



Kapp Advertising Service, Inc.

*Merchandisers
About Families
Commercial Printing
Preprint Distribution*

P.O. Box 840
100 E. Cumberland St.
Lebanon, PA 17042
717-273-8127
800-673-2434
fax: 717-273-0420

220 Park Rd. North, Bldg. 7
Wyomissing, PA 19610
610-670-2300
800-673-2454
fax: 610-670-9251

325 Frederick St.
Hanover, PA 17331
717-632-8303
800-673-2474
fax: 717-632-7487

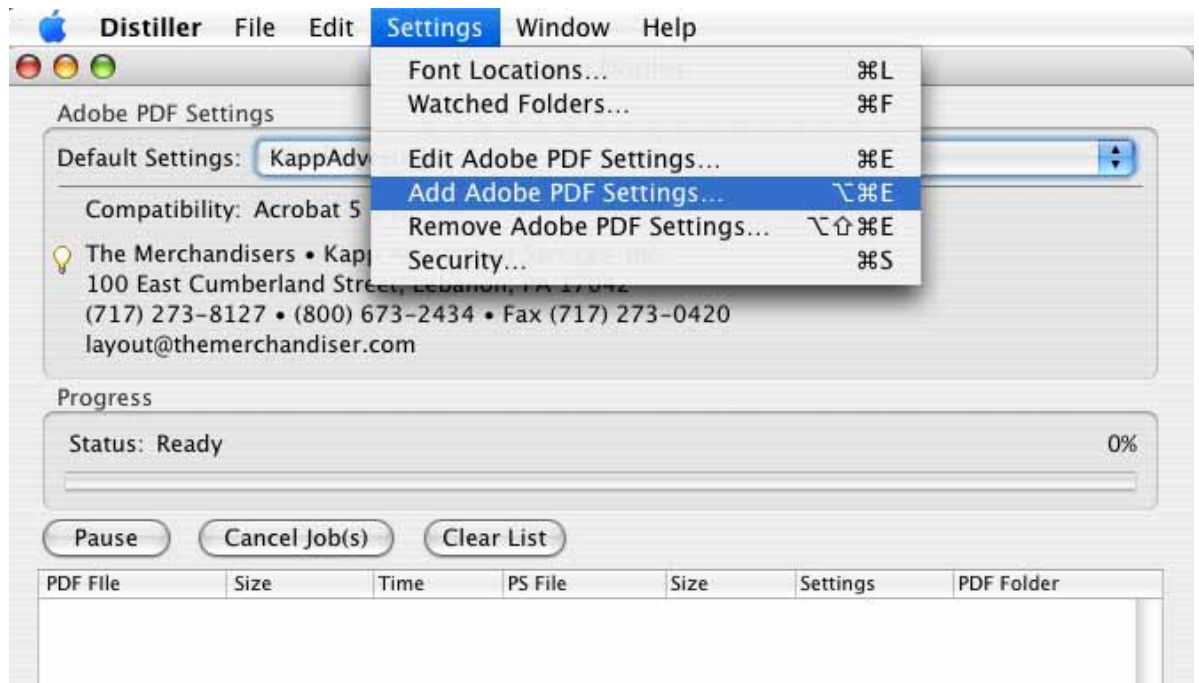
www.themerchandiser.com

Adobe Distiller Settings & Screenshots

Kapp Advertising Services, Inc. prefers to receive all ready-for-print files in .PDF format (portable document format). Introducing a correctly-made .PDF from you into our workflow is the best way to ensure that the file you have sent to us will print properly.

To send us a correctly-made .PDF, please download our "KappAdvertising.joboptions" Distiller setting. You can incorporate these settings into your current Adobe Distiller settings by either placing the downloaded joboption setting into (Mac) /Library/Application Support/Adobe/Adobe PDF/Settings or by using the "Add Adobe PDF Settings" feature in Adobe Distiller (see attached).

If you choose to not import our ready-made setting and would prefer to apply our settings to your current Distiller setting, you can follow the screenshots below and apply our settings to one of your current settings. Please save the setting you have changed and use that setting for all future ad placements to our paper.





