

1.1 Coordinating with the printer and their requirements

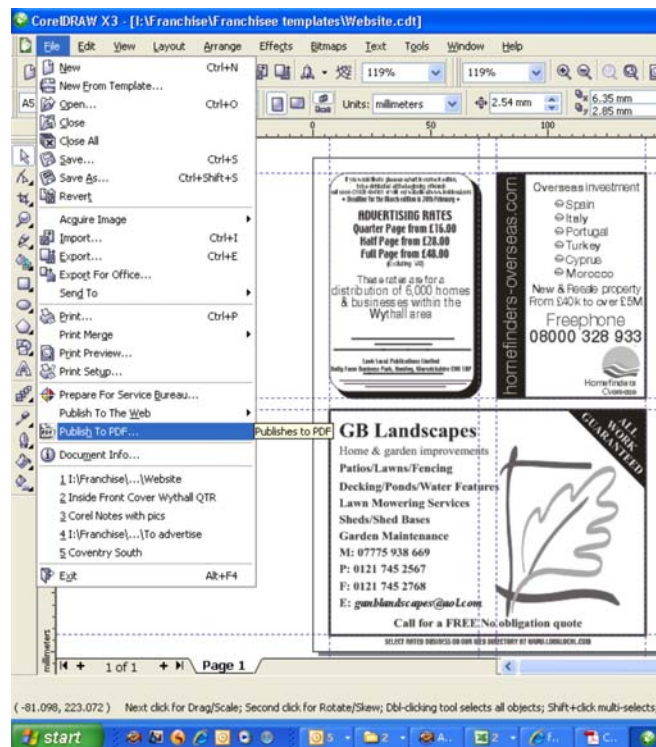
1.1.1 Converting Fonts

You will need to supply the printer with a 'Portable Document File' (PDF) of your artwork. Each of your pages will need to have the fonts 'converted to curves' (if using CorelDraw) in other applications the converting of fonts may be called something else such as outlines. If you don't do this and the printer doesn't have a particular font that you have used then the advert will be printed incorrectly. The printer cannot be held responsible if this happens. If you are using an application other than CorelDraw and you need help converting the fonts please ask and we will help. When you turn a CorelDraw file into a PDF there is a way of making sure that all fonts are converted to curves, as below.

