



How to Create

Adobe  
PDF  
eBooks



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*How to Create Adobe PDF eBooks* for Windows and Macintosh.

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# Introduction

**W**elcome to Adobe's *How to Create Adobe PDF eBooks*, a step-by-step guide that covers the basics of creating and optimizing Adobe® Portable Document Format (PDF) files so that they can be viewed as electronic books (eBooks) using the free Adobe® Acrobat eBook Reader™ 2.2 software.

Unlike traditional printed books, eBooks are designed to be viewed online. When you design a document template in your authoring application, you should use a smaller page size, ample margins, and fonts that look good on-screen. Before converting your document to Adobe PDF, you should set recommended job options for eBooks in Acrobat Distiller® or your authoring application, so that it generates an Adobe PDF document to be viewed primarily online. Last, you should make finishing touches to your Adobe PDF document such as renumbering pages using Adobe Acrobat®, so that it displays at its best in Acrobat eBook Reader.

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## **About this guide**

In this guide, you'll find the basic procedures and techniques you need to create Adobe PDF eBooks, including designing document templates for eBooks, setting recommended job options for eBooks in Acrobat Distiller or your authoring application, converting your documents to Adobe PDF, and optimizing your Adobe PDF documents for electronic publishing using Acrobat. Of course, your specific workflow depends on the type of documents from which you start.

This guide assumes you're familiar with the different applications described. For more information on each application, refer to the user guide or online help system included with it. If you're familiar with Acrobat eBook Reader and have it installed on your system, you can use it to read this guide online.

# Chapter 1: Designing document templates for eBooks

**W**hen creating an Adobe PDF eBook, you can start with an existing document or create an entirely new document. Many publishers have archived content from which to produce eBooks, including source, PostScript®, and PDF documents. If you're starting with an existing source document or from scratch, you should design a document template that makes it easy to view your eBook in Acrobat eBook Reader. The guide that you're reading now is a good example of a document designed specifically to be viewed online. When designing a document template in your authoring application, follow the guidelines in this chapter to determine page size, page margins, text format, and use of color.

## Specifying page sizes

When determining a page size for your Adobe PDF eBook, it's important to consider what computer devices your readers will use to view it. In most cases, your readers will be using a variety of computer devices, rather than one particular platform. To accommodate readers with smaller displays, it's a good idea to specify a smaller page size. For most eBooks, you should specify

a page size of 6 by 9 inches. Pages of this size can be comfortably displayed on a variety of devices and easily printed to standard 8.5 by 11-inch pages.

*Note: When converting to Adobe PDF using Windows NT or Windows 2000 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 5.0 to crop the document to the proper size. To crop multiple documents, see “Batch Processing” in Adobe Acrobat 5.0 Online Help.*

In some cases, you may need to specify a page size larger than 6 by 9 inches. For instance, you may be creating an eBook from a textbook, which has a typical page size of 9 by 12 inches. If you specify a page size larger than 7 by 10 inches, you should also specify for the eBook to open at Fit Width magnification in Acrobat eBook Reader. For more information, see “Setting options for opening eBooks” on page 19.

## **Setting page margins**

In both printed books and eBooks, page margins help readers follow the text and rest their eyes when needed. To make dense pages more inviting, you should set ample margins that reduce the amount of text and images cramped on each page. You should also use the same margins throughout your eBook. If you use different margins on left and right pages, the text will appear to jump left to right as the reader pages through the book in Acrobat eBook Reader.



## Formatting text

When formatting text for an eBook, choose fonts that look good on screen and are especially easy to read. Fonts with delicate serifs or thin strokes that look good on the printed page can lose their definition on screen, making them appear fuzzy and difficult to read.

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If you have an issue with letter spacing, try to address it by setting tracking values instead of kerning multiple pairs of individual characters. Kerning many letter combinations to perfection often adds little value and increases the file size.

After you've created your Adobe PDF eBook, it's a good idea to check the readability of its text under a variety of conditions, including both a CRT and LCD display, as well as a variety of both magnification and CoolType settings in Acrobat eBook Reader.

## Using color

Although printing books in color can be expensive, there's no additional cost to displaying color in Acrobat eBook Reader. Therefore, you should consider using colorful images and adding color to text elements such as headings, captions, and callouts.

Printing usually uses the CMYK color model, while computer displays use the RGB color model. These models have different gamuts, or ranges of colors that they can accommodate. In addition, devices do not display the same colors in the same way. These differences can result in differences between print and screen colors, and between the same colors displayed on different screens.

When you generate your Adobe PDF eBook, it's recommended that you set options in Acrobat Distiller or your authoring application to convert all colors to the device-independent sRGB model. These settings calibrate colors in a device-independent way, so that they appear accurately on a variety of computer displays.

Although Acrobat can be used to standardize colors across devices, the appearance of colors in your eBook still depends on each computer device's color palette. If your eBook contains colors that aren't in the palette, the device approximates the colors using colors in its palette. After creating an Adobe PDF eBook, it's a good idea to preview its colors on a variety of platforms featuring palettes with 256 colors and true colors.

## Chapter 2: Converting documents to Adobe PDF

**A**fter you've created a good document template for your eBook in its source application, you're ready to think about converting your document to Adobe PDF. You can convert electronic files from virtually any application to Adobe PDF. However, the conversion method can vary between applications. You'll find that most applications with the exception of Adobe InDesign™ use the last set of defined job options in Acrobat Distiller to perform the conversion. Therefore, it's important that you set Acrobat Distiller job options for eBooks according to guidelines in this chapter before converting most documents. After you've set these options, convert your document to Adobe PDF using your authoring application's Print command or another preferred method. For detailed instructions on converting specific file types, see "Converting specific file types to Adobe PDF" on page 37.

