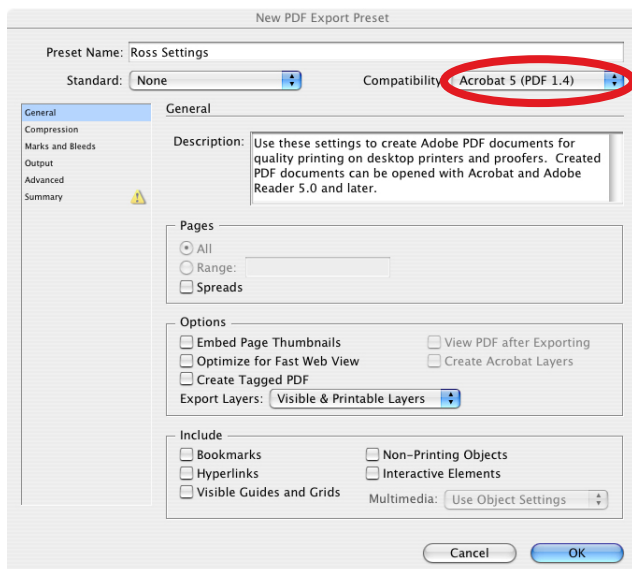
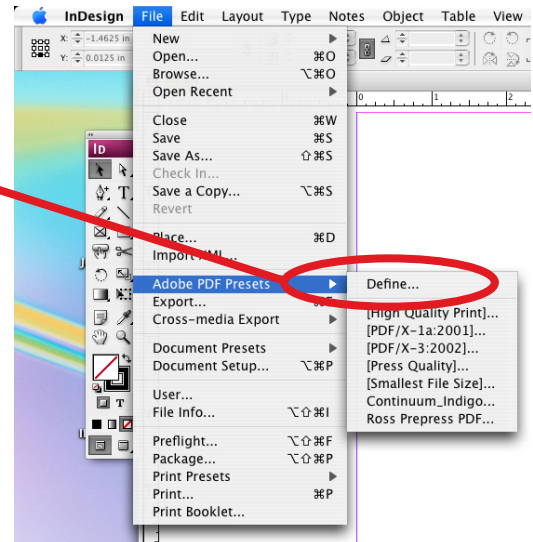
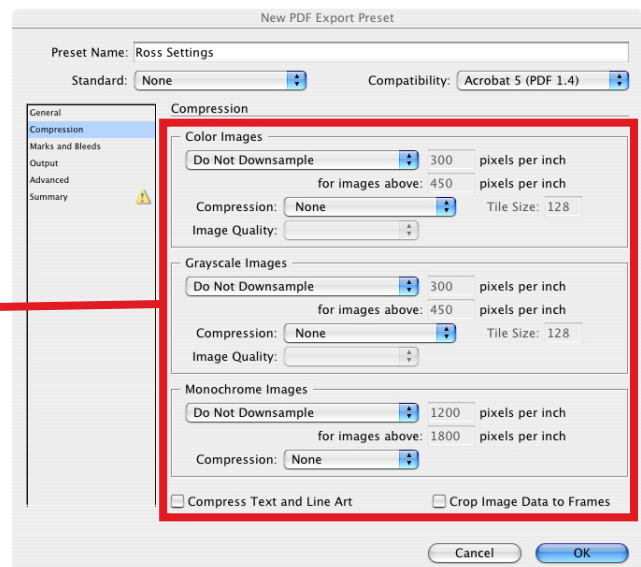


With your file open, click on the File menu, drag down to Adobe PDF Presets and click on Define like the screenshot shows. Click the New button to make a new PDF setting preset.



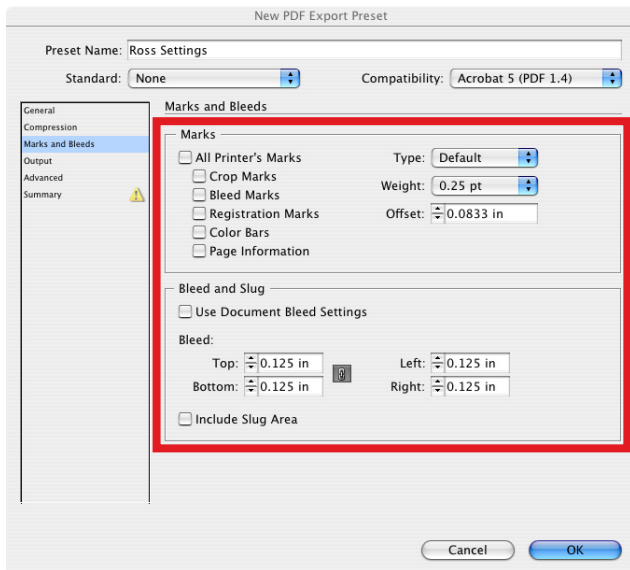
In the General window, compatibility is the only real item to watch for. Select Acrobat 5 (PDF 1.4) in the drop down window.*

