

How to Create Adobe Portable Document Format (PDF) eBooks



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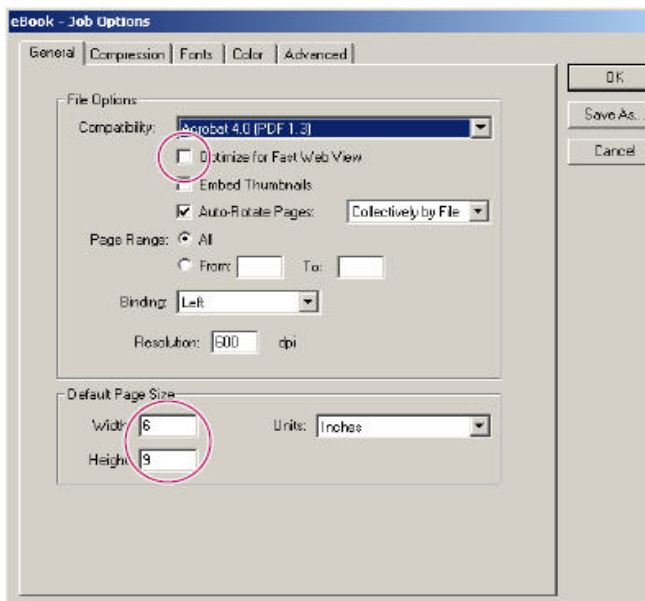
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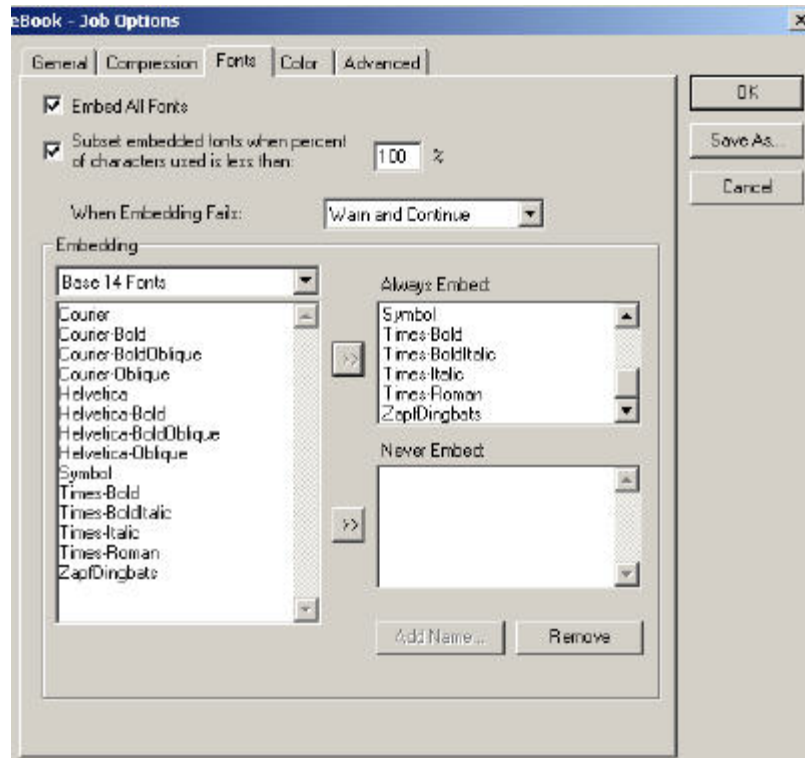
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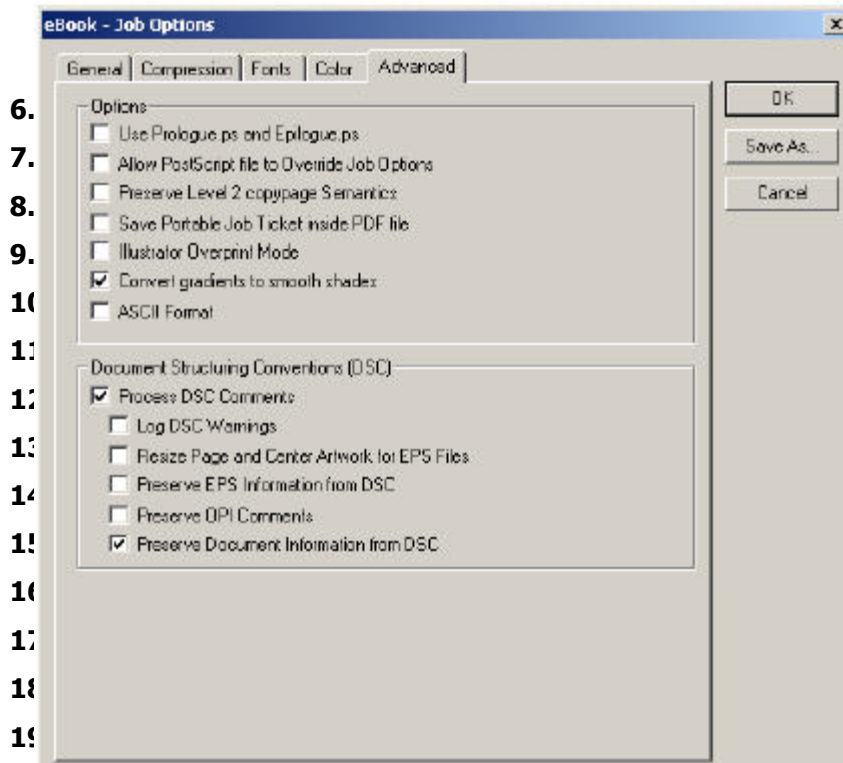
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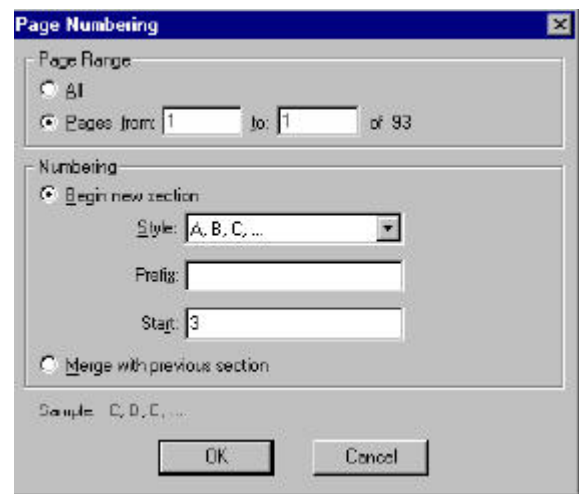
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Customizing Fonts Job Options

