



Quark GWG PDF Styles:  
MagazineAds\_1v4 (Direct to  
PDF Workflow)

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# Introduction

This document can help you maximize quality and improve efficiency in a PDF workflow with QuarkXPress® 7.2 or later, including QuarkXPress 8.x. It shows you how to add a PDF style that will help you create a PDF that conforms to the Ghent PDF Workgroup (GWG) 2008 specification.

The GWG is an international organization of graphic arts users, associations, and developers who are establishing best practices for publishing workflows. Recommendations from the GWG make it easier for professionals to create, process, and exchange graphic arts files.

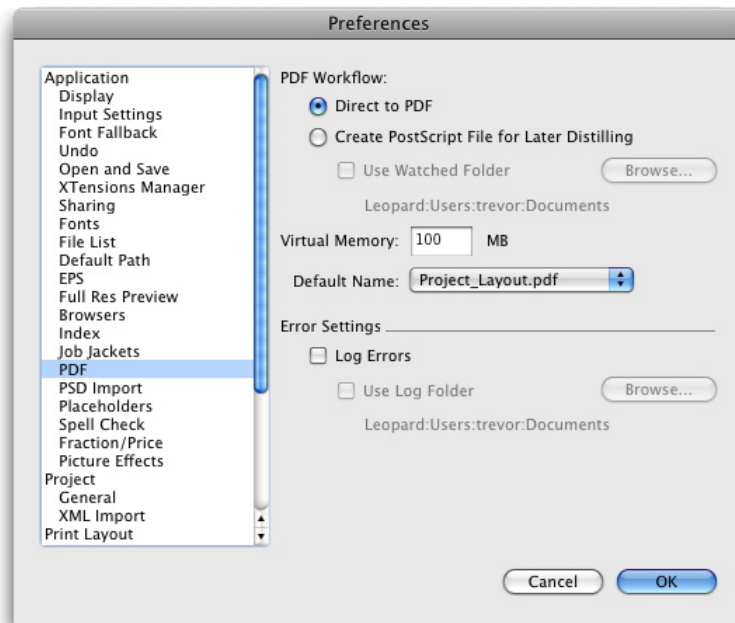
➔ Each PDF style is designed for different output requirements.

# Changing the PDF workflow

Before using one of the PDF styles from the downloaded package, you must change the PDF workflow in QuarkXPress so that you are directly exporting PDF files rather than creating PostScript files for later distillation.

To change your settings to create a PDF file, follow these steps:

- 1 Choose **QuarkXPress/Edit > Preferences**. The **Preferences** dialog box displays.
- 2 Select **PDF** in the list on the left.
- 3 In the **PDF Workflow** area, click **Direct to PDF**.



**Preferences** dialog box

- 4 Click **OK**.

# Installing PDF styles

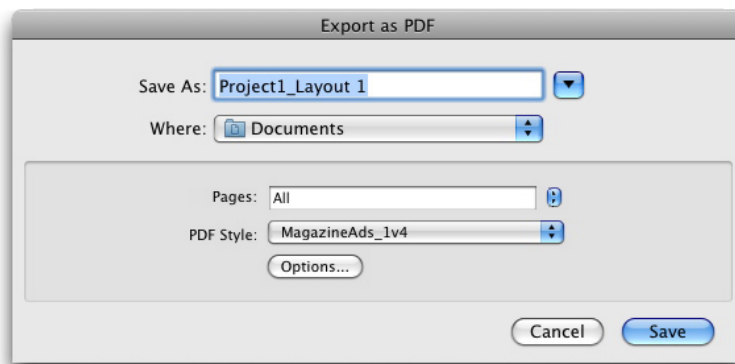
To install a PDF style, follow these steps:

- 1 Choose **Edit > Output Styles**.
- 2 Click **Import**. The **Import Print Styles** dialog box displays.
- 3 Navigate to the file named "MagazineAds\_1v4," then click **Open**.
- 4 Click **Save**.

# Creating a PDF file

To create a PDF file with a PDF style, follow these steps:

- 1 With a project open, choose **File > Export > Layout as PDF**. The **Export as PDF** dialog box displays.
  - 2 From the **PDF Style** drop-down menu, choose "**MagazineAds\_1v4**."
  - 3 Navigate to where you want to save the file, then click **Save**.
- ➔ The **Options** button provides access to settings that modify your PDF style. For more information, see "[Understanding the PDF style settings](#)."