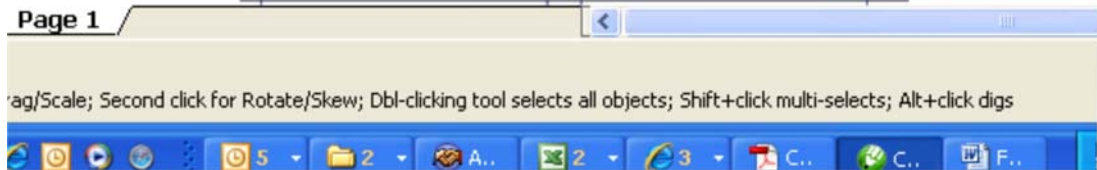
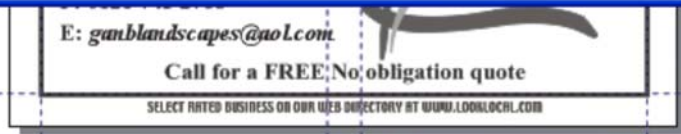
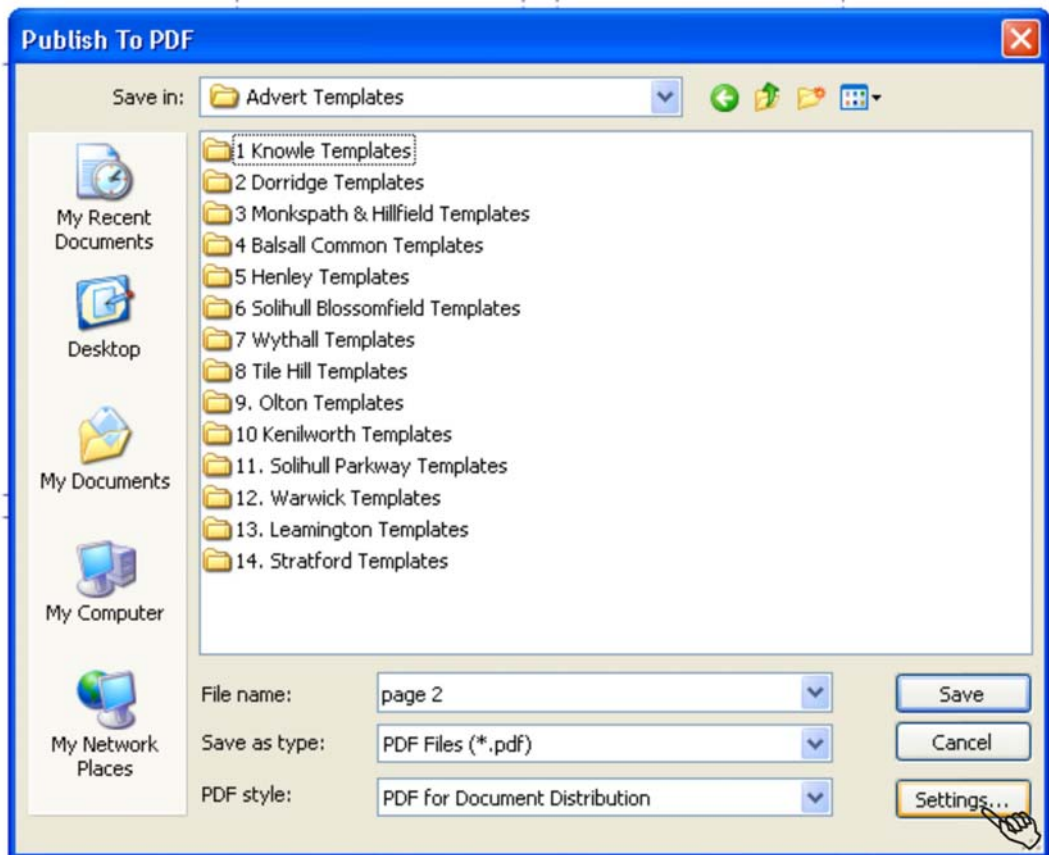
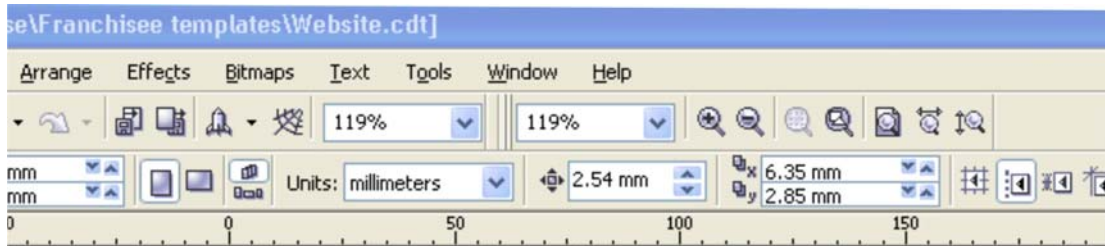
1.1.2 Supplying a PDF when using CorelDraw

Once you have imported the adverts into the template, save the page as a CorelDraw file. With the page still open you now need to 'Publish the File to PDF'. This will prepare the file ready for the printer.

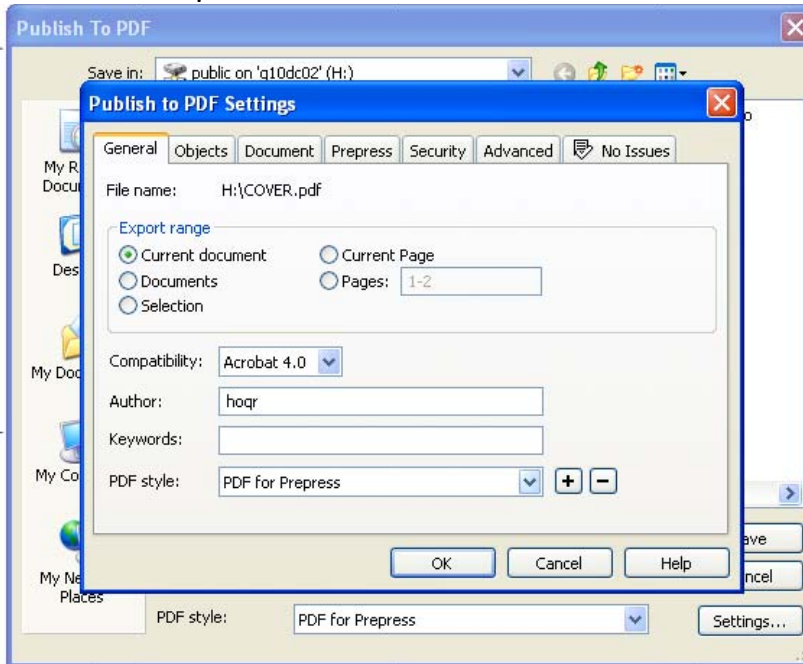
To 'Publish the File to PDF' go to > **FILE > Publish to PDF.**



