

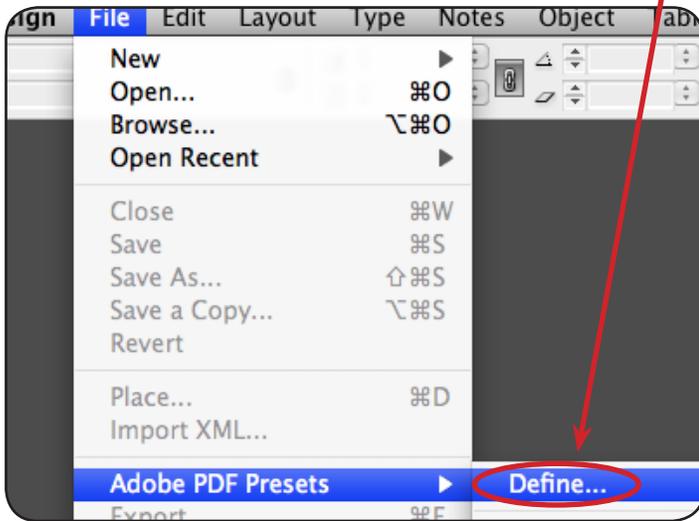
PDF Output Tutorial 2010 v1

updated 1-20-2010

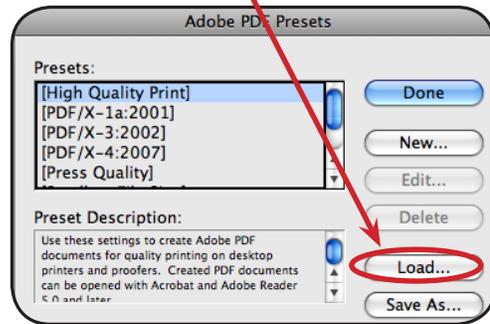
Part One: Importing the new RR Donnelley PDF job options

(You only have to do this once!)

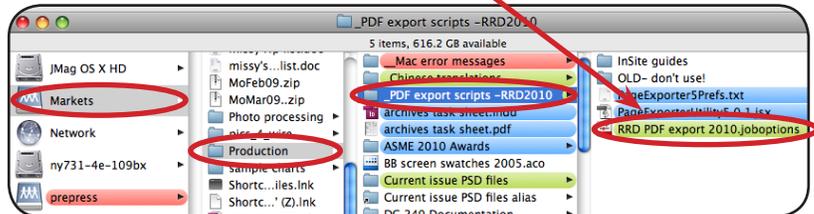
1. In InDesign, go to *File>Adobe PDF Presets>Define*.



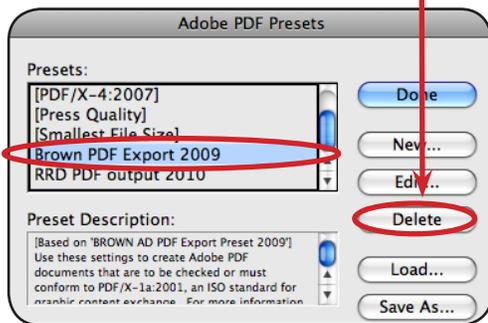
2. Click on the **Load...** button.



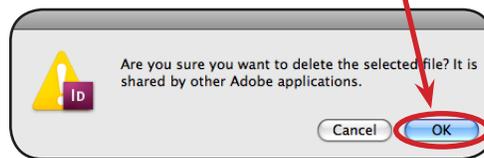
3. On the Markets server, go to *Production>_PDF export scripts-RRD2010*, and select *RRD export 2010.joboptions*, and click on **Open**.