**Export as PDF** dialog box

# Understanding the PDF style settings

To view the settings for a PDF style, choose **File > Export > Layout as PDF**, select the PDF style, and then click **Options**. The **PDF Export Options** for your layout displays. The following topics describe the settings for this PDF style.

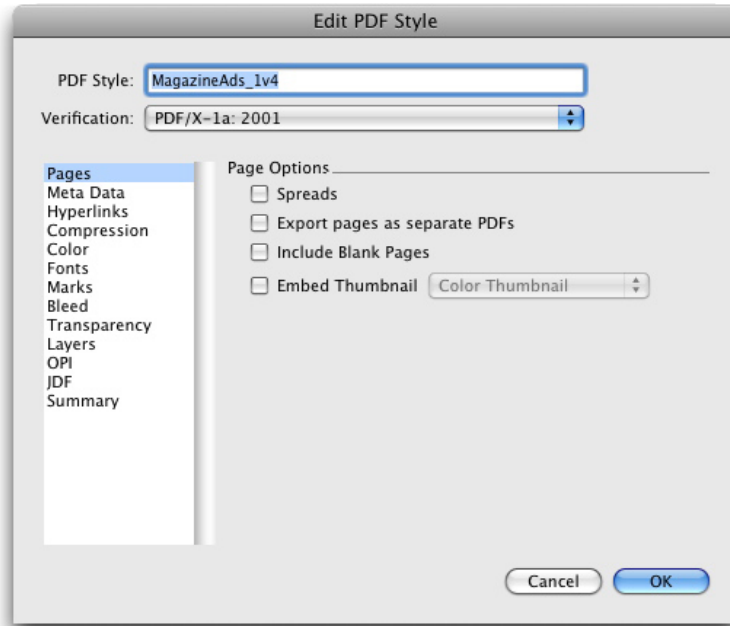
### Verification drop-down menu

QuarkXPress includes a PDF verification feature that ensures that an exported PDF complies with the PDF/X-1a or PDF/X-3 specifications. This output style is set up to carry out PDF/X-1a verification at output.

### Pages settings

This PDF style does not require spreads, exported pages as PDFs, blank pages, or embedded thumbnails.

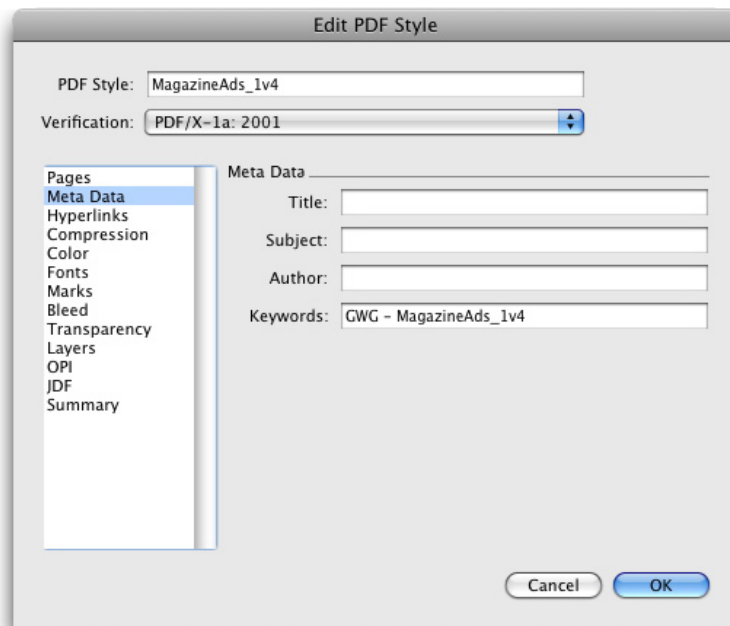




Page options in the **PDF Export Options** dialog box

### Meta Data settings

The PDF style includes default metadata, but you can change this metadata as required.