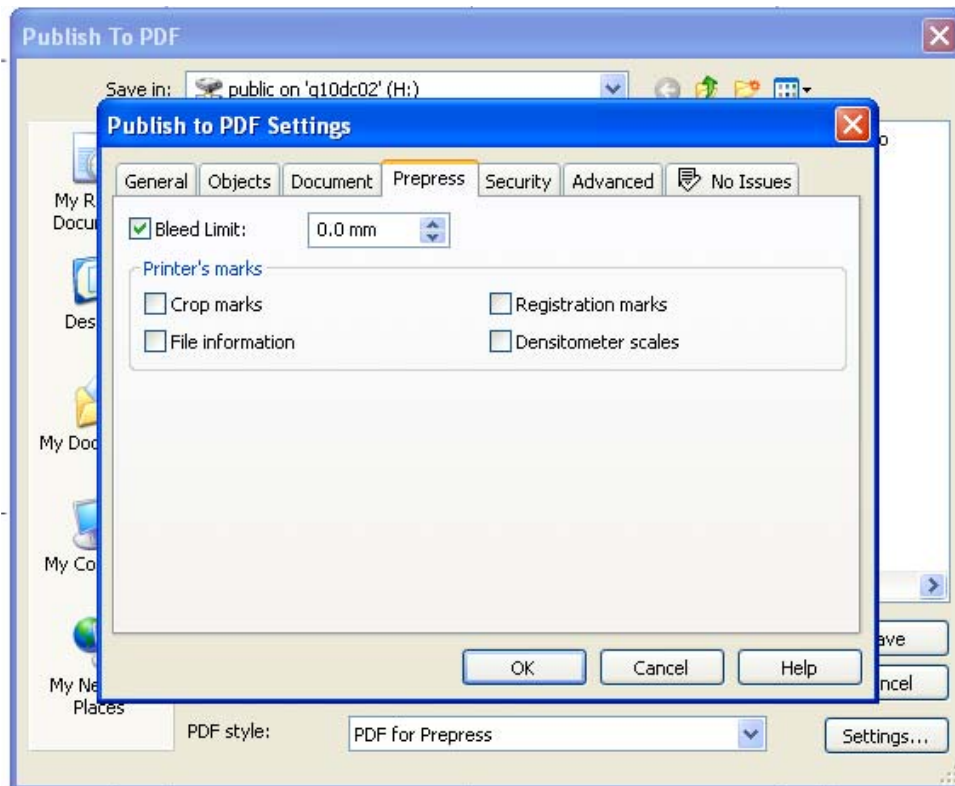
From the window that now appears select the folder in which you wish to save the file in (*Advert Templates in this example*) then click on the **settings** button.



