighboring pixels.

**JPEG (Joint Photographic Experts Group)**: Format used to display continuous tone images for the internet. Unlike GIF format, all color information is retained. Selectively discards data to achieve file compression.

**Lossy**: Any compression technique (e.g., JPEG) that removes portions of data to reduce file size.

**lpi (Lines Per Inch)**: Units of measurement for screen ruling (halftoning).

**LZW Lempel-Ziv-Welch**: A lossless compression technique that can be applied to images. Works best for monochrome images with repeating patterns.

**Monochrome**: A 1-bit black and white raster image, typically scanned from line art and/or text originals, saved as bitmap mode.

**PDF (Portable Document Format)**: Cross-platform object-based file format from PostScript; can contain all image and font data.

**Pixel (Picture Element)**: Each pixel is assigned a color and location value, a grid of which composes a bitmap or raster image.

**Raster Grid**: A bitmap or raster image is composed of a grid of pixels.

**Resolution**: The number of pixels assigned per unit (usually per inch) of a raster image or associated with a device. A high resolution image contains more pixels per inch (ppi).

**RGB (Red, Green, Blue)**: The primary additive colors of the visible spectrum. Used for display by color monitors.

**Scaling**: Alteration of an image's size by enlarging or reducing. Scaling of a raster image involves redistribution of pixels within a specified space.

**Spot Color**: A special color; any color other than CMYK or a CMYK process combination.

**SWOP (Specifications Web Offset Publications)**: A specification employed for offset printing. SWOP ADS SWOP Application Data Sheet. Presents proofer manufacturer's recommendations for best match to SWOP specifications for density, dot gain, substrate, etc.

**WOP CMYK Process Printing**: The total combined value of CMYK for the darkest area of an image or page.

**TIFF (Tagged-Image File Format)**: A flexible imagefile format for transferring pixel images across platforms and applications.

**Tone**: Typically captured from photographic originals, a raster file type comprised of 8-bits of data per color.

**Transparency**: An option that enables saving a file as layers instead of with a defined color

**Background**: Primarily for displaying overlapping objects for the web. Transparent objects must be flattened for print.

**UCR (Undercolor Removal)**: A method by which black can be generated for print. Black is used to replace CMY in neutral areas, resulting in less ink and greater depth in shadows.

**Vector**: Resolution independent mathematically-defined geometric shapes (lines, objects and fills), entailing both magnitude and direction.