

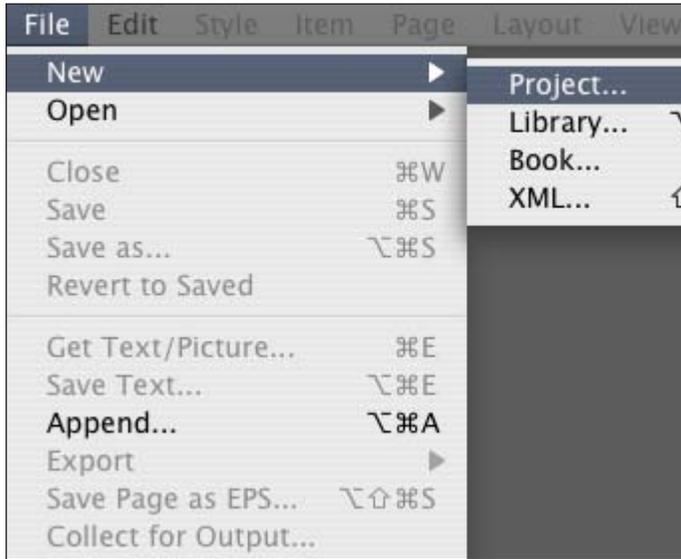
# Quark XPress 6.0

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## Creating Your Ad and Saving Postscript

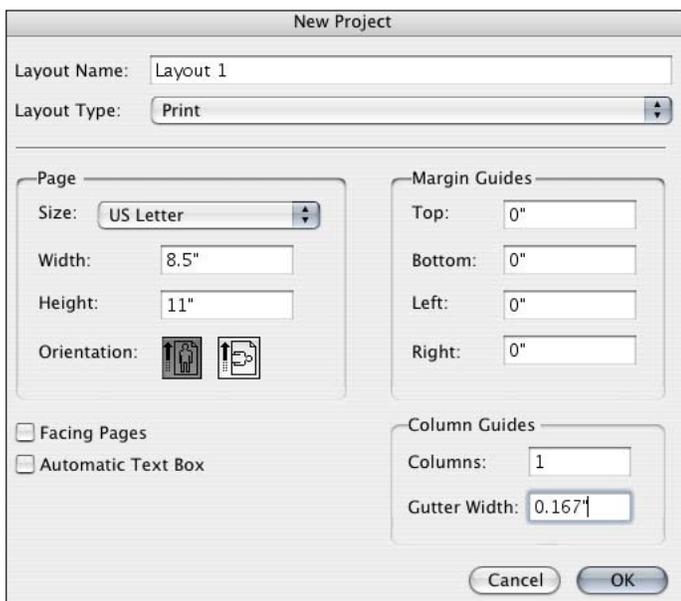
## Creating an Ad in QuarkXPress 6.0

When creating an ad from Quark 6, go to the File dropdown menu, and select New Project.

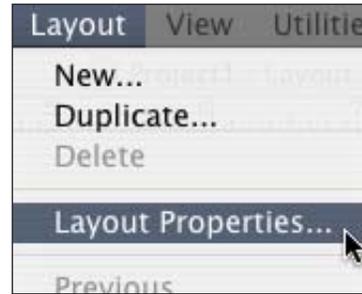


Under Layout Type, select the Print option.

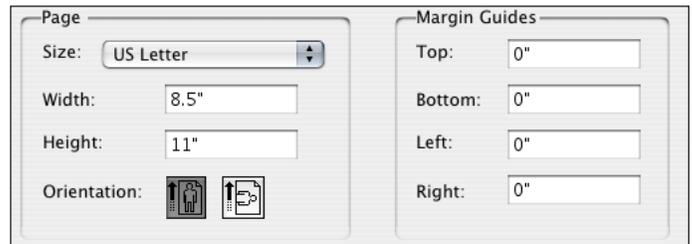
The Page Size should be the trim size of the ad to be printed in the magazine.



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



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.