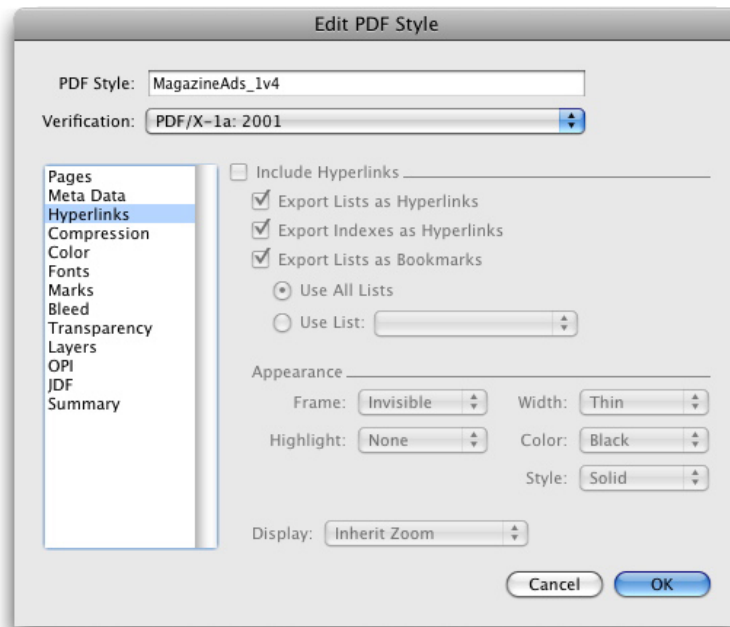


Metadata options in the **PDF Export Options** dialog box

## UNDERSTANDING THE PDF STYLE SETTINGS

### Hyperlinks settings

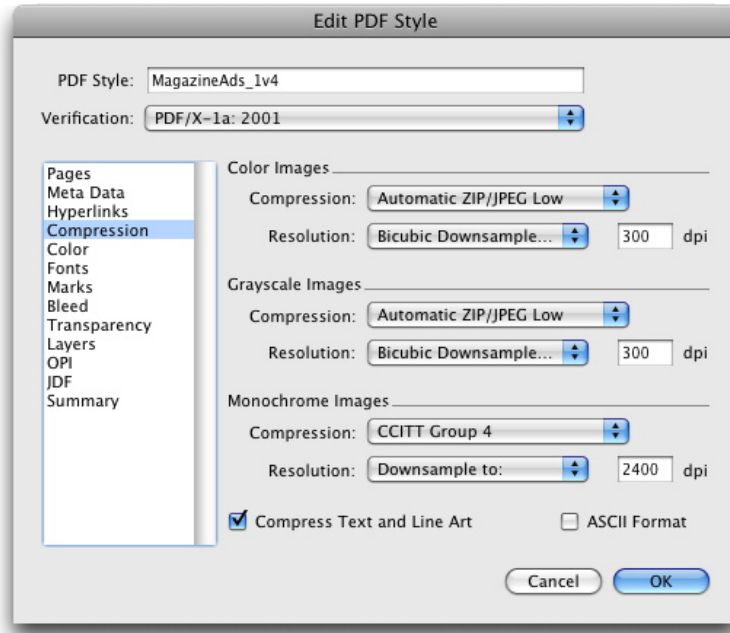
Hyperlinks are not necessary in this PDF style.



Options for Hyperlinks in the **PDF Export Options** dialog box

### Compression settings

This output style includes compression settings that comply with the relevant GWG specification.

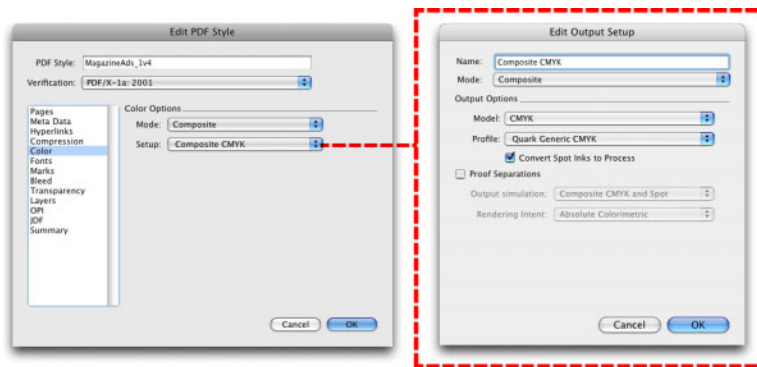


Compression options in the **PDF Export Options** dialog box

**Color settings**

The color output setup is set to **Composite CMYK** by default. This PDF style references a generic ICC color profile that is created when you install QuarkXPress.

For the best possible results, however, you must customize these output settings to use an ICC profile that is specific to your particular output device or workflow. Consult with your printer about the appropriate profile to use.