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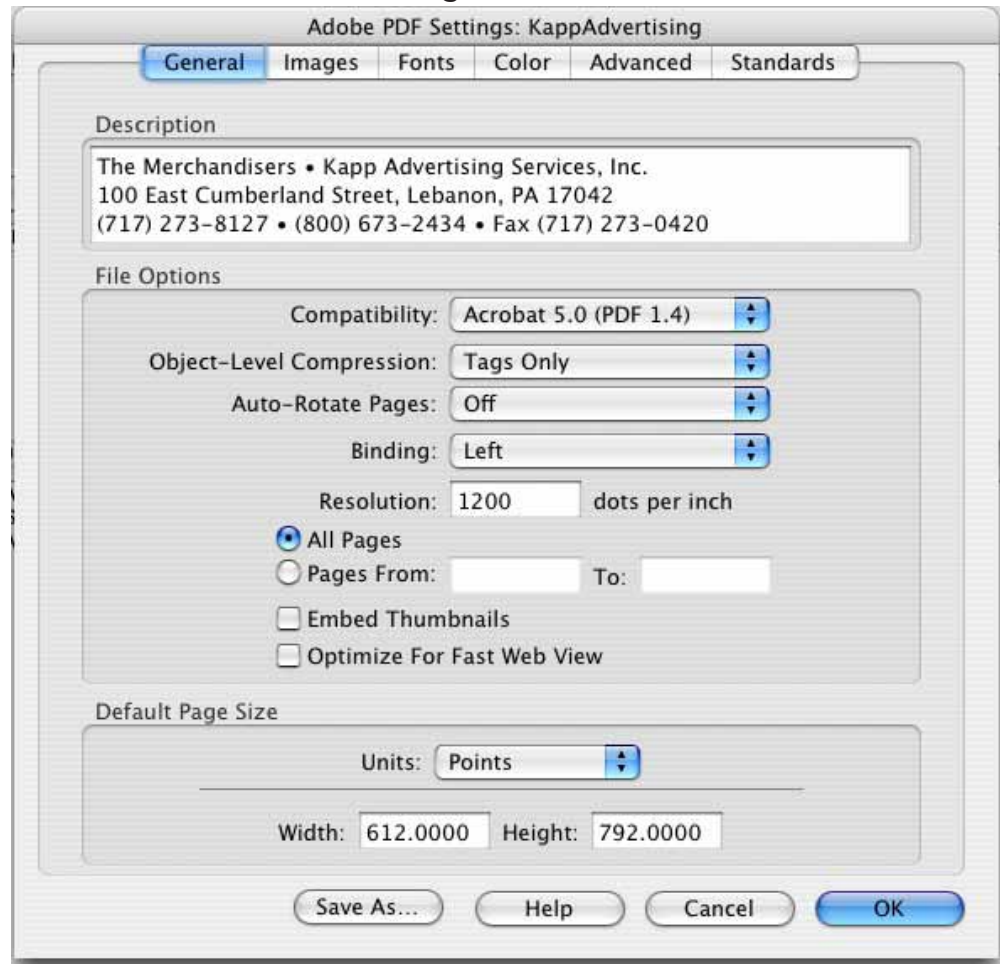
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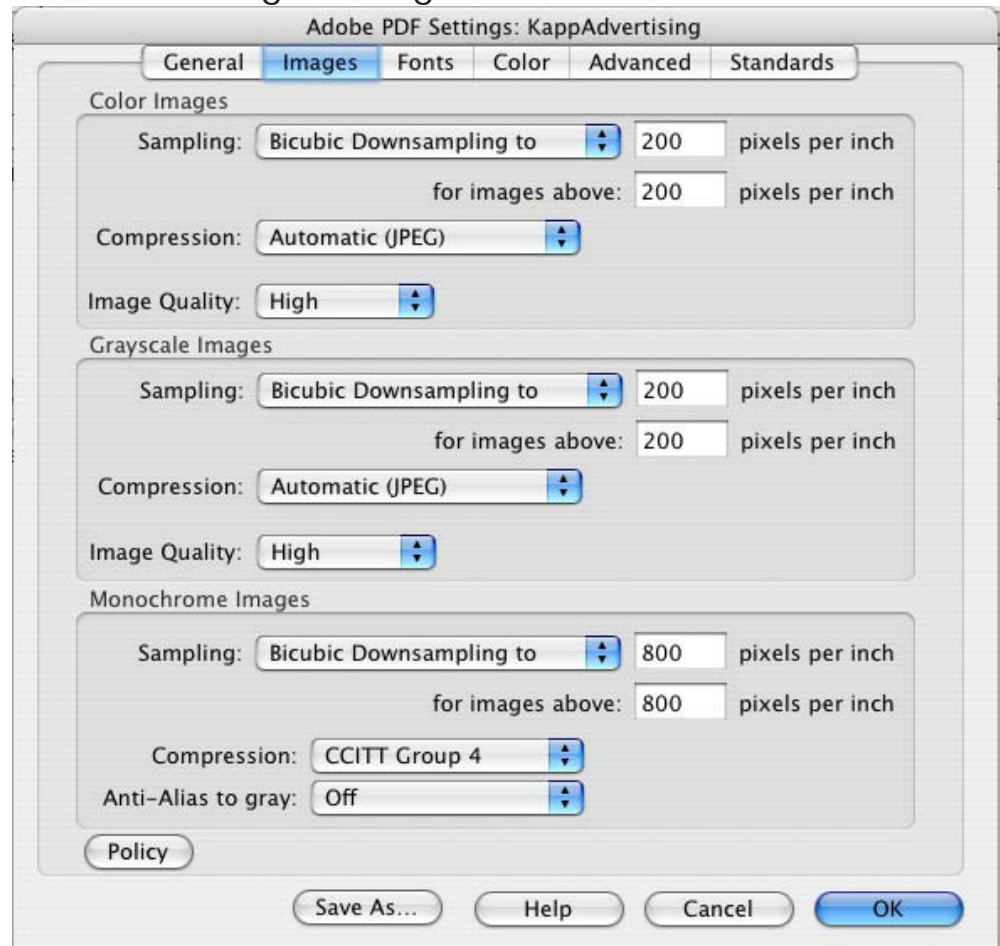
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Adobe Distiller General setting