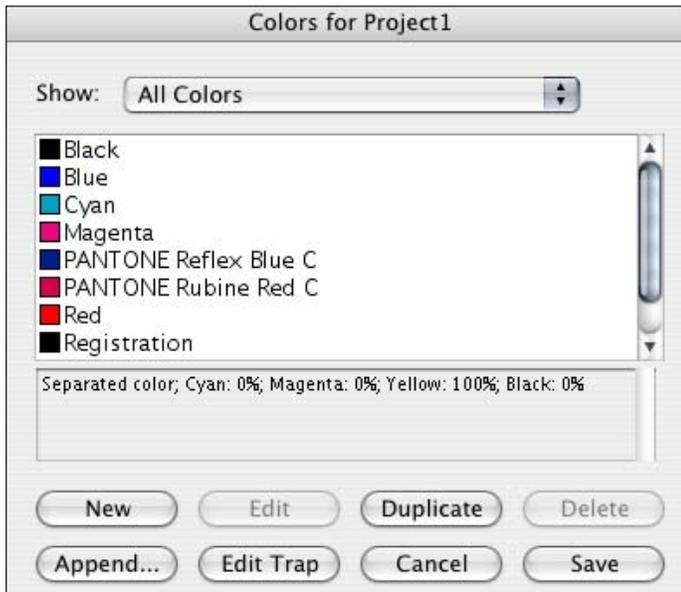


## Editing Colors

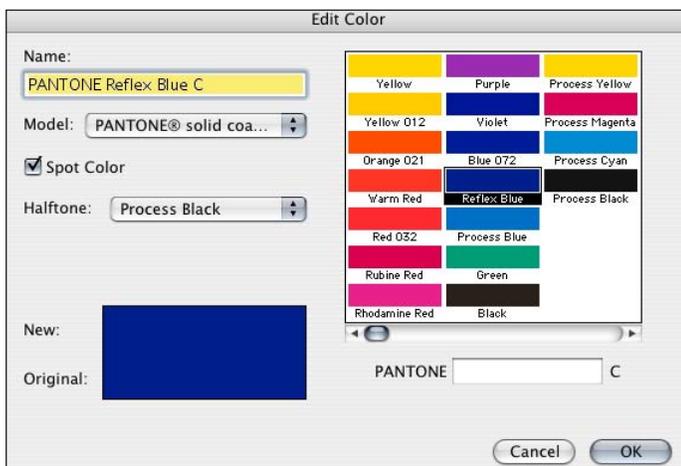
To edit, delete, or change colors for your document, go to the Edit menu and select Colors.



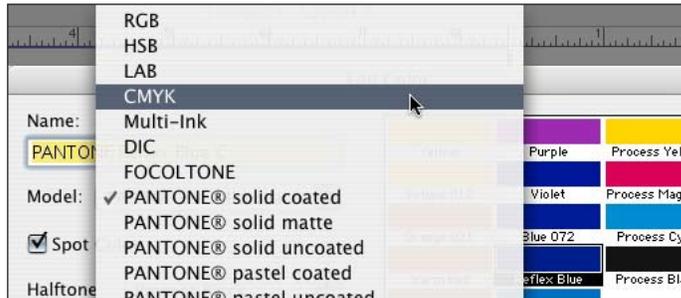
Next, select the color you want to modify and click Edit.



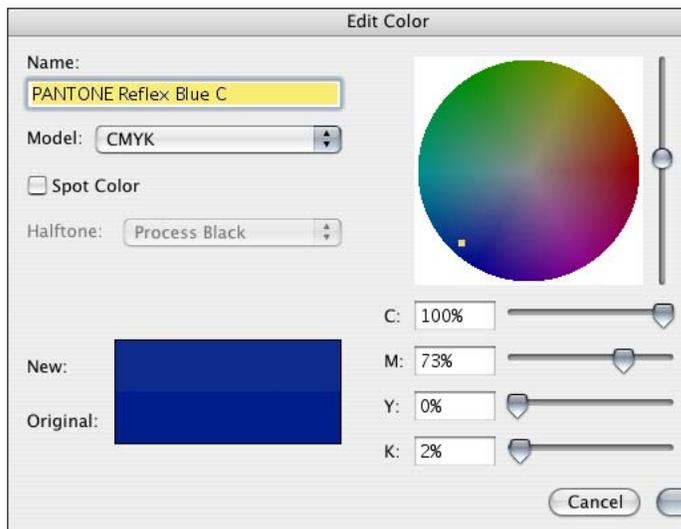
In this example, we selected Reflex Blue and wish to change it to CMYK.