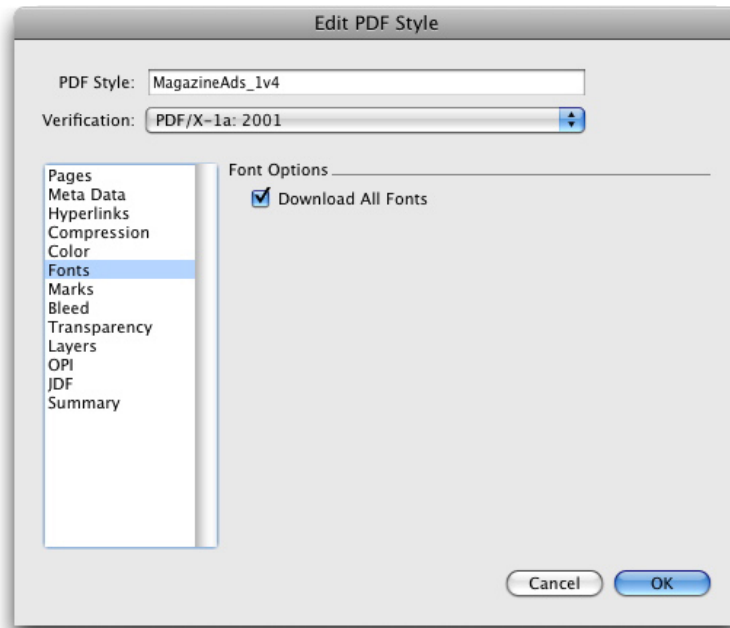


Color options and **Edit Output** dialog boxes

**Font settings**

All fonts are used in this PDF style.

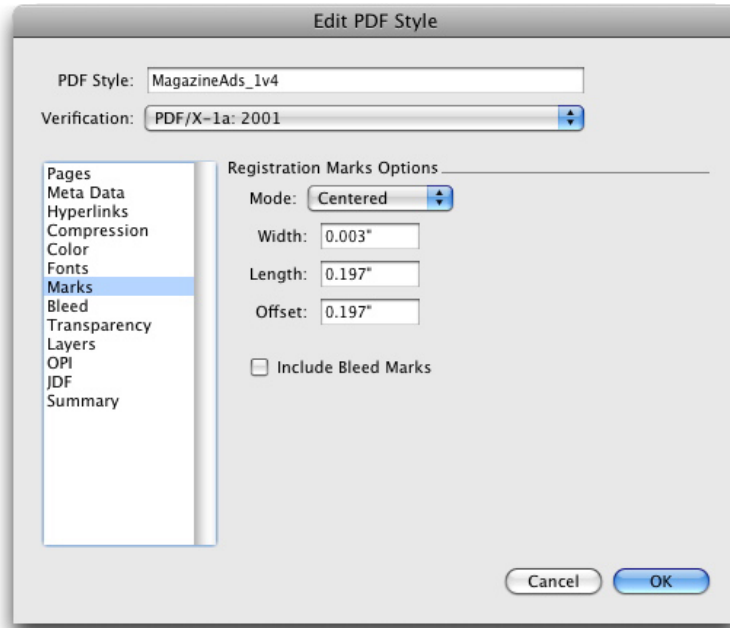
## UNDERSTANDING THE PDF STYLE SETTINGS



Options for downloading fonts

### Marks settings

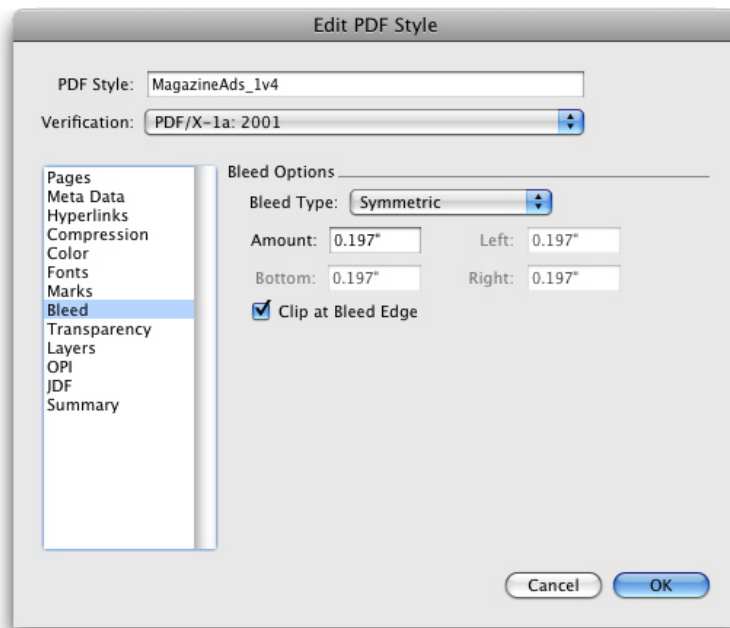
In QuarkXPress 7, the length of registration marks was always 8.467 mm, regardless of the value entered in the **Length** field in this section. The GWG specifies that the registration mark length be set to 5 mm. Different values can lead to an inconsistency between the sizes of the media box and the crop box in QuarkXPress 7. To resolve this issue, QuarkXPress 7 users must download the free RegMarks XT XTensions module from <http://labs.quark.com>. This issue does not impact QuarkXPress 8.