The Fonts job options let you choose which fonts are to be embedded in the Adobe PDF document. Embedding fonts ensures substitute fonts aren't used in your document, so that it looks exactly as you intended. Substitute fonts are used when readers don't have the fonts in your document installed on their system. Keep in mind that embedding fonts increases file size.

To save file space, you can embed subsets of fonts or only those characters that are used in the document. It's important to note that some fonts have license restrictions. Fonts with license restrictions are preceded by this symbol () in the Job Options dialog box. When you select a font with license restrictions, the nature of the restriction is described in the explanation area of the dialog box. TrueType fonts can contain settings added by the font's designer that prevent the fonts from being embedded in Adobe PDF files.

Embedding All Fonts

Select the Embed All Fonts option to embed all fonts used in the file.

Subsetting Fonts

To embed only a subset of each font when the percent of characters used is less than a given value, select the Subset Embedded Fonts When Percent of Characters is Less Than option, and specify a percentage. If you select this option and specify 100, Acrobat Distiller embeds a subset of each font that's used in the document, which saves on file space.

Responding When Embedding Fails

Choose from the When Embedding Fails pop-up menu to specify how Acrobat Distiller should respond if it can't find a font to be embedded when creating an Adobe PDF file. Choose Ignore to have Acrobat Distiller substitute the font without warning. Choose Warn and Continue to have Acrobat Distiller warn you before substituting the font. Choose Cancel to have Acrobat Distiller cancel processing of the job.

Embedding Only Certain Fonts

To embed only certain fonts, deselect the Embed All Fonts option, and add the fonts you want embedded to the Always Embed list. (To add a font, select it in the list on the left and click the arrow button next to the Always Embed list.) To make sure certain fonts are never embedded, add those fonts to the Never Embed list. If the font you want isn't in a font folder, click Add Name, enter the name of the font, select Always Embed List or Never Embed List, and click Add. To remove a font from the Always Embed or Never Embed list, select it and click Remove.

For more information on customizing Fonts job options, see Acrobat Online Help.

Customizing Color Job Options

The Color job options let you set color management information for Acrobat Distiller. You can choose to use the color management information in the PostScript file, use a color settings file (CSF) already defined in Acrobat Distiller, or define custom settings. For best results in your Adobe PDF eBook, it's recommended that you convert all colors to sRGB. For more information on customizing Color job options, see Acrobat Online Help.

Customizing Advanced Job Options

By setting Advanced job options, you can affect the process of converting a file from PostScript to Adobe PDF. You can also use these options to specify which Document Structuring Conventions (DSC) comments to keep in an Adobe PDF file. In a PostScript file, DSC comments contain information about the file, such as the originating application, creation date, and page orientation. For more information about customizing Advanced job options, see Acrobat Online Help.

Converting Specific File Types to Adobe PDF

If you've created a good document template for your eBook in its source application and have configured Acrobat Distiller job options for eBooks if required, then you're ready to convert your document to Adobe PDF. See the sections that follow for detailed instructions on converting specific file types. To convert other file types to Adobe PDF, use your authoring application's Print command or another preferred method.

After you convert your document to Adobe PDF, it's important that you take final steps to prepare your eBook to be viewed in Adobe Acrobat eBook Reader.

Converting Adobe FrameMaker Documents

When you convert an Adobe FrameMaker® document to Adobe PDF, you can set options to add metadata and generate bookmarks in the Adobe PDF document. Links for the table of contents, cross-references, and index are automatically converted to equivalent links in the Adobe PDF document. To convert Web links, you'll need to create a hypertext marker for each link in the FrameMaker document before performing the conversion. To convert multiple FrameMaker files to a single Adobe PDF eBook, consolidate the files in a FrameMaker book file, so that you can convert the book to Adobe PDF and generate a single Adobe PDF document. Before you perform the conversion, make sure that you update the book's references.

Although FrameMaker provides a Save as PDF command, Adobe recommends that you print your FrameMaker file to the Acrobat Distiller for the most reliable results.

To Create a Hypertext Marker for a Web Link:

- 1) In FrameMaker, open the document that you want to convert to Adobe PDF.

- 2) Select the text for the Web link, and apply a character format to it that differentiates it from the surrounding text.
- 3) Choose Special > Hypertext.
- 4) From the Command menu, choose Go to URL. In the scrolling text box after the phrase "message URL," enter a URL for the link using the syntax indicated in the dialog box. Click New Hypertext Marker.

To Convert a FrameMaker Document to Adobe PDF:

- 1) If you haven't already done so, deselect security options in Acrobat Distiller and configure Acrobat Distiller job options.
- 2) In FrameMaker, open the document or book you want to convert to Adobe PDF.
- 3) Choose File > Print, and then do one of the following:
 - In Windows, click Setup. Select Acrobat Distiller, click OK, and then click Print. To add metadata to your document, click PDF Setup, and then click the Document Info tab. Click Set when done, and then click Print.
 - In MacOS, select Create Adobe PDF from the printer menu. To view the PDF document when it has been created, select Launch Adobe Acrobat in the After PDF Creation pop-up menu. Click Save.

Note:

The Adobe Acrobat application must be installed on your system to use this procedure.