To do this, click on the Model menu dropdown and select CMYK.



Then deselect the Spot Color box.



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

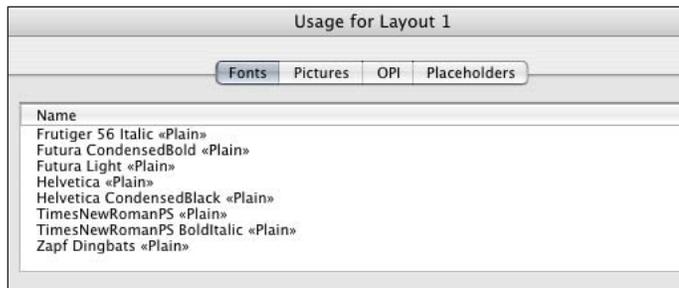
## Checking Fonts and Images

To see the fonts and images being used in the document, select the Utilities menu and scroll down to Usage.

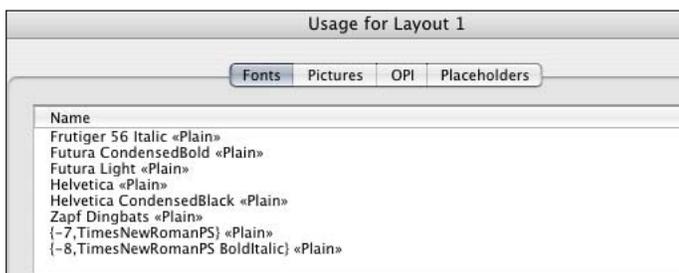


### To check the document fonts:

In the Usage window, select the Fonts tab to view the font usage. In this example, all the fonts are properly loaded.



In the window below, some fonts are missing, which is indicated by brackets around those fonts. In this example, TimesNewRomanPS and TimesNewRomanPS BoldItalic are missing.

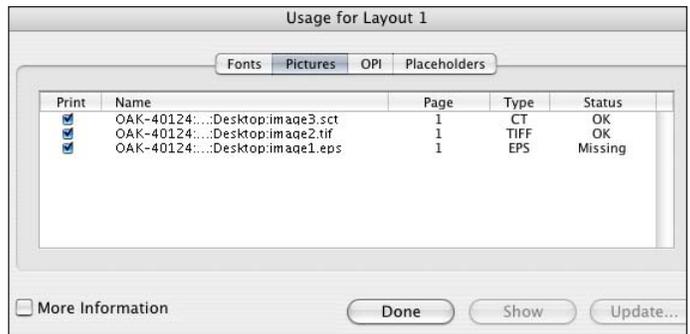


Any missing fonts will need to be loaded into and activated in your Font Manager.

Please be sure to use only Type 1 fonts. TrueType, Multiple Master and Composite fonts will not be accepted.

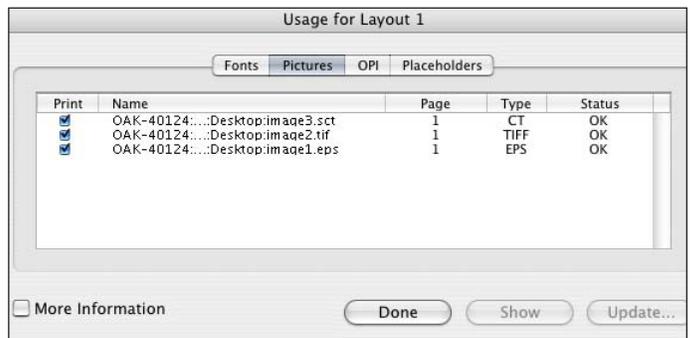
### To check the document images:

The next tab is the Pictures window. 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.



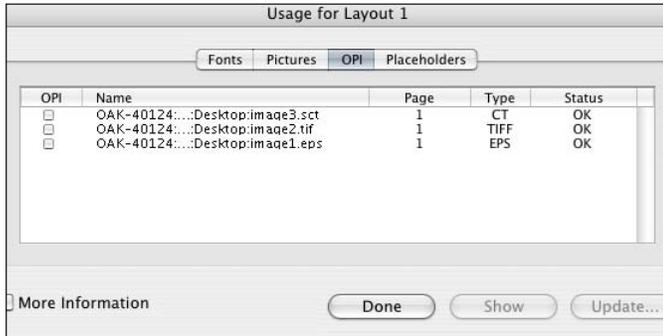
The status of each image should read OK, indicating that the image used in the document is not missing.

