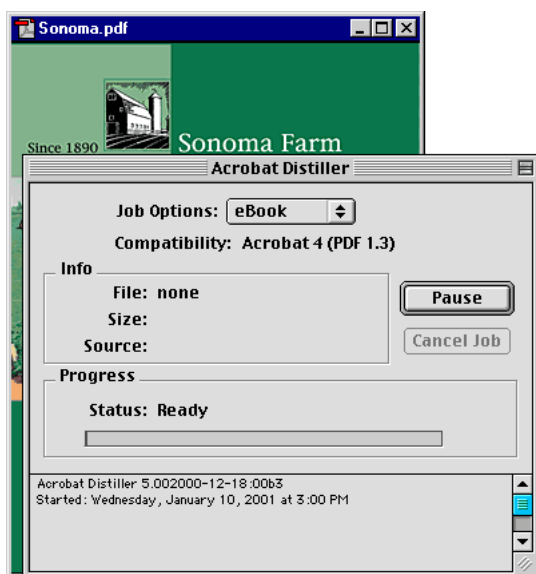


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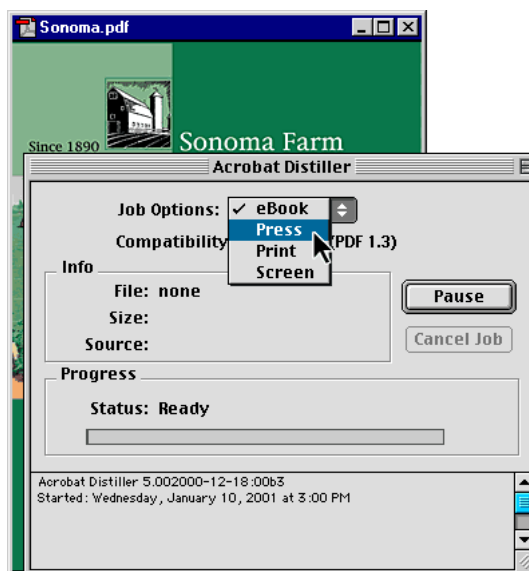
# Fine-tune your PDF files for Web and print

Adobe® Acrobat® Distiller® lets you optimize your PDF files for specific uses, including Web distribution, network printing and CD publication, and professional quality printed output. We'll show you how to optimize your file for high-quality printing, but you can use the same process for to optimize for digital printing and Web projects.



## Step 1. Select the end use for the PDF.

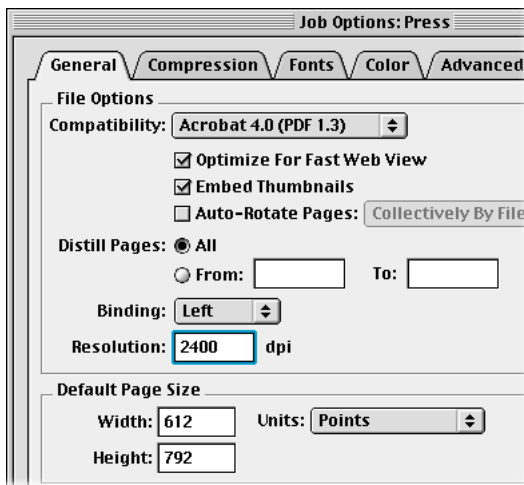
Open Acrobat Distiller and select Press from the Job Options menu. Each of the job options includes default settings that automatically create the ideal type of PDF for the medium you choose.



### Step 2. Open the Job Options dialog box.

From the Settings menu, choose Job Options. The default settings are designed for top-end output devices. For example, 2400 dpi is the default output resolution. This resolution is used in commercial typesetting systems, and is far beyond the range of laser printers.