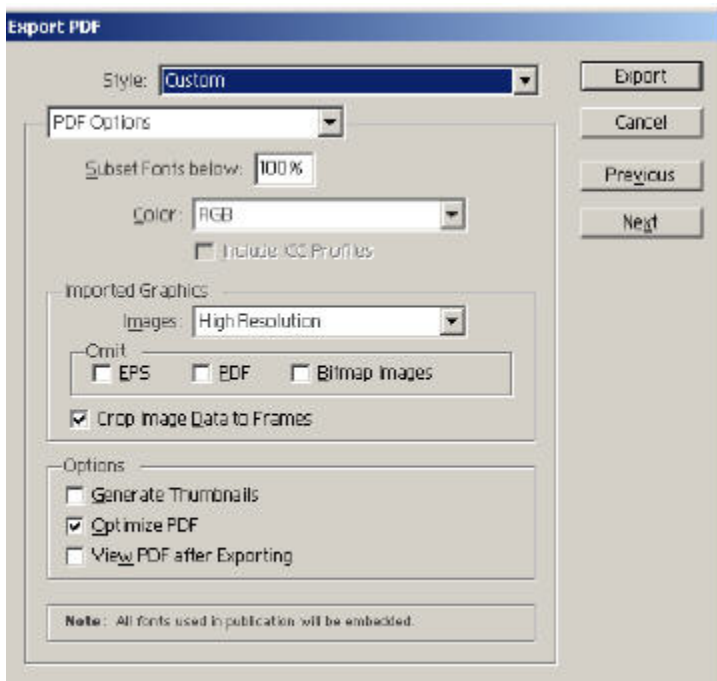
Converting Adobe InDesign Documents

Before converting Adobe InDesign documents to Adobe PDF, you don't need to set Acrobat Distiller job options for eBooks, as required by most other applications. Instead, you customize related job options directly in InDesign when you perform the conversion.

To Convert an Adobe InDesign Document to Adobe PDF:

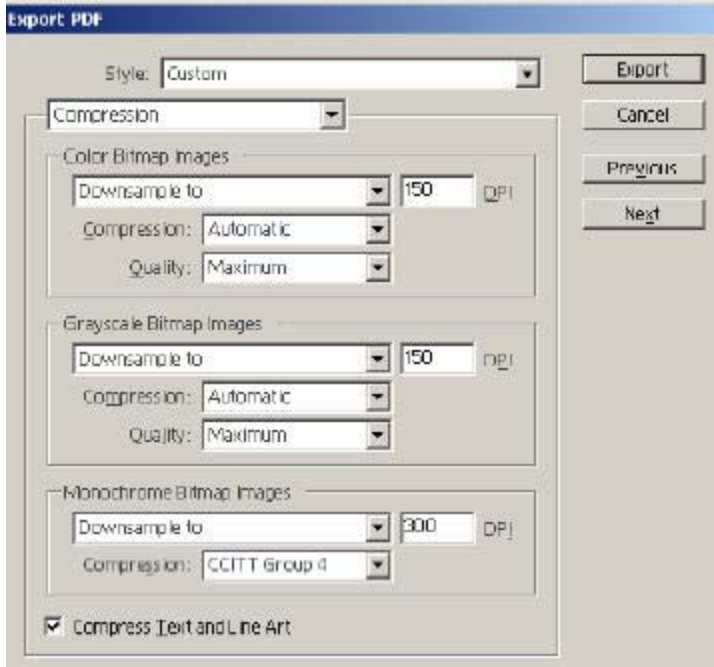
- 1) In Adobe InDesign, open the document you want to convert to Adobe PDF.
- 2) Choose File > Export.
- 3) Choose Adobe PDF as the file type, enter a filename for the Adobe PDF document to be created, choose a file location, and click Save.

- 4) In the Export PDF dialog box, make sure that PDF Options is chosen from the menu directly below the Style menu, and then do the following:
- In the Subset Fonts Below text box, enter **100%**.
 - From the Color menu, choose RGB.
 - Under Imported Graphics, choose High Resolution from the Images menu. Then deselect all options under Omit, and select the Crop Image Data to Frames option.
 - Under Options, select the Optimize PDF option only.



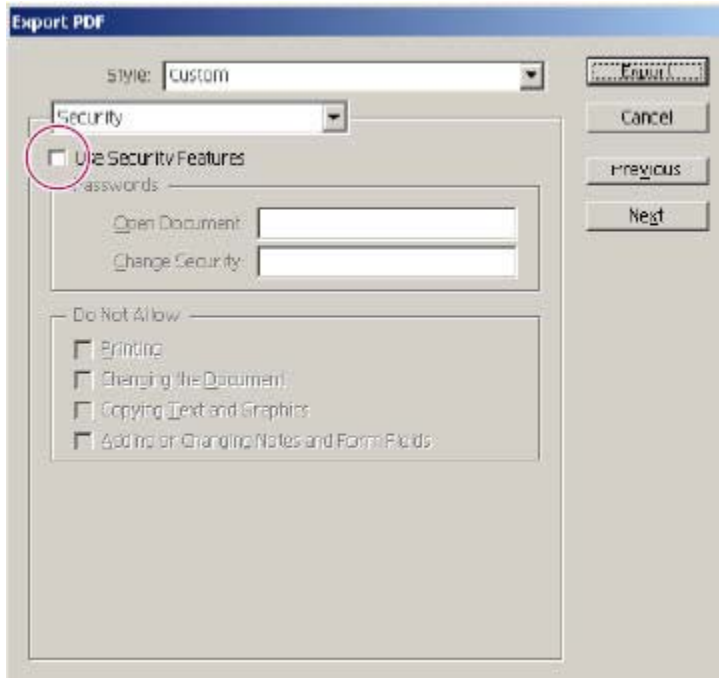
Setting PDF Options in InDesign

- 5) Click Next to view the Compression options, and then do the following:
- Under Color Bitmap Images, set options to downsample images to 150 dpi. Choose Automatic for Compression and Medium for Quality.
 - Under Grayscale Bitmap Images, set options to downsample images to 150 dpi. Choose Automatic for Compression and Medium for Quality. Under Monochrome Bitmap Images, set options to downsample images to 300 dpi. Choose CCITT Group 4 for Compression.
 - Select the Compress Text and Line Art option.