4. Now select the old *Brown PDF Export 2009* job option and click **Delete**.



5. Click **OK** at this warning box. You're done!



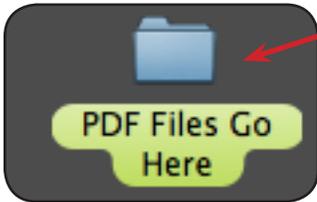
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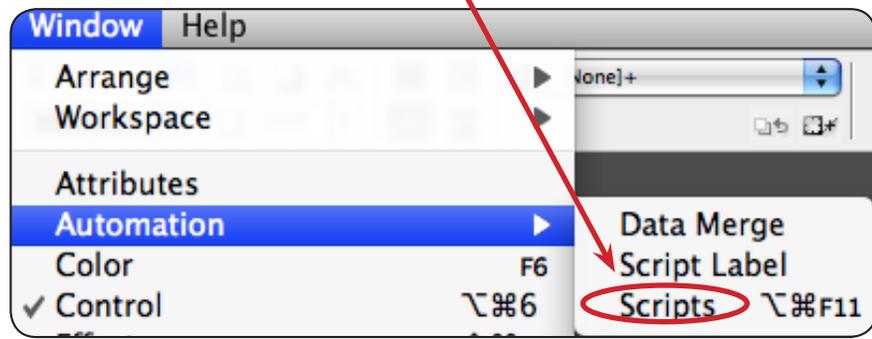
Part Two:

Creating final page PDFs to send to RR Donnelley

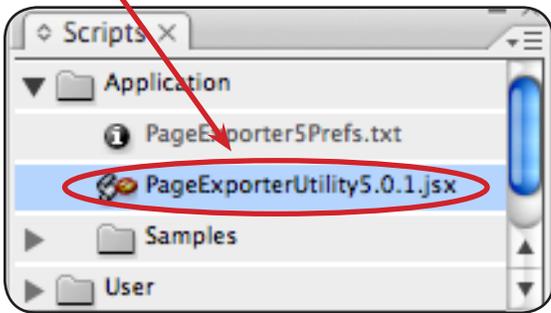
1. **Initial setup (You only have to do this step *once*):** Create a new folder on your desktop called **PDF Files Go Here**. The export script you'll be running is written to look for this specific folder, so name it correctly.



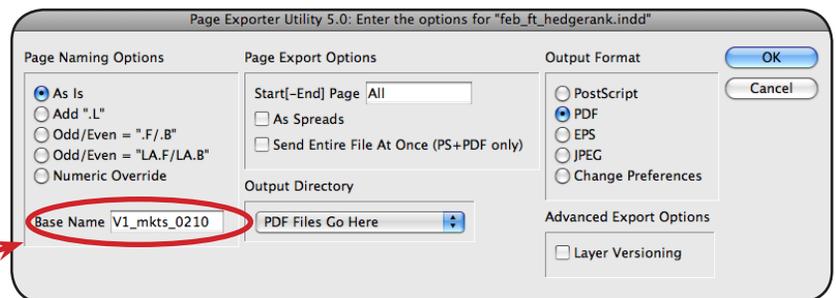
2. With your document open and ready to export, go to *Window > Automation > Scripts* to show the **Scripts** window.



3. Double click on the *PageExporterUtility5.0.1.jsx* script and a window will open.



4. The options should all be left alone, and should be the same as you see below. The **Base Name** section, however, is very important, and the naming conventions used here are critical to have RR Donnelly's InSite file upload system place your pages properly.



5. In the **Base Name** box, type a name for your files in the following format: **V1_mkts_XXXX**, where XXXX is the issue date (0310 is March 2010, etc), while V1, V2, V3 or V4 signify the edition. Most editorial pages will be named V1 (V2-V4 are mostly used for regional ads, ie: V1 is US, V2 is non-US).

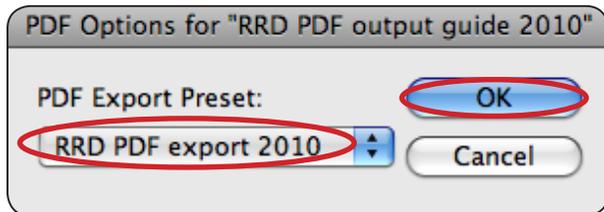
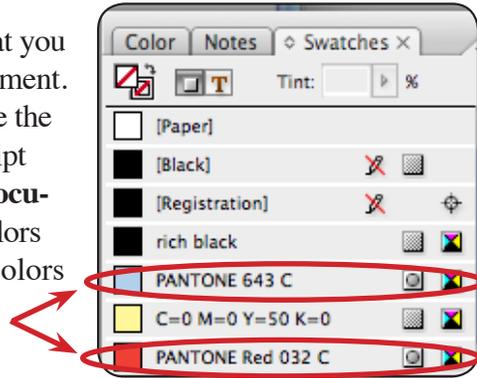
6. **A little explanation is needed here *before* you click **OK**:** The time-saving advantage of this script is that it will automatically output *all* the pages of your document as individual PDFs *in a single step*. The script extracts the folio information from your document and adds it to the beginning of each page PDF's name. You no longer have to export (and name) each page PDF individually, which was tedious and prone to errors. The biggest change from our old naming convention is that the 3-digit page number will now appear *first* in the file name.