If the status says Missing, click on the image name and select Update. This will open a window that will allow you to locate the image and update its status. Once updated, the status should now be OK.



In this window you should also be sure that all images are checked in the Print column. Any image that does not have a checkmark here will not print when output.

Under the OPI tab, the OPI box should not be checked when creating local postscript files to your desktop.



If you must use OPI, please contact your IT professional for instruction.

When all settings have been checked, click Done to close the window.

**Note:** *When OPI is selected, lo-res images will be swapped or exchanged 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.*

## Creating Postscript from QuarkXPress 6.0

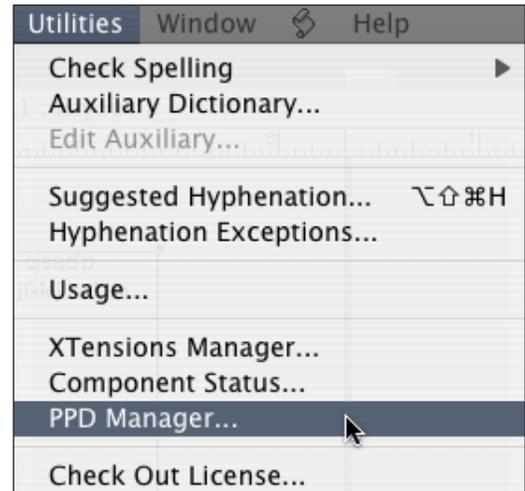
### Distiller Settings and Printer Drivers

It is important that you download the Acrobat Distiller settings and appropriate PPD (postscript printer driver) before proceeding.

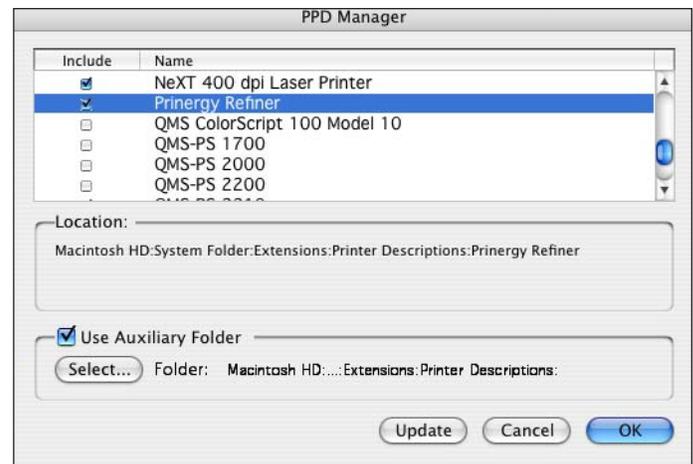
To install the PPD on a PC, copy the PPD into the System32 directory of the windows directory specific to the system you are running. Once installed, restart your computer.

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.

In Quark, double check to make sure your PPD is installed and selected. To do this, select PPD Manager under the Utilities menu.

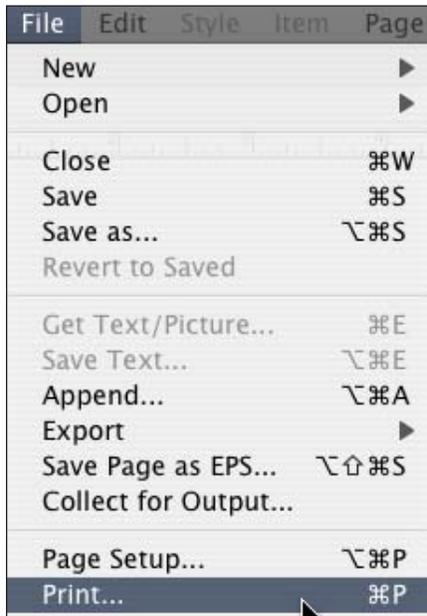


Scroll through the list and check Prinergy Refiner.