Setting Compression options in InDesign

- 6) Click Next to view the Pages and Page Marks options, and then set options to select the pages to export and define the page information service providers use to work with your exported pages.
- 7) Click Next to view the Security options. If you plan on uploading your eBook to Adobe Content, you should deselect the Use Security Features option. Instead, set security options using Adobe Content Server software only.



Deselecting Use Security Features option in InDesign

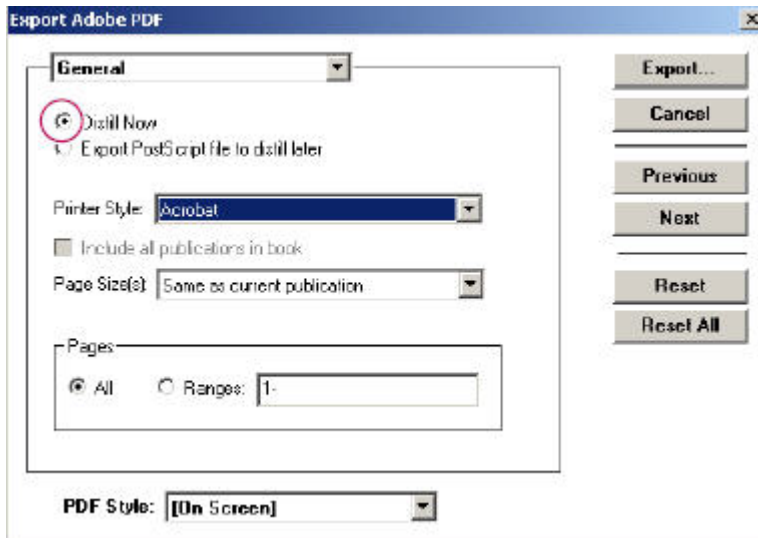
- 8) Click Export.

Converting Adobe PageMaker Plus Documents

When you convert Adobe PageMaker® Plus documents to Adobe PDF, you can specify for PageMaker to use the settings in Acrobat Distiller. Alternatively, you can specify for PageMaker to override these settings with options that you set in PageMaker directly. The procedure in this section uses the former method. For information on using the latter method, see the PageMaker documentation.

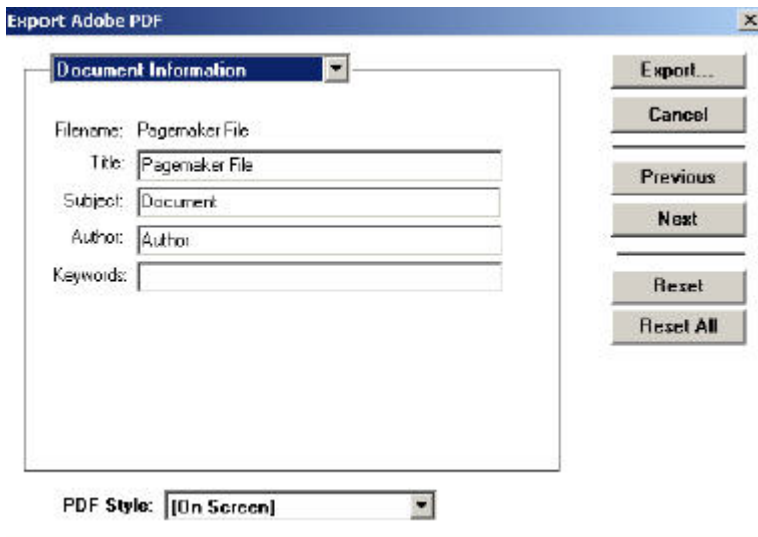
To convert an Adobe PageMaker Plus document to Adobe PDF:

- 1) If you haven't already done so, deselect security options in Acrobat Distiller and configure Acrobat Distiller job options.
- 2) In Adobe PageMaker Plus, open the document you want to convert to Adobe PDF.
- 3) Choose File > Export > Adobe PDF.
- 4) In the Export Adobe PDF dialog box, make sure that General is chosen from the topmost menu. Select the Distill Now option, and choose Acrobat for Printer Style.



Setting General options in PageMaker

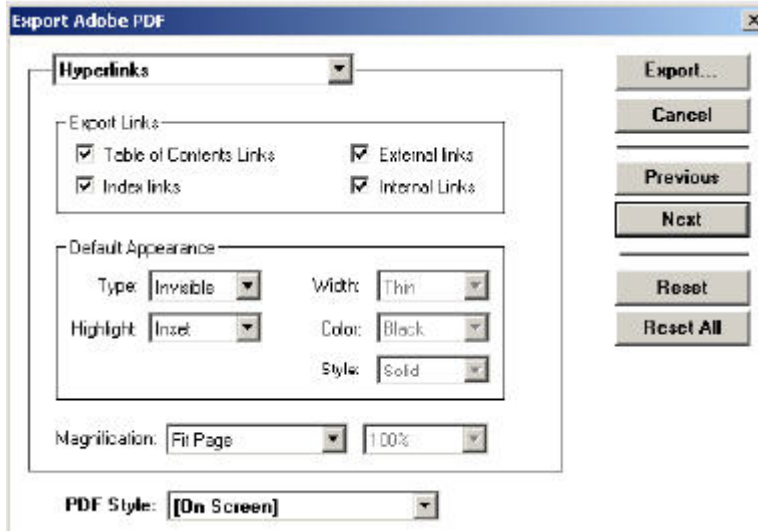
- 5) To add metadata to the Adobe PDF document, choose Document Information from the topmost menu, and enter text for the book's title and author.