In the next step, you will see the resulting files.

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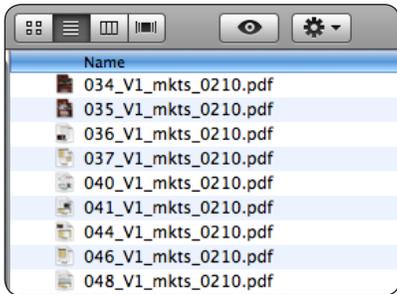
7. One important note before you output your PDFs. Make sure that you don't have any spot (Pantone PMS) colors applied in your document. Unlike the Export command that we used to use, you don't have the option here of converting spot colors to CMYK. The export script will output whatever it sees, so **make sure that your 4-color document is only CMYK**. Delete (or convert to CMYK) all spot colors FIRST. (On a cover file, you will likely retain several PMS colors for output, but you should still check your Swatches.)



8. Now back to the output of the files! On the Page Exporter script box you should still have open, click on **OK** and another box will appear. Make sure that the **RRD PDF export 2010** preset is selected, then click **OK**.

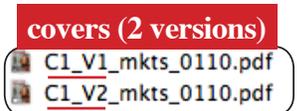
9. Stuff starts to happen as the script runs in the background. A progress window and bar will show that the files are processing. This may take some time depending on the number of pages and complexity of your document, but eventually it will tell you that it is finished exporting. Click **OK**.

10. Now open the **PDF Files Go Here** folder on your desktop. Inside you'll see each page file PDF properly numbered and output (similar to the example to the left). You don't have to worry about non-sequential pages either; the script reads the folio information that you set up in the *Number and Section Options* section for each of your pages. It really works! Now inspect your PDFs and upload them to InSite!

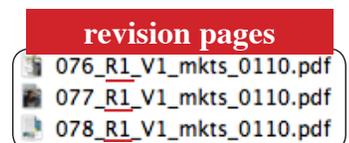
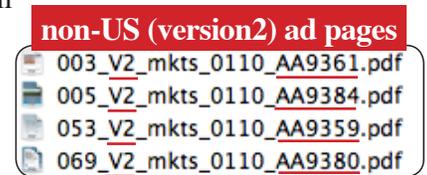


11a. An important final note on exporting individual pages, ads and revisions: If you are only exporting a *single page*, use the **Export** command that we used to use with Brown, but select the new **RRD PDF export 2010** preset. **Always do this instead of the script method explained in the previous steps!**

11b. File naming conventions for individual pages: The essential things to include in *all* individual PDF names are the *page number* (001, 002 etc.) and the *version* (V1, V2 etc.). *Everything else* is ignored by the InSite server, but it needs these two bits of information in the file name in order to place the file in the proper location in the InSite layout. If your page fails to appear in InSite, lack of proper naming tags is likely the cause.



11c. When you output a **non-numbered page** (covers, Cheatsheet, etc.), the InSite server displays those pages in a different location. **Revised pages** should have R1 (R2 etc.) in the file name for tracking purposes. As long as the file's version and folio are the same as the previously-uploaded file's name, the new file will replace the previous one in InSite. **Ad pages** should continue to include the AA number for tracking purposes. Example of various acceptable file names are shown on the right. Lastly, the issue number (0110, 0210 etc.) is there strictly for tracking.



That's how it works! Good luck, and please contact Ken Palmer at x8776 if you have any questions!