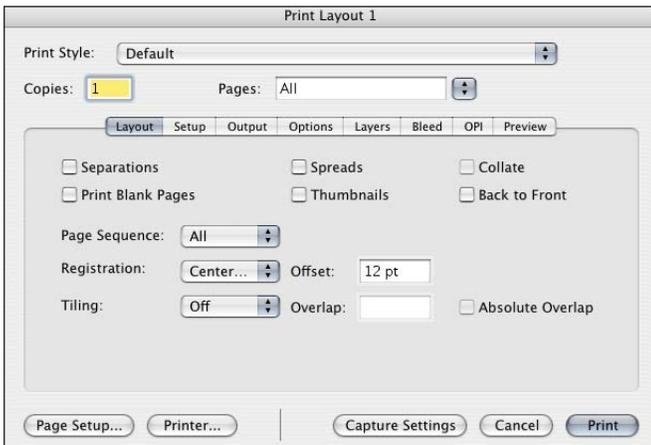


## Creating Postscript

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



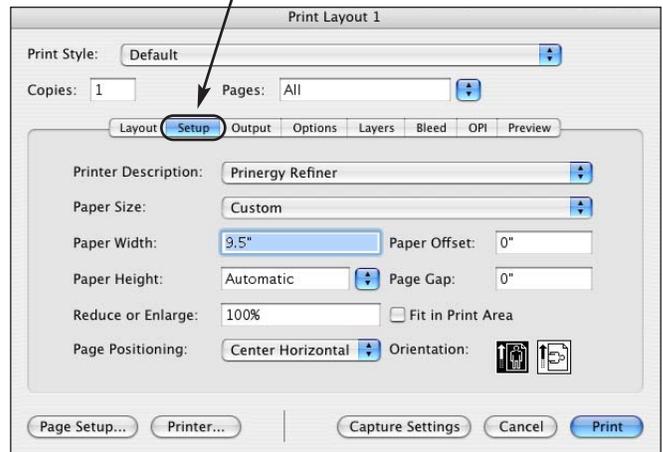
The first tab is the Layout screen. All boxes should be unchecked. Set Page Sequence on All and Registration to Center.



Tiling should be set to Off and the 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".

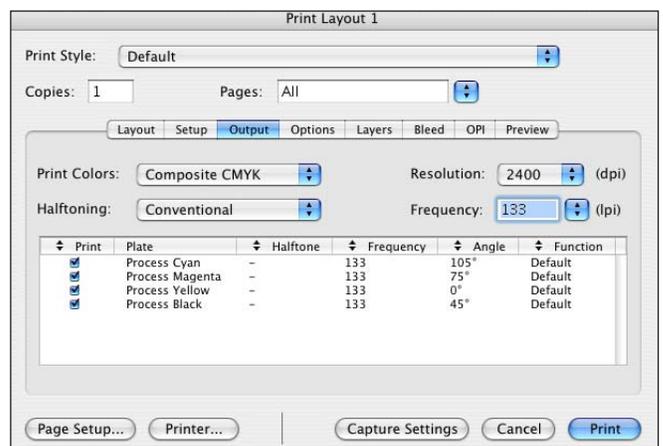
Select the next tab to go into the Setup screen.



Select Prinergy Refiner as the PPD (Printer Description).

Select Custom from the Paper Size pulldown menu and type in the trim size. 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.

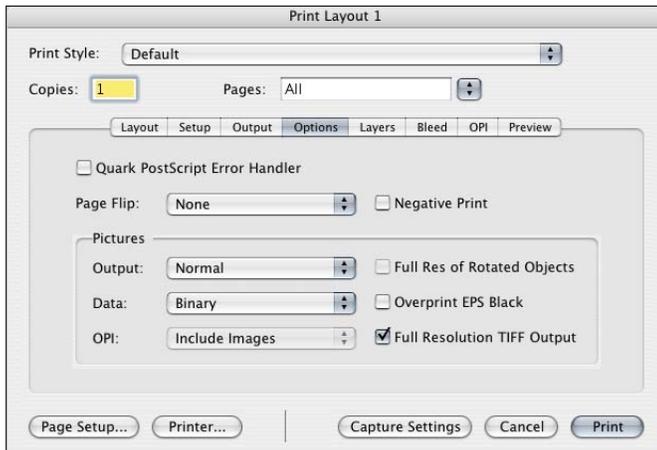
Always print at 100% and set Page Positioning to Center. No rotation should be used, the document should be set to the correct Orientation.



