



Copesco's recommendations...

To Save You Time and Money with PDF Files

Using [Adobe's Acrobat](#) software to create PDF (Portable Document Format) files will simplify printing of your work at [Copesco](#). We suggest you utilize PDF to save time and money.

You are probably already using PDF files for reasons besides commercial printing. Our February 2001 *Overnight Lite* showed how to [create a PDF for digitally proofing books](#).

Well Received

Some other common uses of PDF include e-mail transmission of documents, web posting and electronic forms. PDFs for internet use retain their format and can be read by anyone, whether or not they have the same software and hardware as the creator.

All these have their place, but all have one thing in common: if PDF files are properly constructed for the aforementioned uses, they will not be suitable for digital printing!

Why Not?

The very properties that make a PDF suitable for online use will make it unusable for print. For example, internet-destined PDF files should contain no fonts. This makes the files smaller so they send, receive, and open faster. Yet the advantage disappears when the file is sent to Copesco, where the #1 print problem is... missing fonts!

As Simple as A, B, C

To create PDF files that will output smoothly, follow these simple guidelines:

- **Create the file from scratch.** Unless you know for a fact that a PDF was created specifically for commercial print output, don't assume that it is of print quality. The majority of PDF files are not. The way to avoid

unexpected results when you see your press proofs is to create the PDF yourself.

- **Use Acrobat Distiller.** This used to be the only way to make a PDF. Now there are other PDF creation utilities, most of which are not intended for print. Even PDFMaker, which came with some versions of Acrobat, will not create acceptable print files.

Here's a surprise: InDesign, the page layout program made by the same people who make Acrobat, has a "save as PDF" feature. Don't use it. As of InDesign 2.0, this option, though very convenient, too often creates PDF files that choke in the printing process.

If you don't already own Acrobat, invest a few hundred bucks in [Adobe Acrobat Professional 6](#), which includes Distiller. This version contains many nifty new features specifically for print and publishing.

- **Create the file specifically for printing.** Start by selecting the "print" or "press" job options in Acrobat Distiller. These settings aren't perfect, but invoking them will usually result in acceptable (i.e., printable) PDF files. If you need to post the files online, create separate PDFs just for that purpose.

- **Include the fonts!** In Acrobat Distiller 4 or 5, click Settings→Job Options→Fonts. Make sure both "Embed All Fonts" and "Subset All Embedded Fonts Below (100%)" are checked. Copesco will soon publish a [TechTopics](#) bulletin covering this subject in detail.

- **Print it out yourself.** The best way to proof for print is on the printed page, not on screen. For a better test, print the PDF from a different computer than the one you created it on.

- **Send Copesco your print.** If it prints correctly, send your copy along so that we can check our output.

So when you need digital on demand printing of books, manuals or publications, call the company that understands how to use the latest technology to make your life easier.

[Call Copesco.](#)

Xerox Innovation Award

Copesco has been honored with a [Printing Innovation with Xerox Imaging Award \(PIXI\)](#) for digital printing excellence.

The Award for a private school yearbook recognizes Copesco's skillful printing and innovative use of digital technology in the digital books and manuals category.



Steve Johnson receives the Xerox Award from Gil Hatch, senior vice president, and Anne Mulcahy, chairman and CEO.

The 2003 Xerox Imaging contest, judged by leading experts in the printing industry, honors the highest achievements in digital printing.

Thanksgiving Holiday

Copesco will be closed Thursday, November 27 and Friday, November 28 for Thanksgiving.

Have a most enjoyable holiday weekend with the family!

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Address Correction Requested



Q: What did the mother turkey say to her disobedient children?

A: If your father could see you now, he'd turn over in his gravy!

A traffic cop pulled over a speeding motorist and asked, "Do you have any



ID?" The motorist replied, "About what?"

Why did the police arrest the turkey? Because they suspected it of fowl play.

"The Dept. of Transportation reports that many Americans are going to travel a hundred miles or more to spend Thanksgiving with family. Then they're going to spend the rest of the day giving thanks that they live so far away." — Conan O'Brien

A young boy had just gotten his driving permit and asked his father, who was a minister, if he could use his car. His father said, "I'll make a deal with you. You bring your grades up and cut your hair and we'll talk about it." A month later, the boy asked his father again if he could use the car. His father said, "Well, you've done a great job bringing your grades up, but you haven't cut your hair." The young man waited a moment and replied, "I've been thinking about that... Moses, Noah, and Jesus all had long hair." His father replied gently, "Yes son, and they walked everywhere they went."

Heading into the jungle for his first safari, an American visitor turned to his experienced, native guide and said smugly, "I know that carrying a torch will keep lions away." "True," the guide replied, "but it depends on how fast you carry the torch."

Horace grabbed his plate and walked up to the party buffet for the fourth time. "Aren't you embarrassed to go back for so many helpings?" asked his wife. "Not a bit," Horace replied. "I keep telling them it's for you."

A small plane with an instructor and



student on board hit the runway and bounced repeatedly until it came to a stop. The instructor turned to the student and said, "That was a very bad landing you just made." "Me?" replied the student. "I thought you were landing."

Why is it that people always fall in love with and marry someone who has the opposite body temperature?

Overheard: For some reason I didn't like that Disney movie. Aladdin rubbed me the wrong way.

When asked about his will, an old man replied, "Being of sound mind, I spent all my money before my greedy relatives could fight over it."

"How many cups of coffee will this hold?" the man asked as he placed a large thermos on the lunchroom counter.



"Six cups," the waitress advised. "Great," replied the man, "give me two cups regular, two cups decaf, and two with extra cream."

As a woman was returning to her seat in a dark auditorium, she asked the man at the end of the aisle, "Did someone step on your feet a few minutes ago?" "Yes, you did," he replied, expecting an apology. "Oh, good," the woman said, "I wanted to make sure this was the right row."

A businesswoman is sitting at a bar. A man approaches her and asks, "Would you like a little company?" "Why?" the woman asks, "Do you have one to sell?"

If flying is supposed to be so safe, why do they call the airport a "terminal"?

A girl watched, fascinated, as her mother smoothed cold cream on her face. "Why do you do that?" she asked. "To make myself more beautiful," the mother answered, who began removing the cream with a tissue. "What's the matter?" the girl asked, "Giving up?"