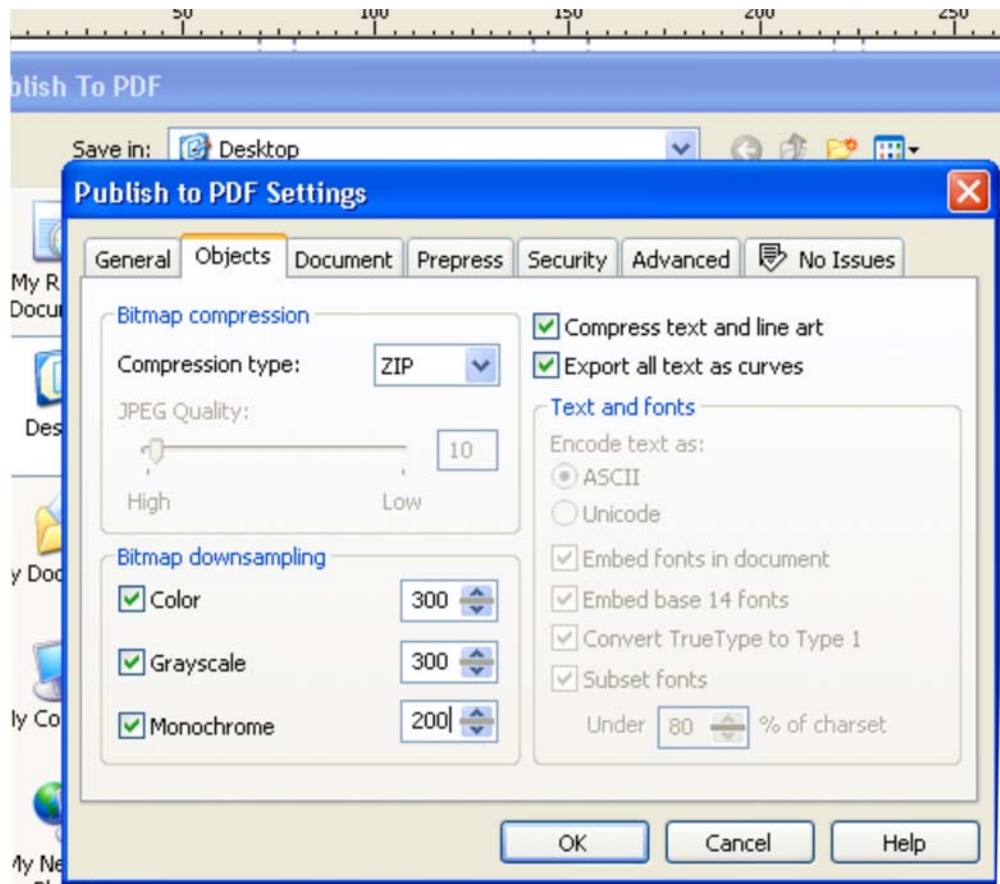
From the next window that appears go to the 'General' tab and select **current document** from the **export range**. Go to 'PDF Style' and from the drop down menu select 'PDF for Prepress'



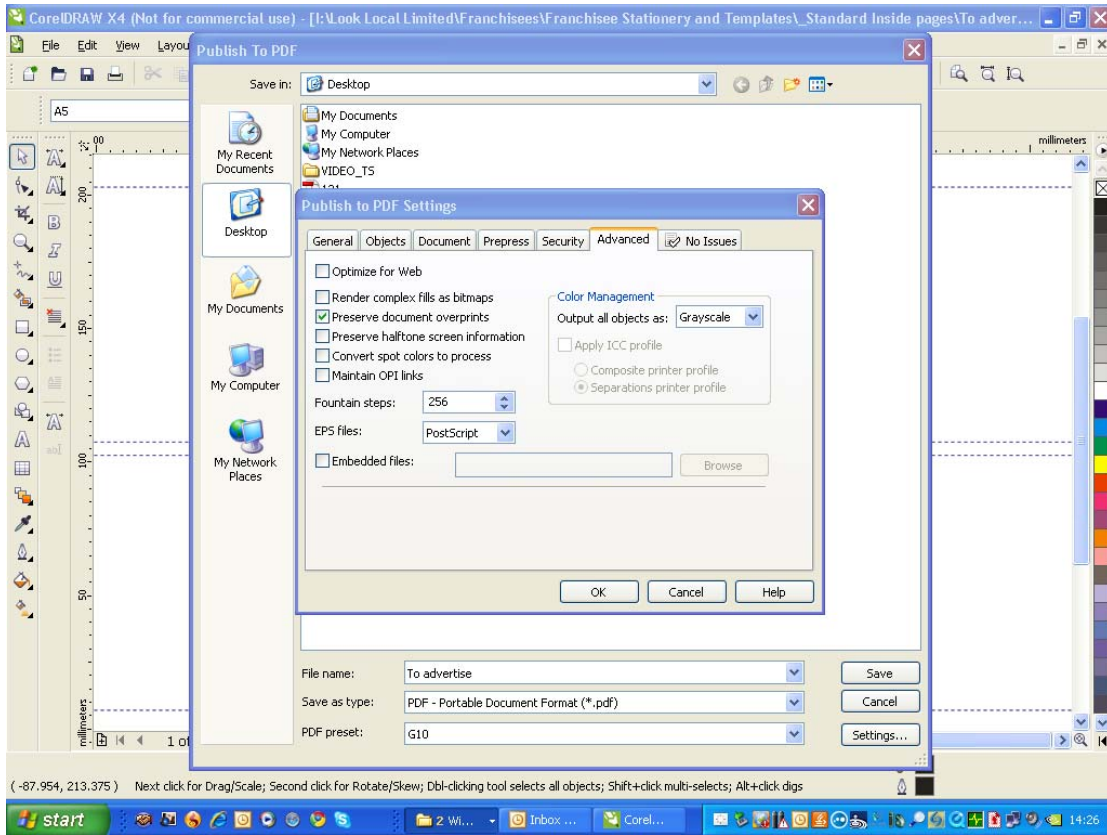
Go to 'Prepress' Tab and change the bleed to 0 mm.



