



## FTP preflight folders

All PDFs supplied to Horton Media Ltd are preflighted and cleaned up by our preflight software to ensure reliable performance when printed. The software used is able to automatically preflight all pdfs supplied thru the FTP folders as they arrive.

We can configure folders for different tasks and set differing levels of quality for rejection or acceptance based on a customer's publication.

## "In" folder or "Preflight in" folder

In the customer's ftp folder will be an "in" or "preflight in" folder. This is the folder that the pdf pages for the publication are to be loaded into. The preflight software when idle scans these folders every 20 seconds looking for new files to check. Once it finds a pdf, it loads it and checks it against a list of variables that we set and decides if the pdf passes at the set standard.

## Original folders

We prefer to have two original folders. The original folder within the ftp site will have a log file created for each pdf tested, whether it passed or not. This log file lists all warnings and features found while testing.

The actual pdf that was supplied is put into the customer's folder called original on our Prepress server. These are then referred to as needed.

## Prepress server - customer's folder

If the original pdf passes its preflight a new and improved pdf is created in the customer's prepress folder to use for the imposition and printing of the publication.

This created PDF has been made to a set standard with all fonts converted to vector art, all spot or RGB colours have been converted correctly for our press, transparency has been removed, weird and special code from different applications have been removed and our imposition software and RIPs now has a friendly pdf to interpret.

## Error folder

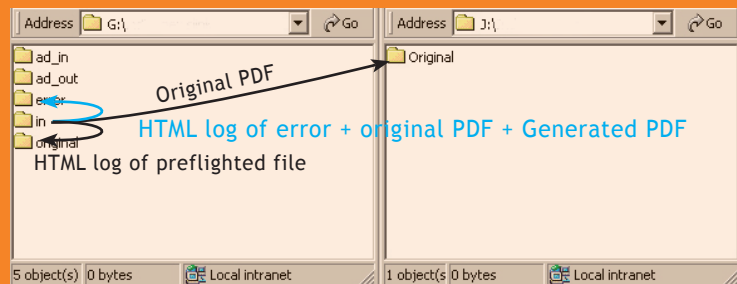
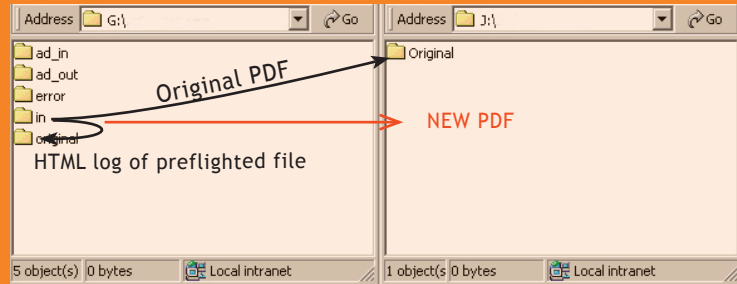
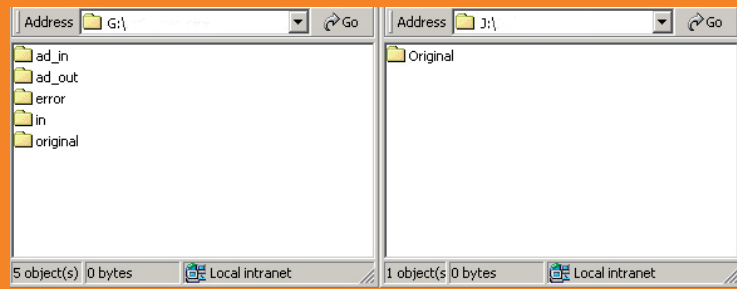
This is where this software is at its most efficient for you - When a PDF fails to meet the required specifications the software will place a copy of the tested pdf in the error folder and then create up to two more files.

The first new file is the log file of what has been found within the pdf. If you are trying to find an error you only need to refer to the lines in RED that say "error" at the beginning. This line describes the reason that the pdf failure.

If the original pdf was corrupt and unable to be opened this will be the only extra file.

In all other cases there will be another pdf created with generated added to the original's name. This pdf is generated at 72 dpi to allow quicker upload by yourself.

The generated pdf will have the error items displayed on the page, e.g. If the log file says that the error is on page three and is a low resolution image and an indexed colour image, when you open the page three of the generated pdf you will see the two error images or the one image if it failed for both reasons.



## Customer variables preflighted

**Bitmap resolution:** all bitmap images should be 450dpi or over, the standard preflight profile errors at 300 dpi while the lower quality is set to 100dpi

**Gray scale & Colour:** The minimum standard setting is 150dpi for good quality, The minimum standard is set at 80 dpi.

**Everything passes:** This is a profile which allows any resolution to pass as there are pdf files that are OK for printing even with very low resolution images. This could be due to urgency for the paper, drop shadows that have been produced at low resolutions or supplied ads which can not be improved. The record is a 14 dpi full page ad, however remember this is not a competition.

**RGB:** We can fail for RGB or have the software automatically convert any RGB to CMYK using our press profile.

**LAB:** Everything passes is the only profile which allows LAB colour to pass, L\*A\*B is converted to gray scale.

**Fonts missing:** If the font is missing from the pdf and we do not have a substitution font set, we cannot use the PDF. We can set a font with a different name to be substituted, this can be dangerous and is a last resort to get out a publication.

**Excessive INK:** Any ink levels above the acceptable TAC is reduced, This does not repair an image but limits the amount of ink on the paper which then gives a much cleaner publication.