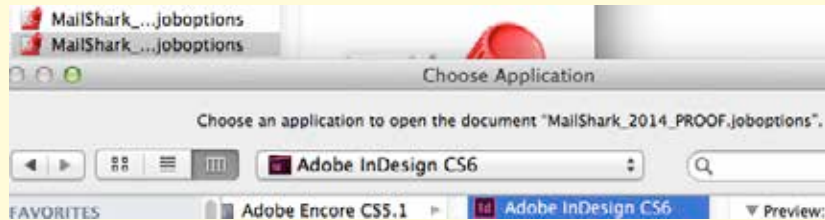


Mail Shark PDF Creation for CS3+

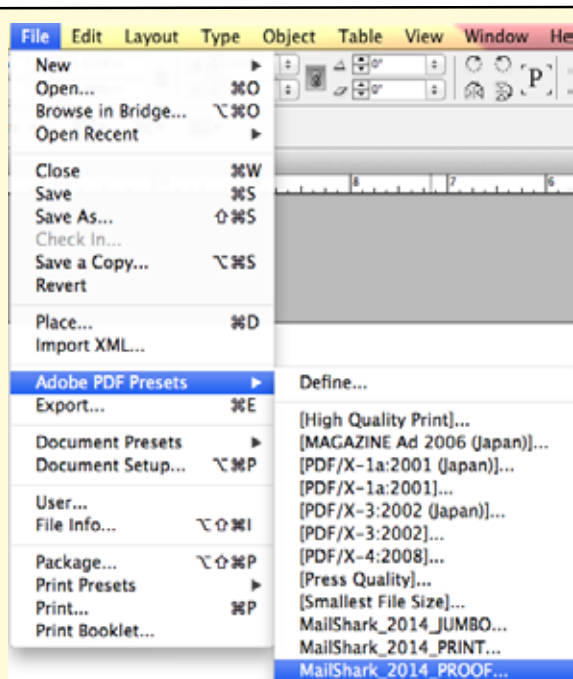
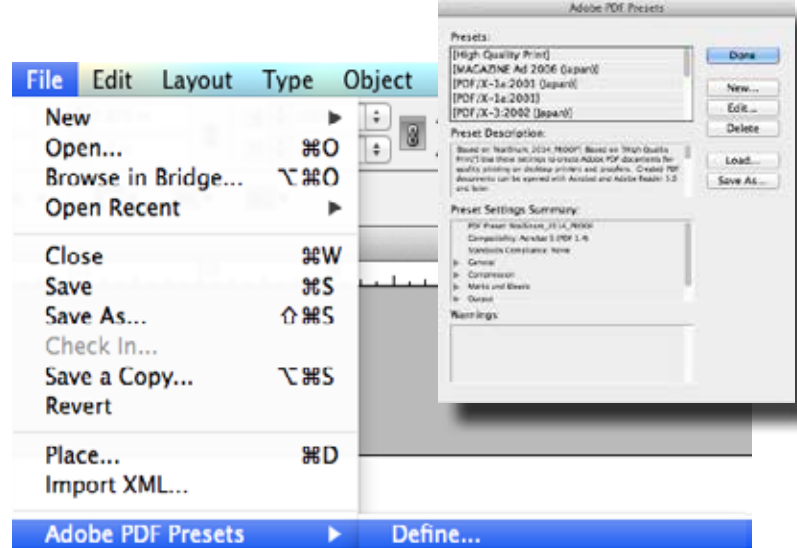
Prior to preparing a PDF for printing with the Mail Shark, the PROJECT DOCUMENT must be prepared with the following specifications:

- 1) Document must be assembled with 300 DPI images and backgrounds converted to CMYK
- 2) Document must be assembled with a .125" margin for text and a .125" bleed, where all backgrounds that are touching the cut line extend past that cut line and into the bleed area.



- 3) Verification that the template has been adhered to in regards to coupon or fold placement, scratch-off square size and placement, etc. "Job Option" files have been included in this folder. To install them, some newer versions of InDesign support double clicking on the Job Option files, or forcing an "Open With -> InDesign" by Command+Clicking or Right-Clicking on the file and selecting "Open With".

4) Other versions of InDesign require you to install from within the program. Inside the InDesign program, go to "File > Adobe PDF Presets > Define". Once the Adobe PDF Presets dialogue box appears, click the button that says "Load...". A window titled "Load PDF Export Presets" appears with access to your computers hard drive. Go to the area where you saved our downloaded templates to find the Job Option files. Simply select and click "Open". Once imported, click "Done" in the Adobe PDF Presets dialogue box.



- 5) To export a PDF using these new preset settings, go to "File > Adobe PDF Presets". Once hovered over, you will see that your list of presets has updated with the loaded Mail Shark presets. Choose the one that you need. (Note: The proof preset purpose is for easy viewing for the client; the print preset purpose is final settings needed for printing with The Mail Shark).

Questions about these instructions:
Jordan@themailshark.com

Questions about where to send your PDF:

Contact your account specialist
or try Art@themailshark.com
or Jordan@themailshark.com

1-888-45-SHARK
www.TheMailShark.com