Setting Document Information options in PageMaker

- 6) To generate hyperlinks in your Adobe PDF document, choose Hyperlinks from the topmost menu, and select any of the following options under Export Links:
 - Table of Contents Links to add a hypertext link between each entry in the table of contents and the page to which the entry refers.
 - Index Links to add a hypertext link between each index entry and the page to which the entry refers.

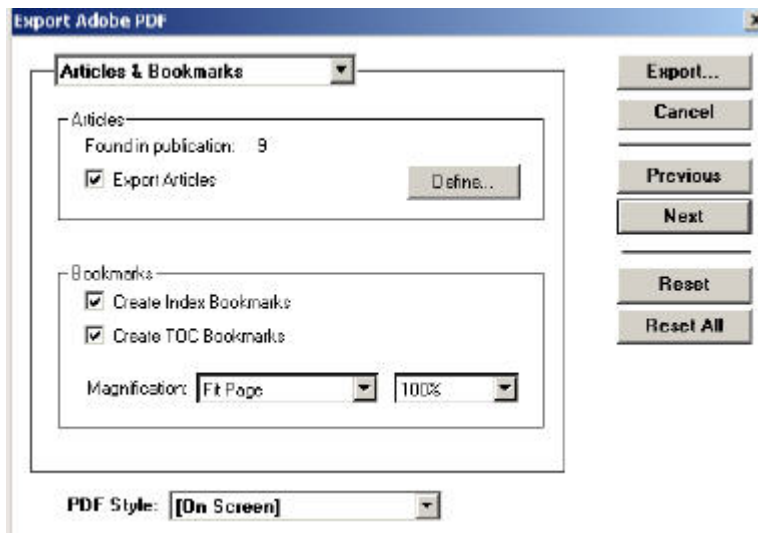
- External Links to include the hyperlinks you specified to external URLs or destinations outside of the current publication.
- Internal Links to include the hyperlinks you specified to anchors within the publication.



Setting Hyperlinks options in PageMaker

7) To add bookmarks to your Adobe PDF document, choose Articles & Bookmarks from the topmost menu, and select any of the following options under Bookmarks:

- Create Index Bookmarks to create a bookmark for each index entry.
- Create TOC Bookmarks to create a bookmark for each entry in the table of contents.



Setting Articles & Bookmarks options in PageMaker

- 8) Choose Miscellaneous from the topmost menu. Deselect the Override Distiller Options option, so that PageMaker uses the Acrobat Distiller settings to perform the conversion.
- 9) Click Export.
- 10) In the Save As dialog box, enter a filename, choose a file location, and click Save.

Converting Microsoft Word for Windows Documents

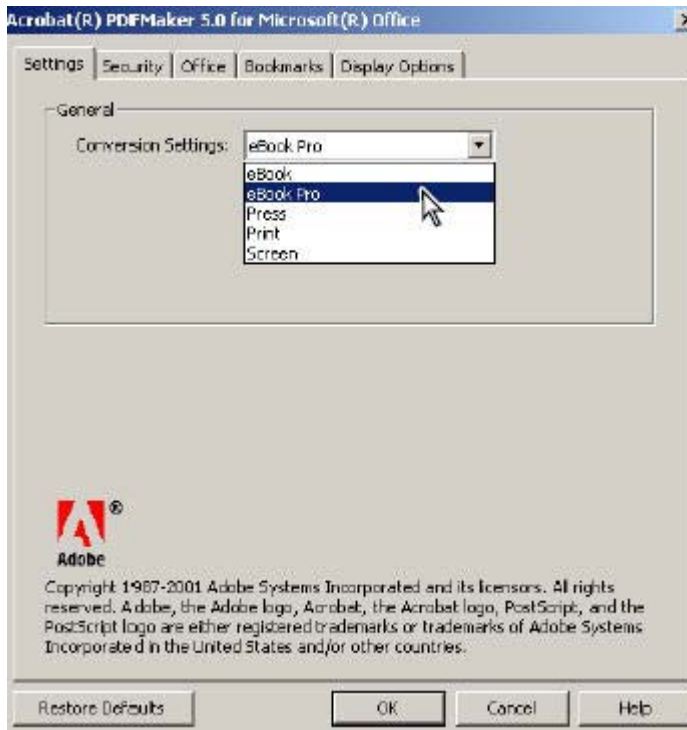
So that you can easily convert Microsoft® Office for Windows documents to Adobe PDF, Adobe created a plug-in called Adobe PDFMaker, which is installed automatically when you install Adobe Acrobat on a system with Microsoft Word installed. With Adobe PDFMaker installed, an Acrobat menu appears on the Microsoft Word menu bar and two Acrobat buttons appear on the toolbar. Adobe PDFMaker allows you to set a variety of job options that determine the appearance and functionality of the Adobe PDF documents that you create.

Note:

When converting to Adobe PDF using Windows NT or Windows XP operating systems, the resulting PDF document will retain the 8 1/2 by 11 inch page size instead of the custom page size. In this case, you can use Acrobat to crop the document to the proper size. To crop multiple documents, see "Batch Processing" in Adobe Acrobat Online Help.