Under the Output tab, set Print Colors to Composite CMYK for 4-color printing. And set Halftoning to Conventional.

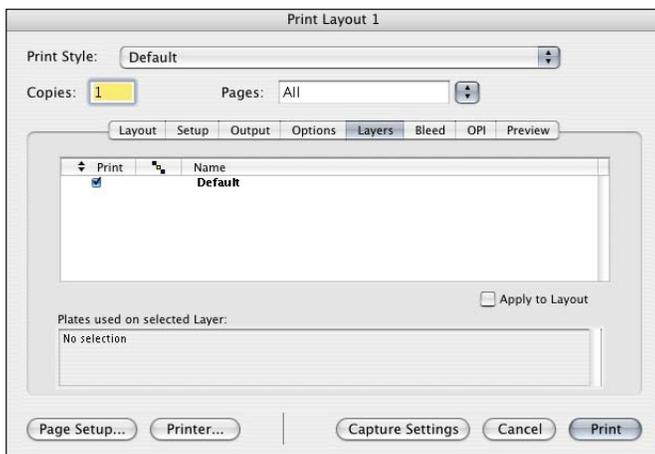
Continuing under the Output tab, (see example on the previous page) a resolution of 2400 dpi and frequency of 133 lpi will work with most, if not all, of the printer RIPs.

In the bottom of the Output window only the four channels (CMYK) should be present. If there are more, delete the extra colors in Quark or set them to convert to process.



Under the Options tab, the Output for Pictures needs to be set to Normal. If this is not done, you will receive lo-res images in your postscript. *Note: the only object that should be checked is Full Resolution TIFF output.*

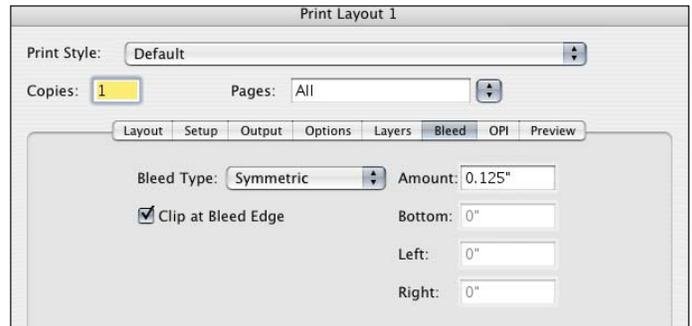
Data should be set to Binary and OPI to Include Images.



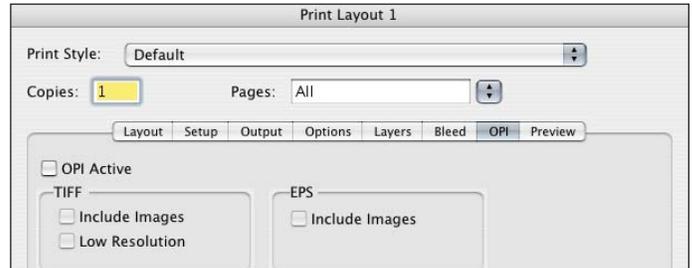
When sending or creating postscript, layers can cause problems in output. All layers intending to print should be checked.

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.

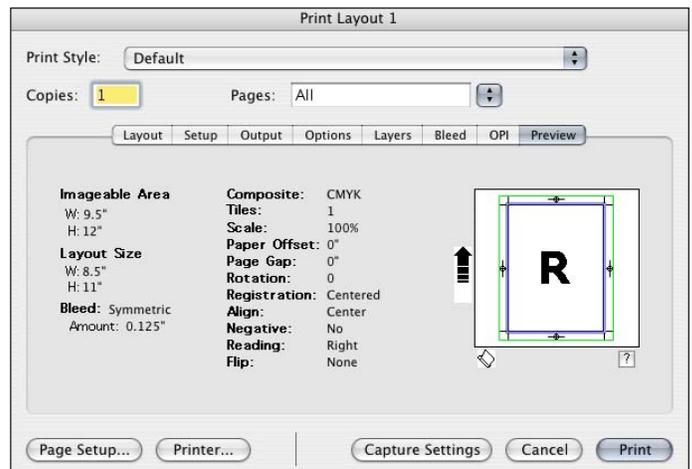
Clipping at bleed is for any object hanging outside the bleed area.



