A "Digital Hard Copy"...
The Easy Way to Create a Sample for Printing

Adobe's Acrobat Portable Document Format (PDF) has many uses inside and outside of the graphic arts industry.

This month, we discuss the "Digital Hard Copy," a quick, easy way to create a PDF sample document...not a print-ready file.

If you're already comfortable using Acrobat Distiller to prepare PDF files for print, this article will not be of interest to you.

You've completed your book and it's ready to be digitally printed by Copresco. In the "old days" (last week for instance), you could put your native application, graphics and fonts on a Zip disk or CD.

Then you would overnight express the files to us with your hard copy sample so we could match your printed output to ours.

Direct to Us
Today, you can maintain an unbroken digital stream by instantly transmitting your electronic files directly from your computer to our FTP site—or e-mail us, if necessary. And that includes what we call a "digital hard copy." This is a sample of your job that you can create in Acrobat PDF format.

No Need for Hard Copy
Although still a work in progress, PDF can eliminate the need for sending actual hard copies. We will receive a more accurate representation of your book than you see on your screen or can produce on a non-PostScript desktop printer.

Three Important Points
1. You will need the complete Adobe Acrobat 4.0 program...the free Acrobat Reader is not document creation software.

2. In this case, your PDF document won't be a print file. It's just a sample document. So don't forget... you still need to send us your native files, graphics and fonts.

However, because the PDF isn't a print file, you don't have to use high-resolution images or imbedded graphics. There's no need to imbed the fonts and you can opt for a lower dpi output. All this makes for a smaller file that's faster and easier to handle.
3. You'll still need to fax or e-mail Copresco a purchase order, packaging information, a distribution list and any special instructions regarding tabs, special inserts, etc.

Rocket Science Not Required
You don't have to become an expert to use the PDF software in this manner. The secret of your success is PDFWriter. Here's how to properly use this dandy utility:
1. *On a PC:* From your native application, select Acrobat PDF-Writer as your printer by using the File > Print command. In some applications, you may need to click Setup in the Print dialog box to get access to the Printer Name menu. *On a Mac:* From your native

A Potential Pitfall
Does your book contain any encapsulated PostScript (EPS) format graphics? PDFWriter doesn't support these files.

However, if your application contains a *preview* feature (many do not), the preview will be used to show the position of the graphic. Therefore, you need to carefully check your PDF digital hard copy to make sure that EPS graphics appear in their proper positions.

application, hold down the Control key and choose File > Print.
2. In the Print dialog box, click Print or OK.
3. In the Save As dialog box, save the PDF file with the same name as your native document.
4. View the new PDF file in Acrobat. Carefully review the file for text reflow and the proper representation and positioning of EPS graphics.

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That's all there's to it. Now you're ready to send us your complete job files, along with your PDF digital hard copy. We will image your job and give you digital press proofs for final approval.

If you have any questions, call Copresco for help. We regularly work with all major software applications, including FrameMaker, PageMaker, QuarkXPress and Word in both Mac and PC platforms.

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Speaking of Files Transfer...
Now that we're well on our way in the new year, here's a Friendly Copresco Reminder.

It's time to update your antivirus software. No computer, PC or Mac, seems immune to the ravages of man-made viruses, worms and other malicious bugs.

Some experts claim the problem will likely get worse. So don't delay... update today.

Valentine's Day card we saw: "Coffee, chocolate, men. Some things are better rich."

~ ~

It's President's Month! If you thought the candidates in the

last election sniped at each other a lot, get a load of these quotes:

- "He is too illiterate, unlearned and unread for his station and reputation." —*John Adams on George Washington*
- "His moral character is repulsive." —*Alexander Hamilton on Thomas Jefferson*
- "He has been called a mediocre man, but this is unwarranted flattery." —*Theodore Roosevelt on John Tyler*
- "A non-entity with whiskers." —*Woodrow Wilson on Chester Arthur*
- "He is a fathead with the brains of a guinea pig." —*Theodore Roosevelt on William Taft*

Government: America's number one growth industry.

~ ~

Buchanan's Law: For every action there is an equal and opposite government program.

~ ~

A woman introduced the new clergyman to her father, a staunch Republican who

was also slightly deaf. "Dad," the woman said, "meet our new deacon."

"New Dealer?" the old man barked. "I *hate* the New Deal."

"No, no, Dad," the woman corrected. "New *deacon.* He's the son of a bishop."

The old man growled, "Yeah, they *all* are."
—*as told by Franklin Roosevelt*

~ ~

If we are what we eat, I'm cheap, fast, and easy.

My daughter just got a degree in both art and logic. Now she draws her own conclusions.

~ ~

A man went to the library and asked where he might find a play by Shakespeare. "Which one?" the librarian asked.

The man answered, "William."

~ ~

Law of Oversell: When putting cheese in a mousetrap, leave room for the mouse.

~ ~

Did you hear about the mouse who saw a bat and thought it was his fairy godmother?

~ ~

Bob noticed his insurance agent driving a brand new, expensive sports car. "Wow, John," he exclaimed, "you must be the best insurance salesman ever!"

"No, I'm not," the salesman sighed. "I just got back from trying to sell a policy to the best car salesman ever."

~ ~

Law of Sacrifice: When you starve with a tiger, the tiger starves last.

~ ~

Sign we saw on a fence: "The farmer allows hikers to cross the field free—but the bull charges."

A large lumber company advertised that they were looking for a good lumberjack. The next day a skinny little man showed up at the head lumberjack's office. The

boss took one look at the little man and told him to leave.

"Just give me a chance," the scrawny man pressed on. "I'll prove myself, you'll see."

"Fine," the lumberjack grumbled. "See that giant redwood over there? Take your axe and go cut it down."

The boss chuckled to himself as he went back inside, but five minutes later the applicant was back. "I'm done."

The lumberjack couldn't believe his eyes. "Where did you get the skill to chop down a big tree like that?"

"Sahara Forest," he replied.

"You mean the Sahara *Desert,*" the boss corrected.

"Well, yeah," the little man shrugged, "now."