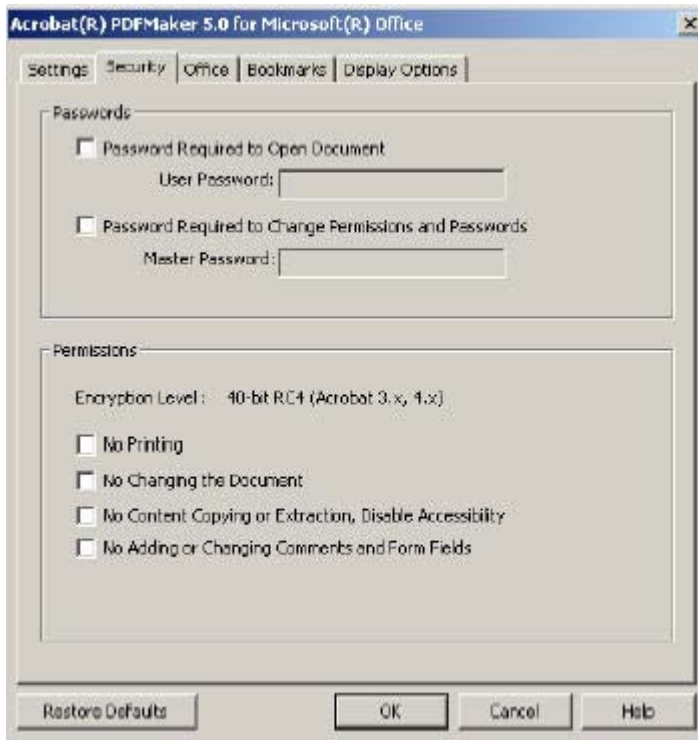
To Convert a Microsoft Word for Windows Document to Adobe PDF:

- 1) If you haven't already done so, deselect security options in Acrobat Distiller and configure Acrobat Distiller job options.
- 2) In Microsoft Word, open the document you want to convert to Adobe PDF.
- 3) Choose Acrobat > Change Conversion Settings.
- 4) In the Settings panel of the Acrobat PDFMaker for Microsoft Office dialog box, choose the recommended conversion settings that you created for eBooks in "Setting Acrobat Distiller job options for eBooks"



Choosing custom conversion settings for eBooks in Microsoft Office applications

- 5) Click the Security tab to display the Security panel. The Security panel lets you set options to add security to your document, including specifying passwords and permissions. If you plan on uploading your eBook to Adobe Content Server, you should deselect all security options. Instead, set security options using Adobe Content Server software only.



Deselecting Security options in Microsoft Office applications

- 6) Modify options as desired in the Office, Bookmarks, and Display Options panels:
 - The Office panel lets you set options specific to converting Microsoft Word documents to Adobe PDF, such as converting Word hyperlinks to PDF hyperlinks. By selecting options for automatically converting hyperlinks, you can save time by not having to manually add these links to the Adobe PDF document later using Acrobat.
 - The Bookmarks panel lets you set options to automatically generate bookmarks in the Adobe PDF document.
 - The Display Options panel lets you customize the appearance of your Adobe PDF document when it's viewed in Acrobat or Acrobat® Reader®, but not Acrobat eBook Reader.
 - For more information on changing conversion settings, see the Adobe PDFMaker Online Help. To view the online Help, click the Help button in the lower right corner of the dialog box.
- 7) Click OK to implement your settings.
- 8) Choose Acrobat > Convert to Adobe PDF from the Microsoft Word menu bar, or click the Convert to Adobe PDF button on the toolbar.



Convert to Adobe PDF button in Microsoft Office applications

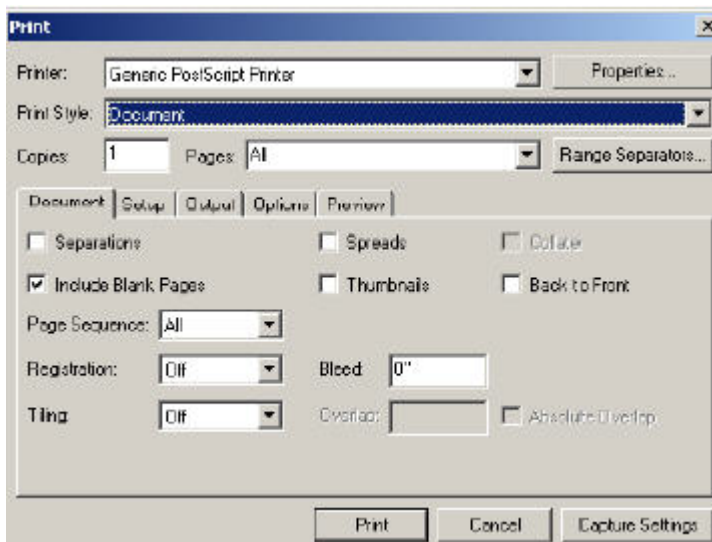
- 9) In the Save PDF Files As dialog box, enter a filename for the Adobe PDF document to be created, choose a file location, and click Save.

Converting QuarkXPress Documents

To convert QuarkXPress documents to Adobe PDF, you can set the recommended job options for eBooks in Acrobat Distiller before you perform the conversion. Alternatively, you can use the PDF Filter XTension utility to integrate QuarkXPress and Acrobat Distiller. You can download this utility and find out more about it at www.quark.com. The procedure in this section uses the former method.

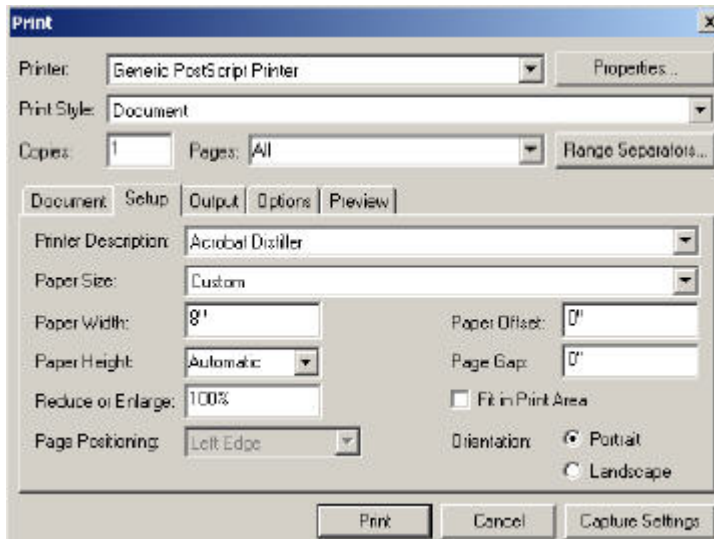
To Convert a QuarkXPress to Adobe PDF (Windows):

- 1) In QuarkXPress for Windows, open the document you want to convert to Adobe PDF.
- 2) Choose File > Page Setup or File > Print to display the Print dialog box.
- 3) Choose Acrobat Distiller from the Printer menu. Make sure that the Document tab is selected. Deselect the Separations and Thumbnails options. Choose Off from the Tiling menu, and set Bleed to 0".



