

Missing fonts....

How to Solve the Biggest Problem with PDFs

Questions and concerns about PDF files preparation head our Frequently Asked Questions list this month.

See the November 2003 issue of *Overnight Lite* for a primer on PDF files preparation for print.

Why Are the Fonts Missing?

Q. Before sending my print file to Copresco I turned it into a PDF. You say my PDF has missing fonts, but it looks fine on my screen and also prints fine in my office.

Why is this? And why are there any font problems? I thought PDF eliminated these problems.

A. Before the advent of Adobe's Acrobat PDF format, missing fonts were the single biggest problem in print files. PDF has helped to solve many problems, but the number one problem is still...you guessed it! Missing fonts!

So what is the problem with your file? The fonts probably aren't *embedded*. PDFs can be made for many purposes, and not all of them involve print. PDFs intended for on-line posting, for example, load faster without the fonts embedded.

The secret is to make sure you tell Acrobat Distiller what you want it to do with fonts at the time you convert your file to PDF.

Solving the Problem

In Acrobat Distiller 6, select Settings→Edit Adobe PDF Settings→Fonts. (In Distiller 4 or 5, use Settings→Job Options→Fonts.) You must choose "Embed All Fonts." And Copresco prefers that you go one step further by specifying "Subset All Embedded Fonts Below: 100%."

While you are in the font-settings area, we strongly suggest you choose the "Cancel Job" option from the "When Embedding Fails" menu. This assures that all font information needed for print is included in your PDF file.

Choose "Ignore" and you may create a fontless file without even realizing it!

Q. If I did leave out the fonts, how come my file not only looked good on my screen, but also printed properly in my office?

A. A good question that deserves a complete answer. We've already had to oversimplify matters in order to fit the answer to your first question here, so we'll address your follow-up question in next month's *Overnight Lite* issue.

We appreciate comments and responses from our readers and will continue to answer your questions in future *Lite* issues.

Six Straight Years on Top

For the sixth consecutive year, Copresco has been named one of the Top 100 Printers in North America by *Quick Printing* magazine.

Only four printers in the state of Illinois were so honored.

Productivity Leader

For the second consecutive year, Copresco ranked eighth in the magazine's sales per employee leaders category.

"This is a testament to the dedication of our staff and our efficient workflow procedures," says Copresco president Steve Johnson.

Bet You Didn't Know...

A well-kept secret about Copresco is our experience in Variable Data Printing (VDP).

If you turn this page over, you'll see an example of the variable printing in its very simplest yet most widely used form: addressing.

If *Lite* were printed conventionally, your name and address would be affixed with a label or printed separately using an ink-jet print head.

Since *Lite* is printed digitally (like everything at Copresco) your mailing info is printed at the same time as the rest of the newsletter.

Multiple Versions

VDP can do much, much more than address. Images as well as text can vary. Multiple versions of books or manuals can be printed, with each version addressing a specific audience. The variable content can even be in full color.

Copresco president Steve Johnson recently spoke as a featured panelist at Variables, a two-day conference dedicated to variable data printing.

He's our resident VDP guru, and he'd be happy to talk to you about how Variable Data Printing may have applications in your business.

The Buck Stops Here

Clients who deal with Copresco's Lynn Buck regularly may have noticed that she has been flexing her management muscles a bit more.

That's because Lynn has been promoted to production manager with responsibilities for customer service and technical support.

As your direct link to Copresco, Lynn and her production staff watch over your job from estimating, through manufacturing, shipping and follow-up.

So when you need books and manuals, call the company that offers fast, courteous service and first-rate technical assistance. Call Copresco.

Labor Day

Copresco will be closed Monday, September 6 for Labor Day.

Enjoy the last weekend of summer.

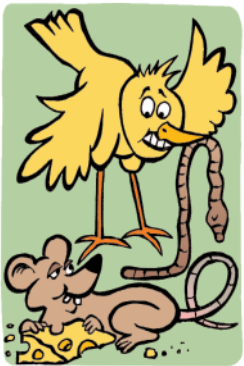
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Address Correction Requested

A doctor picked up his car from the mechanic and said, "Your fee is several times more per hour than we get paid for medical care." "Yeah, but you see, doc, you have always had the same model; it hasn't changed since Adam. But we have to keep up to date with new models coming every month."



The early bird may get the worm, but the second mouse gets the cheese.



What not to say to a Police Officer:
"Boy you're good. I'll bet you had to do at least 85 to keep up with me."



John and Judy took their two-year-old daughter Madison to the home-improvement store. Eventually, she got tired of walking, and John let her ride on his shoulders. As he walked, Madison began pulling his hair. Although he asked her to stop several times, she kept on. Getting annoyed, he scolded, "Madison! Stop that!" "But, Daddy," she replied, "I'm just trying to get my gum back."



During his first year of teaching summer school geometry to tenth-graders, Mr. Olson was frustrated with the lack of effort in the class. Trying to make the group more interactive, he asked, "Who can define a polygon?" The reply was, "A dead parrot."

A comment made at a recent Chamber of Commerce meeting:
"Advertising really brings fast results. Yesterday we advertised for a security guard and last night we were robbed."



Benny: "Who's your all-time favorite fiction writer?"
Murray: "My accountant."



A pizza delivery boy relayed this experience to the owner of the restaurant. "I called on customers who sent their seven-year-old son to pay me. When he came to the screen door, I noticed he was carrying a check in one hand and two dollars in the other, which I assumed was my tip. Believe it or not, he pocketed the bills before handing me the check, which was for the exact cost of the pizza. 'Could that have been a tip?' I asked, trying not to sound accusatory. 'Yep,' the kid replied proudly, 'not bad for just a walk from the living room and back!'"



Soon after their wedding, the bride told the groom, "Darling, now that we are married, I want you to fire your secretary." "But honey," replied the groom, "you used to be a secretary yourself." "Yes," she replied, "that's why I want you to fire her."

A small town doctor was famous in the area for always catching large fish. One day while he was on one of his frequent fishing trips he got a call that a woman at a neighboring farm was giving birth. He rushed to her aid and delivered a healthy baby boy. The farmer had nothing to weigh the baby with so the doctor used his fishing scales. The baby weighed 22 lbs 10 oz.



An employee met with his boss about a raise. The employee said, "There are three other companies after me." "Really, which ones?" the boss replied. "The phone company, the gas company, and the credit card company."



Two cab drivers met in a pub. One asked the other, "Why did you paint one side of your cab red and the other side blue?"

"Well," the other cabbie responded, "when I get into an accident, you should see how all the witnesses contradict each other."



"I play golf in the low 80's," the little old man was telling one of the young boys at the club. "Wow," said the young man, "that's pretty impressive." "Not really," said the little old man. "Any hotter and I'd probably have a stroke."

