

MASTER GRAPHICS PRINTING



"Printing that speaks for itself"

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FTP USER INFORMATION

PC INFO: USE WINDOWS EXPLORER

1. Launch a new window in Windows Explorer
2. Enter ftp://216.144.224.83 in the address bar
3. User ID: guest@mgprint.com
4. Password: guest

MAC INFO: USE FETCH/CYBERDUCK

1. Launch Fetch or Cyberduck
2. Host: 216.144.224.83
3. User ID: guest@mgprint.com
4. Password: guest

Please create a folder with your name on it. Zip the files you are sending and place them inside your folder on our FTP. Please email to your service rep/prepress department at Master Graphics when your files are uploaded.

PDF CREATION GUIDELINES

(You must have Adobe Acrobat Distiller or similar PDF-generating software installed on your system to perform these tasks.)

When outputting PDF files for press, there are three main things to consider:

- Image Resolution and Compression
- Fonts
- Color

Image Resolution and Compression:

In your Acrobat Distiller Job Options window, specify at least 300 dpi resolution for color and grayscale images. Monochrome images can be set to higher resolution. You must set compression to "Maximum" and choose "Automatic" or "Zip" compression. "JPEG" compression is not acceptable for press-ready files. In some versions of Distiller, you must deselect (uncheck) the "Optimize for Fast Web View" checkbox. Having this box checked will result in a low-quality file.

Fonts:

Be sure to select the "Embed all Fonts" option in your Distiller Job Options. Also please uncheck the "Subset embedded fonts" option. Subsetting fonts results in only a portion of the font alphabet being included in your file. This option is good for Web-quality PDF files only.

Color:

If you are working in a color-managed CMYK or Grayscale environment when creating your document, you can select the "Leave color unchanged" option in distiller. Otherwise you may wish to select the "US Prepress Default" or "Convert everything to CMYK" option in Distiller.

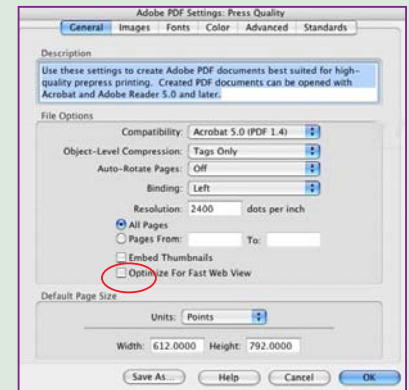
For More Information:

www.adobe.com
www.pdfzone.com
www.planetpdf.com

In Acrobat Distiller, open *Settings/Edit Adobe PDF Settings..* (Command E on Mac). Your Distiller Job Options window may look different from these illustrations, but the options to select will be similar.

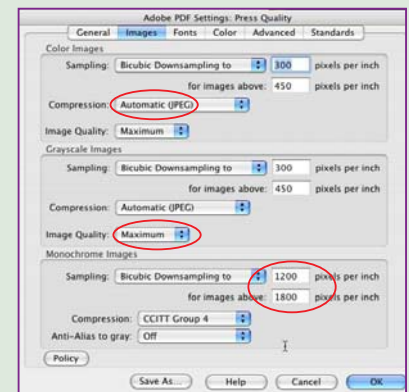
General:

Acrobat Distiller PDF Job Options window showing the "Optimize for fast Web View" box unchecked.



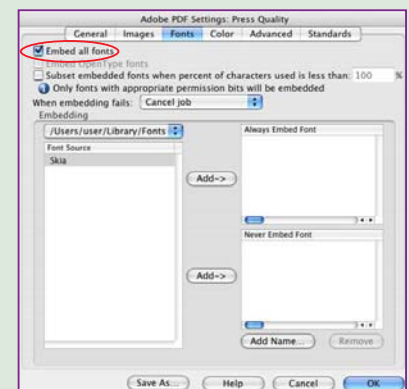
Compression:

Acrobat Distiller PDF Job Options window showing image compression set to 300 dpi, compression set to "Automatic" and quality set to Maximum.



Fonts:

Acrobat Distiller PDF Job Options window showing the "Embed All Fonts" box checked, and the "Subset embedded fonts" box unchecked.



For more information please contact our prepress department at (818) 343-0500