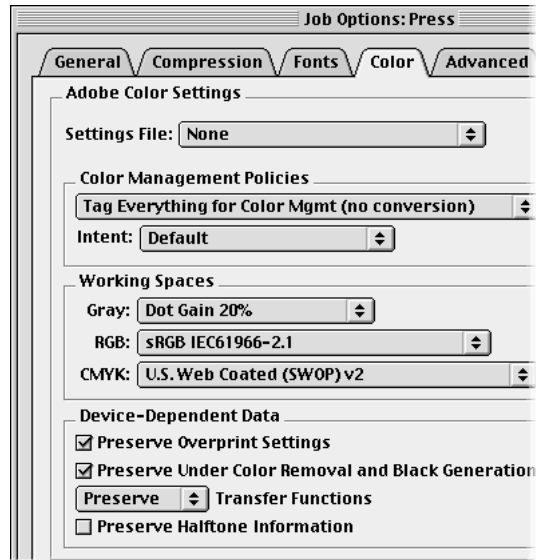
For comparison, the Screen option creates the smallest possible files and retains the best features for online viewing. Between those two extremes lies the Print setting, which assumes that high-quality digital printing is the ultimate output.



### Step 3. Set color management profiles.

Click the Color tab, and choose Tag Everything for Color Management from the color Management Policies from the color Management Policies pop-up menu.

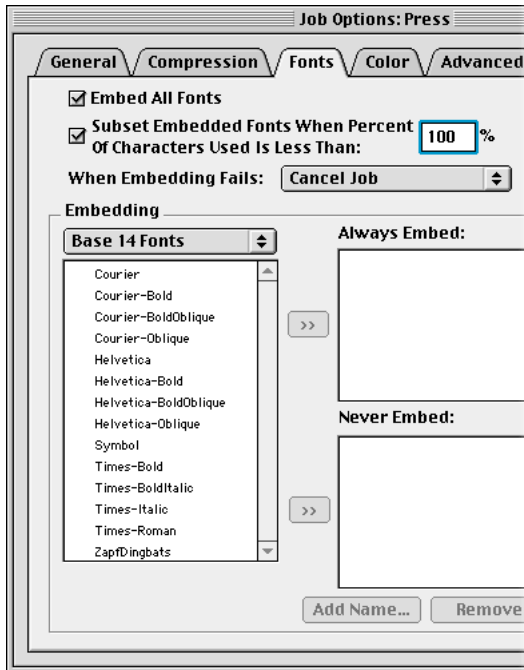
In the Working Spaces area, you can accept or deselect default values for Gray, CMYK, and RGB profiles. You can experiment with these settings and save your favorites to use in future files.



### Step 4. Embed the fonts.

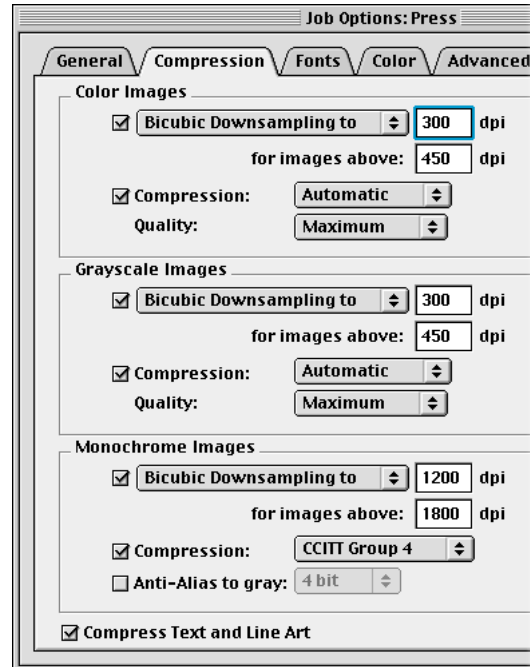
Click the Fonts tab, and review the list of fonts included in the document. Then select Embed All Fonts and Subset All Embedded Fonts Below 100%. These selections ensure that viewers will see the fonts you used in the PDF file, not substituted fonts.

Base 14 fonts are never embedded. These are standard system fonts, so there is no danger of substitution.



### Step 5. Explore the Compression settings.

When you click the Compression tab, notice that Bicubic Downsampling is checked for all image types. The default Press resolutions—300 dpi for Color and Grayscale, 1200 dpi for Monochrome—are designed for high-quality printing, not small file size.



### Step 6. Save the settings for future jobs.

When you have explored all the job options, click the Save As button. Select the location and enter a name for your custom settings. The next time you open Acrobat Distiller, your settings will appear in the Job Options menu.