Adobe Distiller Image setting





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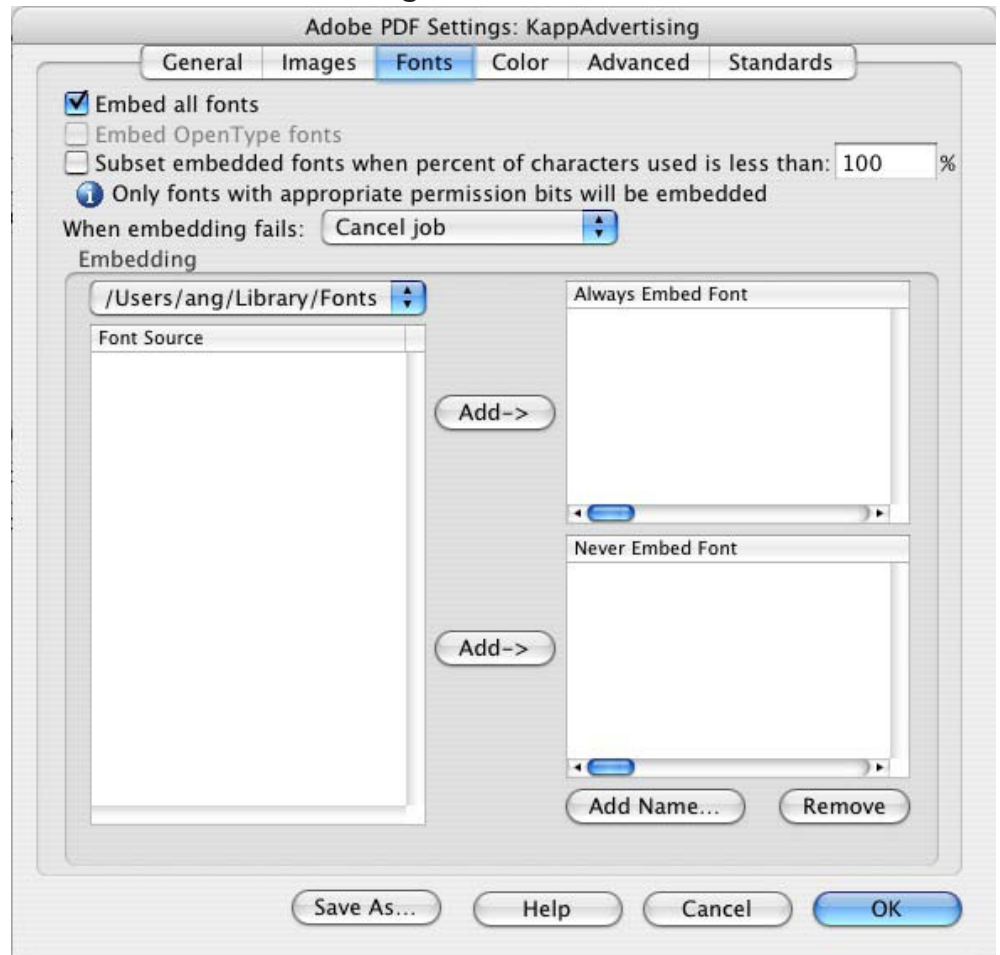
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Adobe Distiller Fonts setting



Adobe Distiller Color setting





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Adobe Distiller Advanced setting