Click the **object** tab and ensure 'Compression Type' is set to ZIP. In bitmap downsampling select: colour 300, grayscale 300 and monochrome 1200. TICK the box **Export all text as curves**. **THIS IS VERY IMPORTANT.**



Go to 'Advanced Tab' and on the 'Output all objects' menu select 'Grayscale'



1.1.3 Saving PDF Settings

Saving the settings will mean that you will not have to do this every time.

Click the **General tab** again and then click the “+” sign towards the bottom right hand corner. This will enable you to save these new settings for future use.

In the small window that opens, once the “+” sign has been clicked, type a name for the settings i.e. Look Local PDF, then click OK. This will save the settings under this heading and they will be available in the pull down menu, adjacent to PDF Style, for future use. Click OK and the PDF will be created and saved where you specified earlier.

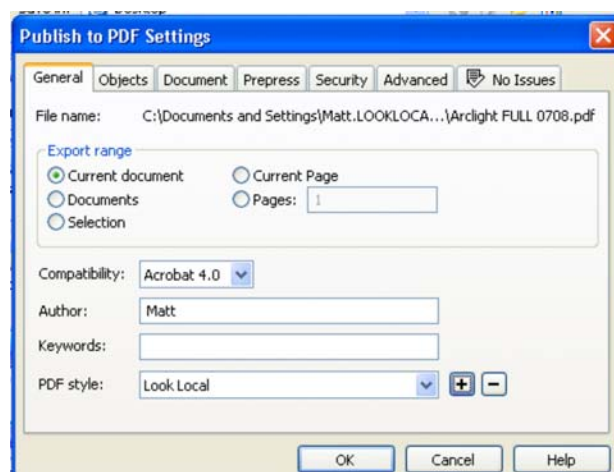
Re-open the PDF and check that everything is OK then close.

1.1.4 Re-using saved PDF settings

To re-use these saved settings they can be accessed from the initial window that pops up when Publish to PDF is selected from Corel Draw. The settings are stored under the drop down menu adjacent to PDF Style in the bottom of this window. Click on the pull down menu and select “Look Local PDF” (or whatever name you called your settings!)

Once the correct settings have been selected, ensure you are saving the file to the correct location, then click Save.

NB: Corel Draw ‘should’ retain the last ‘PDF Style’ settings, used so this process may not be necessary every time.



1.1.5 Uploading your artwork to the printer

The PDF's are now ready to go to the printers; you simply upload the artwork directly onto the printer's website ready for them to print. This site is called a File Transfer Protocol or more commonly know as an FTP Site.

You will need to upload your completed artwork by 5pm on the published print deadline date, to be found in the franchisees' area of the Look Local website.

To upload your finished artwork to the FTP Site you need to follow the link '*Upload Artwork*' on the franchisee area of looklocal.com

You will than be asked for a username: print@amralocal.co.uk you will then be asked for the case sensitive password: uploadprint2010

You are now into the FTP site. You can now copy and paste each of your pages in turn into your relevant folder on the FTP Site.

1.1.6 Confirming your print order

Once this is completed you should send an email to look.local@amra.co.uk confirming that the artwork for you area is now complete, how many Look Locals you require how many pages there are and that the artwork is ready to print.

The printer cannot be held responsible for any of your errors that they print. It is extremely important that you only send the completed artwork when you are happy that everything is ready to go to print. The completed Look Locals will be sent back to you 8 working days after the print deadline.

Details of the cost of printing, artwork deadlines and the dates you will receive the Look Locals back from the printers is available on the franchisee area of our website. Further details can also be obtained from the Look Local Head Office upon request.

Should you face any problems with the ftp address please contact:

Stuart Pickup 02476 500227/07774 965770
Nick Sears 07841 405861
Email look.local@amra.co.uk

Any print related enquiries should in the first instance be directed to the Look Local head office who will be able to deal with your print query.