Settings Document options in QuarkXPress (Windows)

- 4) Click the Setup tab, and choose Acrobat Distiller from the Printer Description menu. For Orientation, select Portrait regardless of the dimensions of your document.

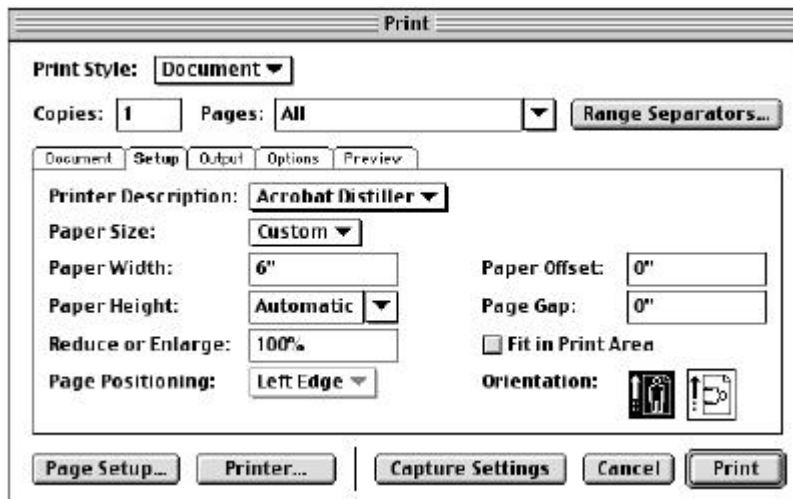


Setting Setup options in QuarkXPress (Windows)

- 5) Click the Output tab, and specify a Resolution of 600 dpi to optimize your output for electronic distribution. The dpi setting is used in the conversion of blends and gradients.
- 6) Click the Options tab, and choose the appropriate settings for your file.
- 7) Click Print.

To Convert a QuarkXPress Document to Adobe PDF (Mac OS):

- 1) In QuarkXPress for Mac OS, open the document you want to convert to Adobe PDF.
- 2) Choose File > Page Setup or File > Print to display the Print dialog box.
- 3) Click the Setup tab, and choose Acrobat Distiller from the Printer Description menu. For Orientation, select a portrait orientation regardless of the dimensions of your document. Click Page Setup.

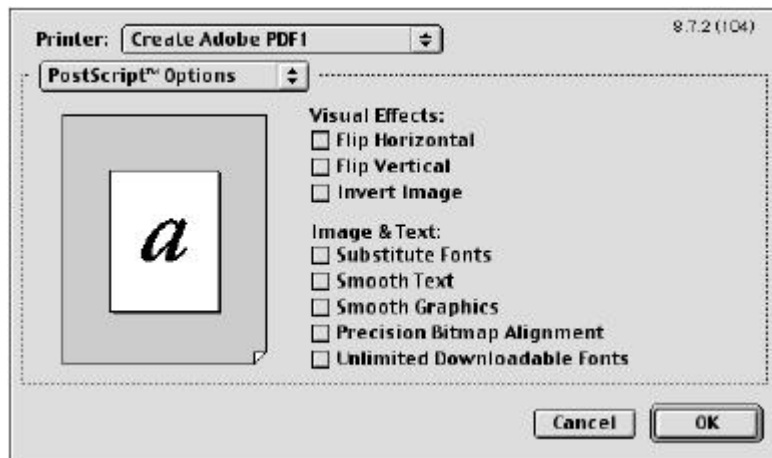


Setting Setup options in QuarkXPress (Mac OS)

- 4) In the AdobePS™ Page Setup dialog box, choose Acrobat PDF from the Format For menu. Choose PostScript Options from the AdobePS Page Setup menu. Deselect all options for Visual Effects and Image & Text. Click OK.

Note:

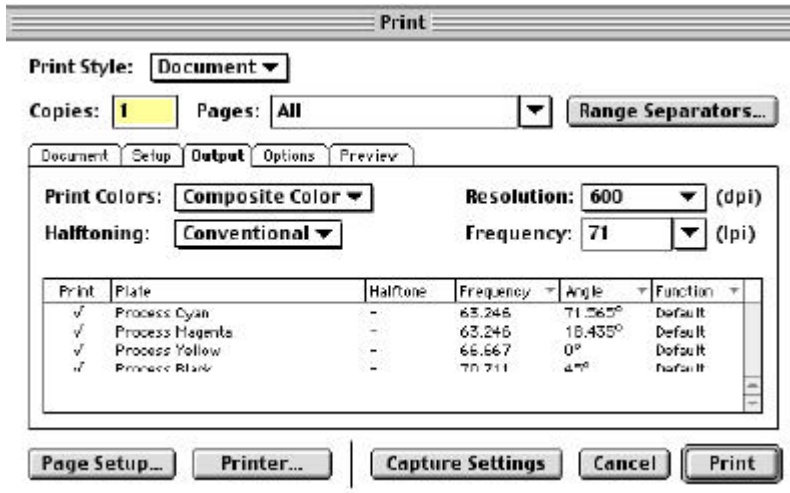
It's very important to set the recommended options in the AdobePS Page Setup dialog box. Smoothing text or substituting fonts can make your Adobe PDF files large and unwieldy.