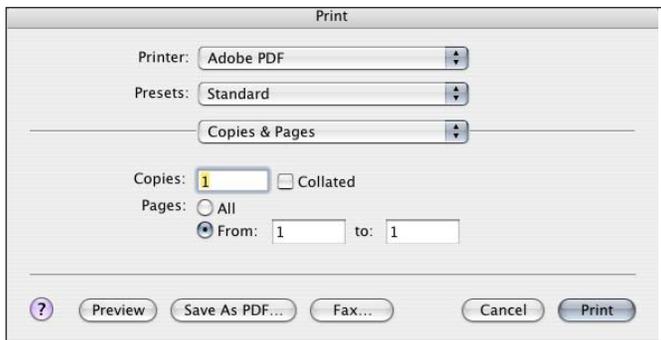
OPI should not be used when saving postscript locally to your hard drive. If your business uses OPI please contact your IT department for help on saving postscript without OPI.



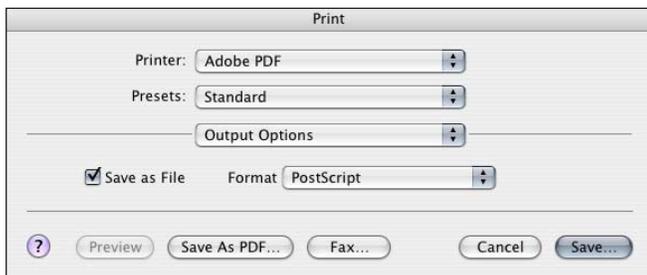
The Preview window is a quick overview of the options you selected. To go to the next step, click the Printer button.



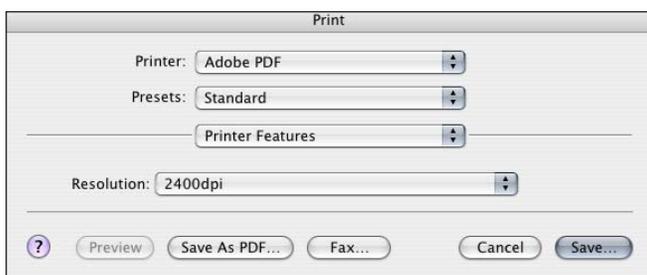
The Printer pulldown menu should be set to a Local Network Postscript printer. If you are sending multiple pages you must process one page at a time or use third party software to separate out multiple page PDFs to single pages. The only exception to this rule is for spread pages. These pages can be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



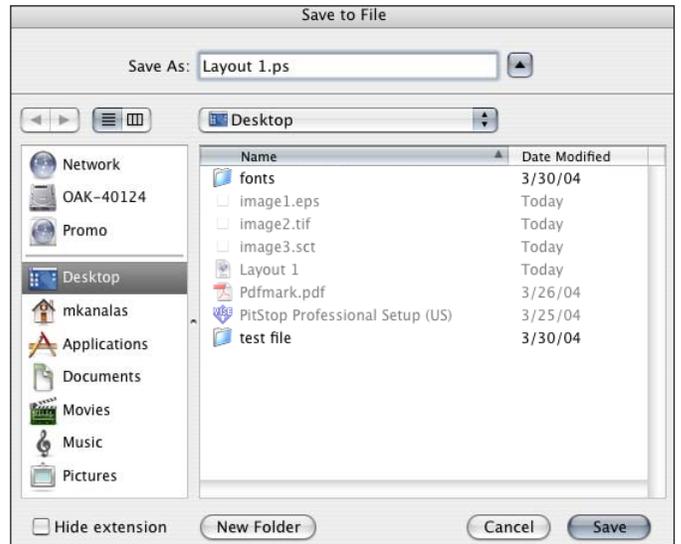
Under the Copies & Pages dropdown menu, scroll to Output Options. Click Save as File and select Postscript format. **DO NOT SELECT PDF.**



In the third pulldown menu select Printer Features. The Resolution should be 2400dpi. When all settings are correct, click Save.



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.

