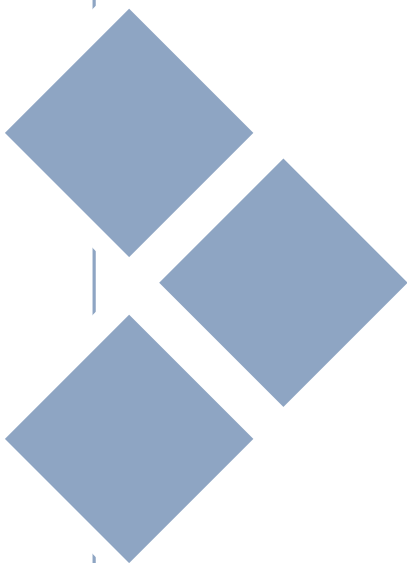


Creating an PDF file
using Windows PageMaker v7



About this document

This document describes how to use PageMaker v7 on Windows to prepare and create a PDF for digital reproduction in Fairfax publications.

Preparation

Before creating a PDF you should familiarise yourself with advertising prepress requirements by reading *Instructions for creating PDF file* which is on the [Preparing Artwork](http://www.fairfax.com.au/specs) page at www.fairfax.com.au/specs.

Software requirements

To use these instructions you will need:

- PageMaker v7
- Pagemaker on Windows requires a dedicated font management software package such as ATM, Font Navigator or Suitcase for Windows and the latest PostScript driver be installed in order to embed fonts. The latest Acrobat PostScript driver can be downloaded from the Adobe website.
- We advise that you use Acrobat Distiller to create a PDF after creating an EPS file in PageMaker.

Fonts

Many printers come with a number of fonts built in to the printer's memory. Pagemaker lists printer fonts in the same way as it does other fonts available to Windows (some applications don't list them at all, while others give you the option to do so). This means that without realising it you may be using a printer font to design your document which may not be available on your computer.

Do not use a font unless you are certain you have it installed in Windows in either Truetype or Type1 form. If you have a printer font that you really need, or want to use, it's best to buy and install the equivalent Truetype or Type1 font.

If you are experiencing problems where fonts are being substituted and not embedding, try this prior to printing:-

- Go to **Start>Settings>Printer**
- Right click the PostScript driver you are using, and go to **Properties**.
- Where you find the following settings may vary from driver to driver, but you will probably need to click an **Advanced Settings** button then a **Fonts** tab.
- In the TrueType fonts box set **Send to printer as** to OUTLINES.
- Under font substitution table, set **download as soft font** for all true type fonts.

1. Preflighting

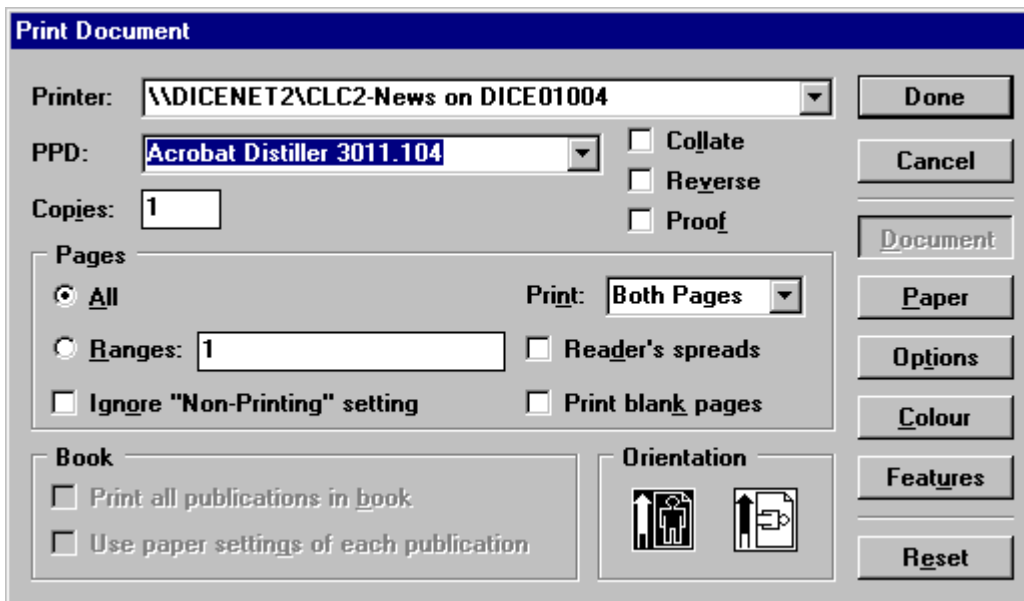
Before saving your file, check to ensure that:

1. The document has only one page (non-spread ads) and the page size has been customised so that it is the same as the ad size.
2. All fonts are available and in Windows.
3. All linked images are available.
4. All colours are specified in CMYK colour spaces, including those in linked images.
5. All text specified as paper, must be converted to CMYK.

2. Saving the file

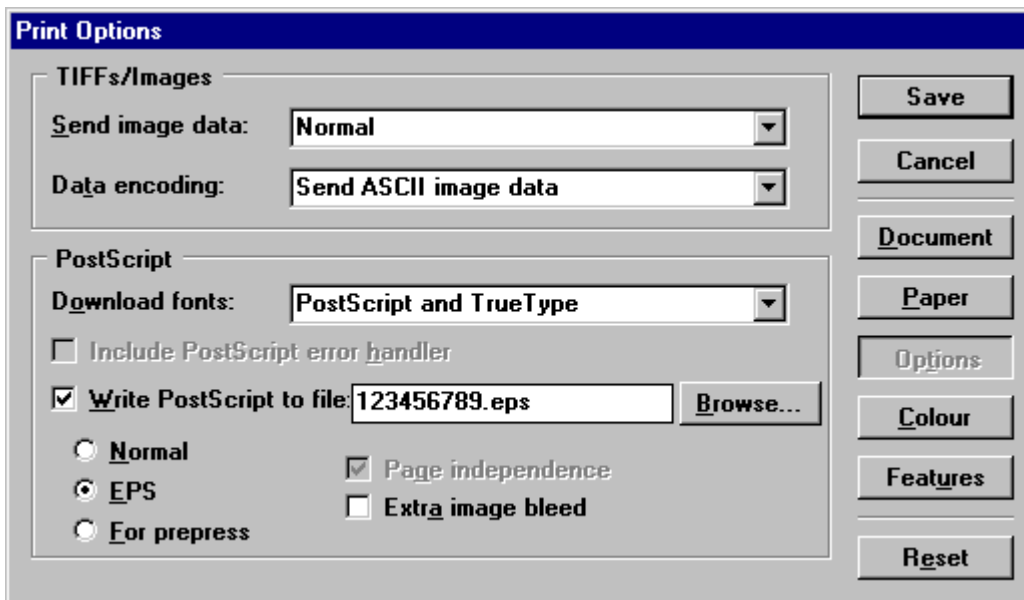
Even though it is possible to Export To Pdf with PageMaker 7, it is not the recommended procedure. Using the Print function to print to a postscript file is the best way to save the file as an EPS. Once an EPS, Acrobat Distiller is used to convert it to a PDF.

- Go to **File>Print**
- Make sure you have a postscript printer selected (if you do not have a postscript printer, use the Distiller driver or download an Adobe postscript printer driver from the Adobe website). In the PPD drop down menu select **Distiller**. If this is not available select **Colour General** (for colour ads) or **General** (for mono ads).



2. Saving the file (cont.)

- Click on the **Options** button.
- Select **Normal** in the Send image data drop menu, **Send ASCII image data** in the Data encoding drop menu.
- Click on the **Write PostScript to file** box to make it active.
- Select the **EPS** radio button.
- Type in the name of the file in text box leaving the .eps extension on. It is a good idea to name the file The Age booking number. Clicking on the **Browse** button will bring up a screen which shows you where the file is going to be saved. Make sure you remember the destination of the file you are about to create!
- Go to the **Download fonts** drop menu and select **PostScript and TrueType**. Please make sure that PostScript and Truetype is selected because for some reason PageMaker reverts it to *truetype only* when the EPS button is selected.



- Click the **Save** button to create the EPS.