Setting AdobePS Page Setup options in QuarkXPress (Mac OS)

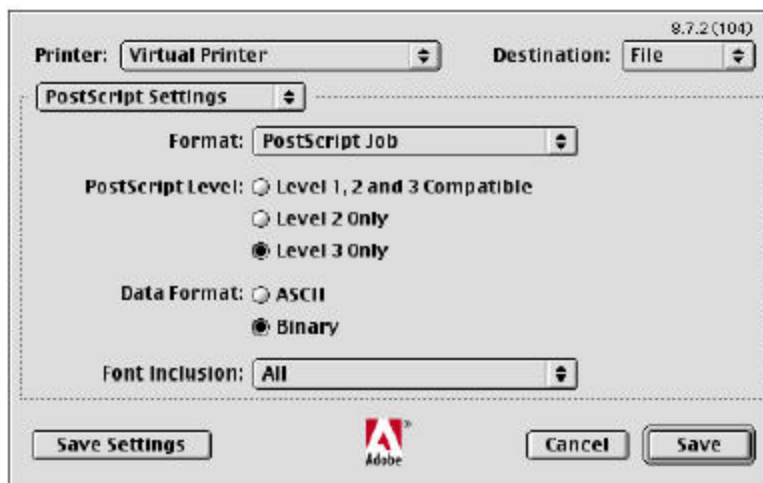
- 5) In the Print dialog box, click the Document tab, and deselect Separations.
- 6) Click the Output tab, and select the appropriate color and resolution settings for your document. Choose Composite CMYK from the Print Colors menu. Choose 600 from the

Resolution menu to optimize your document for electronic distribution. This dpi setting is used in the conversion of blends and gradients.



Setting Output options in QuarkXPress (Mac OS)

- 7) When you've finished setting options in the Print dialog box, click Printer.
- 8) In the dialog box that appears, choose Save as File from the menu directly below the Printer menu. Choose PostScript Job from the Format menu. Select Level 3 Only from the PostScript Level list. Select Binary for Data Format. Choose All from the Font Inclusion menu.



Printer options in QuarkXPress (Mac OS)

- 9) Click Save Settings, so that QuarkXPress retains these settings until the next time you change and save them. Then click Distill.

- 10) Choose a filename for the Adobe PDF document to be created, select a file location, and click Save.
- 11) Click Print.

Creating Links and Bookmarks

Quark or third parties may have XTensions that allow you to use QuarkXPress to create links and bookmarks in your Adobe PDF document (see www.quark.com). If you don't use an XTension, you can add links and bookmarks to your Adobe PDF document using Acrobat.

Converting Existing PostScript and PDF Documents

Like many publishers, you may have archived content from printed publications as PostScript or PDF files. These files often contain the high-resolution data required for printing, making them large in size. To create an eBook version of an existing PostScript or PDF file, you should convert or reconvert it to Adobe PDF using the recommended Acrobat Distiller job options for eBooks. These options are designed to generate a relatively small Adobe PDF file to be read primarily on-screen.

In some cases, you may have multiple files for a single publication, such as multiple files for chapters of a book. To create an Adobe PDF eBook from multiple files, you'll need to combine the files into a single Adobe PDF file. Some authoring applications, such as Adobe FrameMaker, can combine multiple source files into a single Adobe PDF file. If your authoring application can do this, use this method. Otherwise, it's recommended that you convert your source files to PostScript and then combine multiple PostScript files into a single Adobe PDF document.

Note:

Although you can use Acrobat to combine multiple Adobe PDF files, it's not recommended unless you're combining a small Adobe PDF file such as the front cover with an additional Adobe PDF file containing the rest of the eBook. Each Adobe PDF file can contain embedded font subsets. When you combine multiple Adobe PDF documents, the resulting Adobe PDF document can contain multiple embedded subsets of the same font, which can substantially increase the file size.

To Convert an Existing PostScript file to Adobe PDF:

- 1) If you haven't already done so, deselect security options in Acrobat Distiller and configure Acrobat Distiller job options.

- 2) In Acrobat Distiller, open the PostScript document that you want to convert to Adobe PDF.
- 3) In the Save dialog box, enter a filename for the Adobe PDF document to be created, select a file location, and click Save.

To Convert an Existing, Uncompressed PDF Document to Compressed Adobe PDF:

- 1) In Acrobat, open the uncompressed PDF document you want to convert to compressed Adobe PDF.
- 2) Choose File > Print, and then do one of the following:
 - In Windows, choose Acrobat Distiller from the Printer Name menu, and click OK.
 - In Mac OS, choose Create Adobe PDF for Printer. For Job Options, choose the recommended conversion settings that you created for eBooks in "Setting Acrobat Distiller job options for eBooks". Click Save.
- 3) Enter a filename for the Adobe PDF document to be created, select a file location, and click Save.

To Combine Multiple PostScript Files into a Single Adobe PDF Document:

- 1) In your authoring application, do one of the following:
 - If you're combining PostScript files located in the same folder, open the Rundirex.txt (Windows) or RunDirEx.txt (Mac OS) file located inside of the Adobe Acrobat/Distiller/Xtras folder.
 - If you're combining PostScript files located in separate folders, open the Runfilex.ps (Windows) or RunFileEx.ps (Mac OS) file located inside of the Adobe Acrobat/Distiller/Xtras folder.

When opening the file, specify for each line to be treated as a paragraph.

- 2) Follow the instructions in the file you just opened. Note that the utility combines PostScript files in the order in which they are listed.

- 3) Save the modified file using the prefix that you want Acrobat Distiller to give to the Adobe PDF document. (For example, if you name the file Handbook.ps, Acrobat Distiller creates an Adobe PDF document named Handbook.pdf.)
- 4) Quit your authoring application.
- 5) If you haven't already done so, deselect security options in Acrobat Distiller and configure Acrobat Distiller job options as recommended in "Setting Acrobat Distiller job options for eBooks".
- 6) In Acrobat Distiller, open the file you just created. Acrobat Distiller combines the PostScript files into a single Adobe PDF document.
- 7) Open and view the Adobe PDF document in Acrobat to make sure that all of its parts are present and in the correct order.