InDesign CS

Creating Your Ad and Saving Postscript

Creating an Ad in InDesign CS

When creating an ad from InDesign, go to the File dropdown menu, and select New Document.

In the New Document window, enter the page size of the ad. You can also enter margins and number of columns in this window.

The Page Size should be the trim size of the ad to be printed in the magazine.

If you should wish to edit your trim size after leaving this window, go to the File menu and select Document Setup.

In this window, enter the correct width & height of your ad under Page Size. The width and height should be the trim size of your ad.

Editing Colors

To edit, delete, or change colors for your document, go to the Window menu and select Swatches to open the Swatches palette.

Continued ➤

Next, double click on the color you want to modify to open the Swatch Options window.

In this example, we selected Rubine Red and wish to change it to CMYK.

To do this, click on the Color Mode menu drop-down and select CMYK.

Change the Color Type from Spot to Process.

The color will now print as 4-color process rather than a spot color.

Continued ➤

Checking Document Fonts and Images

To check the document fonts:

To see the fonts being used in the document, go to the Type menu and select Find Font.

The Find Font window shows all fonts being used in the document. In this example, all the fonts are properly loaded except Times New Roman PS Bold, which is indicated by a yellow triangle.

Another indication that a required font is missing is the Missing Font warning seen below when the document is first opened.

Any missing fonts will need to be loaded into and activated in your Font Manager. Please use only Type 1 fonts. TrueType, Multiple Master and Composite fonts will not be accepted.

To check the document images:

The only types of images that should be used are EPS, PDF, TIFF, and CT. File types that should not be used are jpeg, gif, native Photoshop, pict, and DCS.

Images with ICC profiles should also not be used. If these profiles are present, they should be removed using a photo editing program and resaved.

To see the images used in the document, go to the Window menu and select Links.

The samples below show the Links window.

In Example #1, the images are all present and the window shows the image name and the page number on which it is found.

Example #2 shows that *image1.eps* is missing, indicated by a red circle and *image2.tif* and *image3.sct* have been modified since originally placed in the document. This is indicated by a yellow triangle.

Example #1

Example #2

Continued ➤

To see additional information about an image, click on the arrow at the side of the Links window and select Link Information from the drop-down menu.

To find a missing image, click on the Relink button in the Link Information window.

Browse through the Locate File window to locate and select the correct file.

Continued ➤

Creating Postscript from InDesign CS

Loading the PPD and Distiller settings

To install the PPD on a PC, copy the PPD into the System32 directory of the windows directory specific to the system you are running.
Once installed, restart your computer.

To install the PPD on Mac OS X, copy the PPD into the Printer Descriptions folder located on your Hard Drive at Library > Printers > PPDs > Contents > Resources > en.lproj.
Once installed, restart your computer.

Creating Postscript

To save a postscript file out of InDesign, go to the File menu then down to Print.

Select Postscript File in the printer pulldown menu. In the PPD pulldown, select Prinergy Refiner.

Continued ➤

Under Setup, the paper width and height should be the Ad Document size plus one inch. The example is for an 8-1/2 x 11 page with 1 additional inch. Always print at 100% and set Page Positioning to Center. Set the document to the correct Orientation.

In the Marks & Bleeds window, turn on the Printer's Marks as shown in the example below. Offset should be set at 12 points. (*Offset refers to the spacing between the page trim size and where the registration marks begin. 12 points will give you approximately 1/8 inch offset.)*

If you are working on an oversized or tabloid publication (8-3/8" x 10-7/8" or larger), the offsets should be set to 3/16" instead of 1/8".

Depending on the magazine specifications, bleeds may vary. This is an example of a standard 1/8" bleed, which is used for all trim sizes smaller than 8-3/8" x 10-7/8". Anything at that size and larger should be set up with 3/16" bleed margin.

Under the Output tab, set Color to Composite CMYK for 4-color printing. The Inks window should contain only Cyan, Magenta, Yellow, and Black. If any other colors are listed, return to the document and convert or remove additional colors in the document and supporting files.

In the Graphics window, Send Data should be set to All. Under Fonts Download select Complete. PostScript level should be Level 2 and under Data Format, select Binary.

Continued ➤

No color management should be applied to the postscript file in the Color Management window.

In the Advanced window, OPI should not be used when saving postscript. If your business uses OPI please contact your IT department for help on saving postscript without OPI.

Note: *When OPI is selected, lo-res images will be swapped out with a hi-res version of the same image. When sending native or PDF files this can cause images to print lo-res or not at all, due to the different platforms (Unix, Windows, etc.) to which the files are going.*

Transparency Flattener should be set to High Resolution. For best results, the file should not contain transparencies.

If you are sending multiple pages you must process one page at a time or use third party software to separate out multiple page PDFs to single pages. The only exception to this rule is for spread pages. These pages can be sent as one PDF file.

Navigate to the desired location to store the postscript file, enter a filename in the Save As area, and click Save.

To create a PDF from your postscript file, drag and drop the postscript onto Acrobat Distiller.