Settings for registration marks

### Bleed settings

The bleed settings for this PDF style match the bleed settings specified by the GWG.

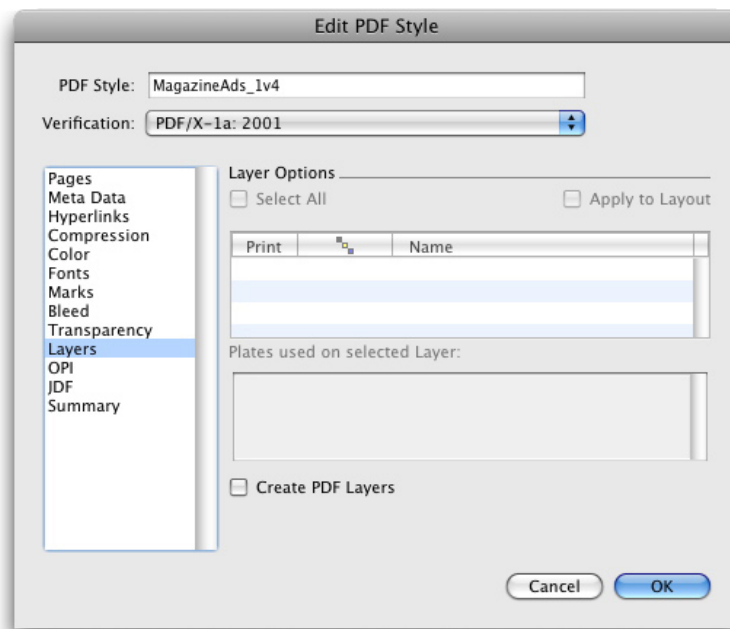


Bleed options in the **PDF Export Options** dialog box

## UNDERSTANDING THE PDF STYLE SETTINGS

### Layers settings

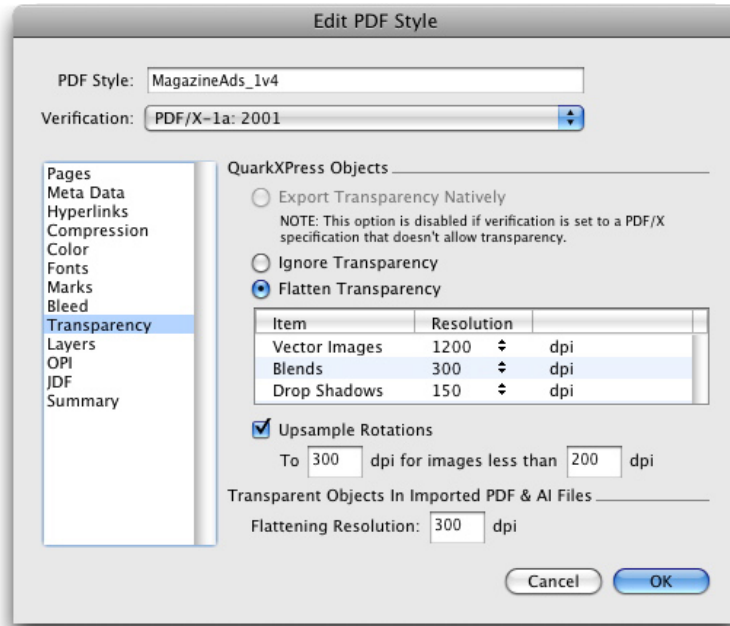
To include specific layers in the PDF, select the layers in this pane.