Adobe PDF Settings: KappAdvertising

General Images Fonts Color **Advanced** Standards

Options

- Allow PostScript file to override Adobe PDF Settings
- Allow PostScript XObjects
- Convert gradients to smooth shades
- Convert smooth lines to curves
- Preserve Level 2 coppage semantics
- Preserve Overprint Settings
 - Overprinting default is nonzero overprinting
- Save Adobe PDF Settings inside PDF file
- Save original JPEG images in PDF if possible
- Save Portable Job Ticket inside PDF file
- Use Prologue.ps and Epilogue.ps

Document Structuring Conventions (DSC)

- Process DSC comments
 - Log DSC warnings
 - Preserve EPS information from DSC
 - Preserve OPI comments
 - Preserve document information from DSC
 - Resize page and center artwork for EPS files

Save As... Help Cancel **OK**

Adobe Distiller Standards setting

Adobe PDF Settings: KappAdvertising

General Images Fonts Color Advanced **Standards**

Standard Reporting and Compliance

Compliance Standard: **None**

When not compliant: **Continue**

If Neither TrimBox nor ArtBox are Specified

- Report as error
- Set TrimBox to MediaBox with offsets (Points):
 - Left: Right: Top: Bottom:

If BleedBox is Not Specified

- Set BleedBox To MediaBox
- Set BleedBox To TrimBox with offsets (Points):
 - Left: Right: Top: Bottom:

Default Values if Not Specified in the Document

Output Intent Profile Name: **No Default Profile**

Output Condition Identifier:

Output Condition:

Registry Name(URL):

Trapped: **Insert False**

Save As... Help Cancel **OK**



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Native Application Files

If you do not have a copy of Adobe Distiller, and you must send us your native application file, i.e. Multi-Ad Creator, Quark XPress or Adobe InDesign files, please note the following:

1. Include all fonts and images with your native file - Please remember to include copies of all fonts and images used in your file. If you provide us with the Creator, Quark or InDesign file without the fonts or images, your file will not print on our press the way it looks on your screen, because we will have to substitute fonts and images. We need to have every element of that file for everything to look complete.

2. Microsoft Publisher, Adobe PageMaker and Microsoft Word files conversions - Any native application files that come into us that were completed in Microsoft Publisher or Adobe PageMaker will be opened using Adobe InDesign and any Microsoft Word native application files will be opened in Microsoft Word, made into .PDFs and/or the text will be copied or cut and pasted into a Multi-Ad Creator document for resetting. Our workflow does not support these three applications, so we must incorporate what you send us either into a reset Creator ad or placed in Quark as a .PDF

3. Include black and white artwork in a black and white ad - If you are sending us an ad that will be printing on black only, then we need all text to be black and all photos/artwork to be black or grayscale. Any color artwork on a black and white ad will have to be corrected and changed to black for our RIP.

4. What our RIP accommodates - 4-process color - Cyan, Magenta, Yellow & Black (CMYK). We also accommodate specified Spot colors. Whenever taking a digital photo or scanning a piece of artwork in through a scanner, your end result will most likely be a Red, Green & Blue (RGB) piece of artwork. Every RGB piece of artwork that comes into us has to be changed to the correct form. Please remember to double-check all artwork so that it either CMYK, the specified Spot color that is to run for your ad, or as black and white.

5. Double-check all hours, addresses, dates and spellings in your ad - Please proofread all ads, double-checking for misspellings and typographical errors.

6. Remember to .zip or .sit any files sent to us - Once you have your ad ready to be sent to us, remember to .zip or .sit the file so all artwork, fonts and native files are in one compressed file. This will make your entire job smaller for FTP placement and also ensure that all coding is kept with the file. Sending individual files that are not archived through email or .FTP may cause the files to lose coding and make the files corrupt.



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ROP Column Width Sizes

<u>Column</u>	<u>Picas</u>	<u>Inches</u>
1 col.	11.6	1 15/16
2 col.	24.0	4
3 col.	36.6	6 1/16
4 col.	49.0	8 1/8
5 col.	61.6	10 1/4

ROP Ad Depth Sizes

<u>Inches</u>	<u>Picas</u>	<u>Inches</u>	<u>Picas</u>
1/2	3.0	8 1/2	51.3
1	6.0	9	54.3
1 1/2	9.0	9 1/2	57.3
2	12.0	10	60.3
2 1/2	15.0	10 1/2	63.3
3	18.0	11	66.4
3 1/2	21.0	11 1/2	69.4
4	24.2	12	72.4
4 1/2	27.2	12 1/2	75.4
5	30.2	13	78.4
5 1/2	33.2	13 1/2	81.4
6	36.2	14	84.4
6 1/2	39.2	14 1/2	87.4
7	42.2	15	90.4
7 1/2	45.3	15 1/2	93.4
8	48.3	16	96.4

Center Spread 127pi 4