

# TRACE ART FILE BUILDING GUIDE



## PDF FILES

Trace Communications prefers all client artwork to be sent as PDF files, distilled to our specifications. PDFs must be the same size as the product you are ordering (Example: 8.5"x11" PDF for an 8.5" x 11" flyer). Make sure your PDFs are set up in CMYK color only, with all fonts embedded. Do not include Crop, Registration, or any other Printer Marks on your PDFs. Please refer to the settings below for Acrobat Distiller. If you have questions about your PDF or Distiller Settings, contact your Trace Representative for more information.

## ADOBE DISTILLER

To access your Distiller settings, open Distiller and click on the "Settings" tab on the tool bar at the top of your screen. Then, click "Edit Adobe PDF Settings." Save the settings as "Trace" after adjusting them as follows:

### GENERAL TAB

- Compatibility: Acrobat 4.0 (PDF 1.3)
- Binding: LEFT
- Resolution: 1800
- All other options should be set to OFF

### COMPRESSION/IMAGES TAB

If JPEG compression is used, set image quality to MAXIMUM, Do not downsample lower than 266 dpi

### FONTS TAB

Select the following:

- Embed All Fonts
- Subset All Embedded Fonts Below 100%
- When Embedding Fails: CANCEL JOB

### COLOR TAB

- Settings File: NONE (Distiller 6.0)
- Leave Color Unchanged
- Select: Preserve Under Color Removal and Black Generation

### ADVANCED TAB

Select the following:

- Process DSC

- Resize page and center artwork for EPS
- Preserve document information from DSC

## COLOR & IMAGES

Trace Communications prints in 1 or 4 color process. Please be sure your art is set up using only Black or CMYK process colors. Spot colors, Pantone colors, and color profiles cause art to separate incorrectly and must be converted to CMYK process before submission to Trace. Please be sure all picture files and other graphics in your art file are set up in CMYK process colors only – do not use RGB, Spot, or embedded Color Profiles. Resolution for any image files must be a minimum of 166 ppi/dpi.

## FONTS

To keep your text in line, always use Post Script fonts. True Type fonts are acceptable, but Post Script fonts are more reliable for printing. Always embed all fonts in your PDFs to keep your type from dropping out at the press.

## LAYOUT & BLEEDS

### BLEED

To create a "bleed" on a piece, there must be some "bleed" to trim off. This is set up easily by building the piece a little larger (1/8" on all sides) so that it can "trim" down to its final size and color/images appear to go right to the edges. Because the piece will be trimmed down, always leave a "safe zone cushion" of 3/8" from the edge of the bleed on all sides. Keep any text or other elements that you do not want trimmed off out of this 3/8" area.

### NON-BLEED

To create a non-bleed piece, there must be a 1/4" margin of white all the way around the piece. This margin keeps your artwork safely inside the printable "image" area of the printer.

**QUESTIONS? CALL YOUR ACCOUNT COORDINATOR AT 800-303-5210  
OR FIND ART TEMPLATES AT TRACECOMMUNICATIONS.COM**