Options for layers in the **PDF Export Options** dialog box

### Transparency settings

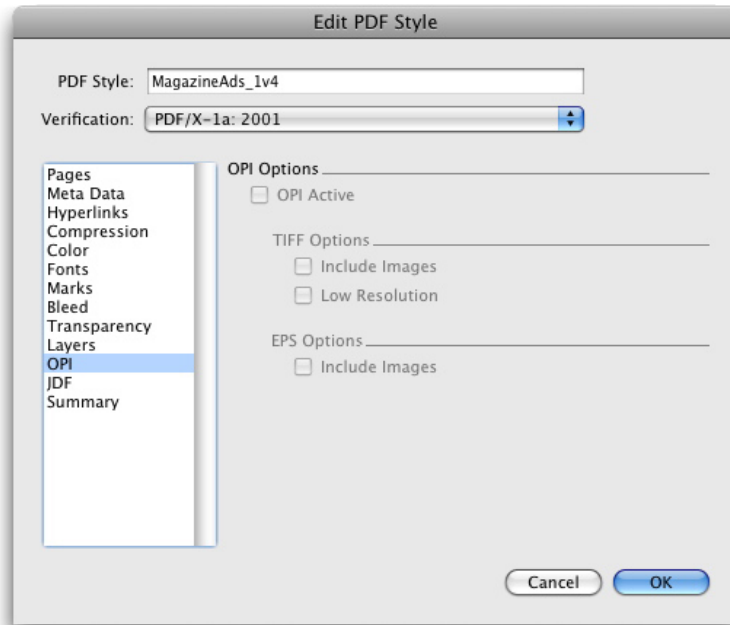
PostScript does not support semi-opaque objects, so QuarkXPress flattens layouts that use transparency before creating a PostScript file. Transparency settings let you control the resolution at which different types of objects involved in transparency relationships within the layout are rasterized. The suggested setting for vector objects is half of the device resolution, which in this case is 1200 dpi. The suggested setting for blends is a resolution comparable to those for continuous-tone images, which in this case is 300 dpi. The suggested setting for drop shadows is the minimum resolution allowed by the specification, which in this case is 150 dpi. These settings produce sufficient desirable output without impacting performance or file size. However, the suggested settings are merely guidelines and might require adjustment to accommodate specific workflows, especially for vector images.



Transparency options in the **PDF Export Options** dialog box

### OPI settings

This PDF style does not use OPI.

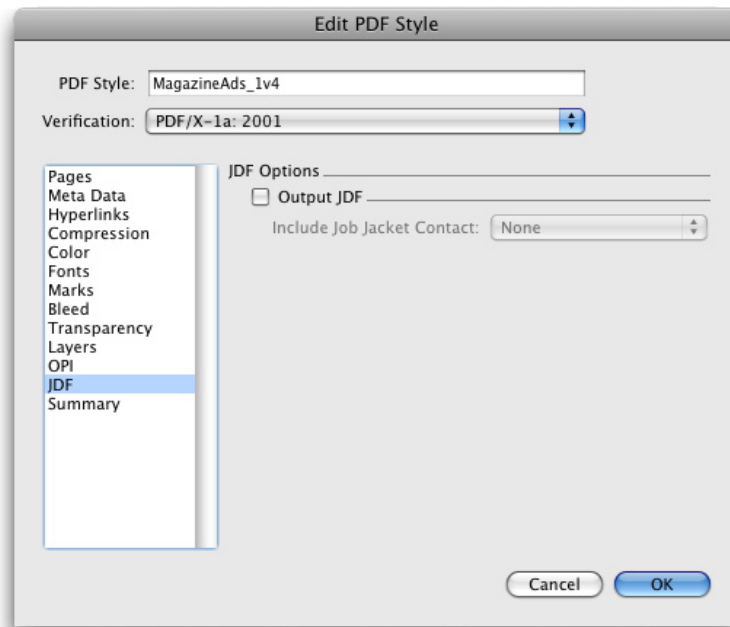


OPI options in the **PDF Export Options** dialog box

## UNDERSTANDING THE PDF STYLE SETTINGS

### JDF settings

The Output JDF feature works in conjunction with the Job Jackets® feature of QuarkXPress. This PDF style does not use the Output JDF feature.



JDF options in the **PDF Export Options** dialog box