

# SANTA FE NEW MEXICAN commercial printing

*New Mexico's largest commercial printing operation*

## PROCEDURE FOR CREATING PDFS & POSTING THEM ON THE SFNM FTP SITE

### REQUIRED SOFTWARE

Page layout program (such as **Adobe InDesign** or **QuarkXpress**)  
**Acrobat Distiller** to make PDFs  
FTP software (such as **Fetch** or **Transmit**)

Each page of your publication must be a single PDF. Name each PDF according to the following format:

**XXXXYYYYMMDDZ001.pdf**

**XXXX** represents your unique 4-letter identifier

**YYYY** is the year of publication

**MM** is the month of publication

**DD** is the day of publication

**Z** is the section number (more on this below \*)

**001** is the page number. It must be 3 digits long. For example: if your publication has 32 pages, the last 3 characters of your file names will be 001 through 032.

\* Z is the default section number if your publication only has one section, which is the most common configuration. Some publications have multiple sections. (A, B, C, D, for example).

*See your SFNM Color Guidelines PDF for instructions on making PDFs compatible with SFNM systems*

### HOW TO MAKE SFNM COMPATIBLE PDFS WITH QUARKXPRESS

Most importantly, do not simply export pages from Quark as PDF files; please be sure to go through the post-scripting stages described below.

1. Output each page of your publication as a postscript (.ps) or embedded postscript (.eps) file, and name that file according to the file-naming convention described above.
2. To set up your Acrobat Distiller: open Distiller, go to settings/Add Adobe PDF Settings, then search for SFNM.joboptions (this file has been supplied with this packet).
3. Put each of your postscript files into Distiller to create individual PDFs of each page.

### FTP

To post PDFs on the SFNM ftp site (ftp.nmcommercial.net), you will need some sort of FTP software such as Fetch or Transmit. You can access it using the login and password provided to you by Prepress. If you do not have FTP software, you may click on the link below to upload via any web browser:

<http://upload.nmcommercial.net:8001>

Always let the Prepress Department know that you have posted files, and call us any time if you experience any problems (505-428-7631).

Dan Gomez, Prepress Manager