Under the Compression menu are several items that may need to be edited. Match your settings to the screenshot shown for best image quality.**



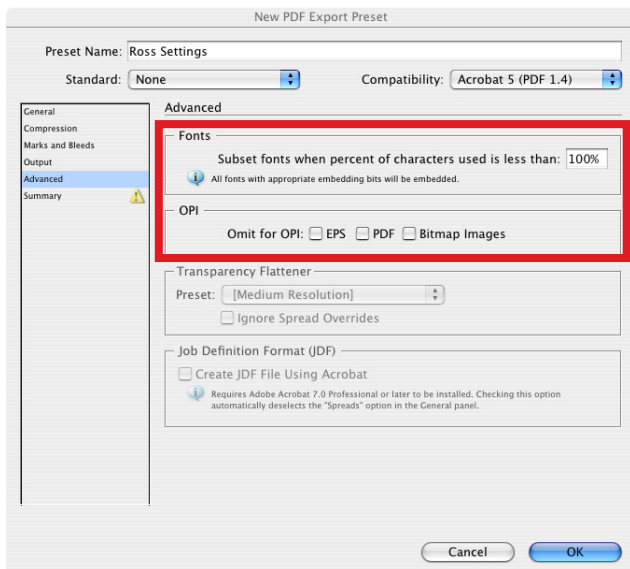
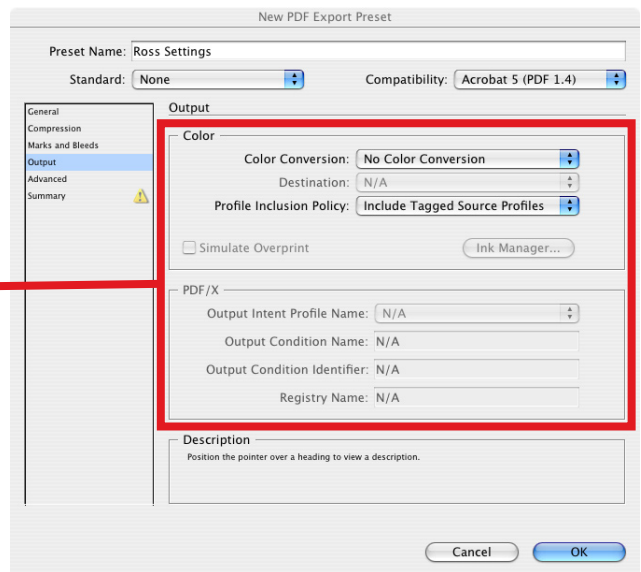
*Some functions used in InDesign, or elements placed in your InDesign layout, may not be compatible with this PDF version. If this is the case, choose the earliest version that provides the support you need.

**With these settings, image quality is set to maximum which translates to a large file size for the PDF.



Under Marks and Bleeds, match your settings to the screenshot shown. Standard bleed for us here at Ross is .125” ***

Under Output, match your settings to the screenshot shown. Deviating from the settings shown can result in a RGB PDF, which could lead to undesirable color when printing.



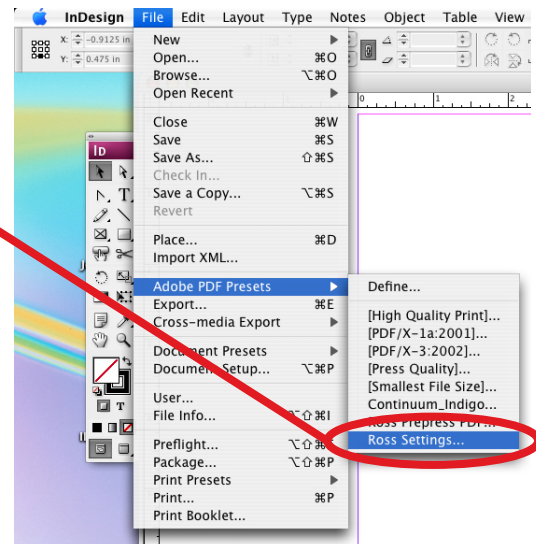
Under Advanced, once again, match your settings to the screenshot shown.

Press the OK button and the Ross Settings should show up in your Adobe PDF Preset window. Press the Done button to be returned back to your layout.

***These settings can be made on the fly when generating a PDF. These settings are benchmarks and can be changed based on the individual project.

Click on the File menu, drag down to Adobe PDF Presets and click on the new Ross Settings we just created.

In the window that opens, choose where you would like to save the PDF, click the Save button.



This last Export Adobe PDF window that opens, you will notice all of the same menus that we have already walked thru. These settings will work for the majority of your projects. Should you need to make certain tweaks, ie. less bleed, less image quality, etc, you can make them here without changing the entire PDF definition.