If you're working in Adobe InDesign or another application that doesn't use the Acrobat Distiller job options to perform the conversion, you can skip this chapter and set job options for eBooks directly in the application. For detailed instructions on converting Adobe InDesign documents, see "Converting Adobe InDesign documents" on page 40.

## **About Acrobat Distiller**

Acrobat uses Acrobat Distiller, a simulated printer, to create Adobe PDF files. When you perform a typical installation of Acrobat, Acrobat Distiller is automatically installed and configured for you, so that you can create Adobe PDF files right away. For many Acrobat users, Acrobat Distiller operates very much “behind the scenes.” These users only need to be aware that Acrobat Distiller has predefined sets of job options, which they can choose from to create Adobe PDF files optimized for a specific medium. Other users prefer to customize the job options to change the quality or size of their Adobe PDF files. The default set of job options in Acrobat Distiller is eBook, which provides optimization suitable for most general purposes. Other sets of job options include Press, Print, and Screen.

## **Deselecting Acrobat Distiller security options**

When creating an Adobe PDF eBook, you have several options for adding security to it. You can set security options in Acrobat Distiller before generating the Adobe PDF document. You can also set security options in Acrobat and/or Adobe Content Server software to an existing Adobe PDF document.

If you plan on uploading your eBook to Adobe Content Server as this guide discusses in “Uploading eBooks to Adobe Content Server” on page 26, you should only set security options using Adobe Content Server software, which is tailored for eBooks. If you’ve already selected security options in Acrobat Distiller, you

should deselect them. Acrobat eBook Reader recognizes both Acrobat and Adobe Content Server security, so having both types of security can yield undesirable results.

**To deselect security options in Acrobat Distiller:**

- 1 Start Acrobat Distiller by doing one of the following:
  - In Acrobat 5.0, choose Tools > Distiller.
  - In Windows®, choose Start > Programs > Acrobat Distiller 5.0.
- 2 In the Acrobat Distiller dialog box, choose Settings > Security.
- 3 In the Acrobat Distiller - Security dialog box, deselect all security options, and click OK.

**Setting Acrobat Distiller job options for eBooks**

The default eBook job options in Acrobat Distiller 5.0 are designed to generate Adobe PDF files to be read primarily on screen. This set of job options balances image resolution and file size to produce relatively small, self-contained files. Adobe PDF files created using the eBook job options have the following main features: compatibility with Acrobat 4.0 and later, color and grayscale images downsampled at 150 dots per inch (dpi), monochrome images downsampled at 300 dpi, all fonts embedded with the exception of the base 14, and color spaces converted to sRGB.

It's recommended that eBook publishers not only choose the default eBook job options in Acrobat Distiller, but also reconfigure these options by following the procedure in this section. It's especially important that you reconfigure these options so that the base 14 fonts are embedded. If the base 14 fonts aren't embedded in a PDF document and the document is viewed across platforms, font substitution results, which can compromise readability.

After setting recommended job options for eBooks, you may want to customize these options to change the quality or size of your Adobe PDF files. For more information, see "Customizing Acrobat Distiller job options" on page 29.

**To set recommended Acrobat Distiller job options for eBooks:**

**1** Launch Acrobat Distiller by doing one of the following:

- In Acrobat 5.0, choose Tools > Distiller.
- In Windows, choose Start > Programs > Acrobat Distiller 5.0.

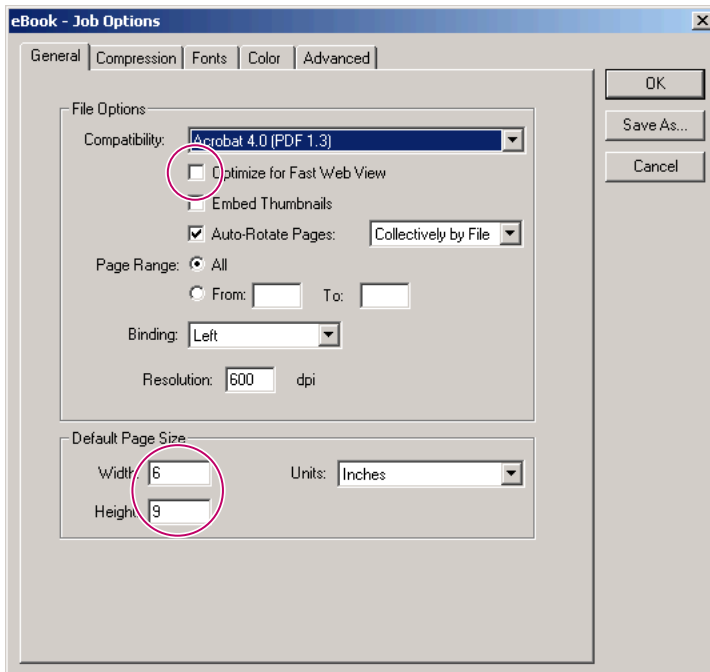
**2** In the Acrobat Distiller dialog box, make sure that eBook is chosen for Job Options. Then choose Settings > Job Options.

**3** In the General panel of the eBook - Job Options dialog box, do the following:

- Deselect the Optimize for Fast Web View option. Because your readers will be viewing the file in Acrobat eBook Reader instead of a Web browser, you don't need to select this option.

**Chapter 2: Converting documents to Adobe PDF**

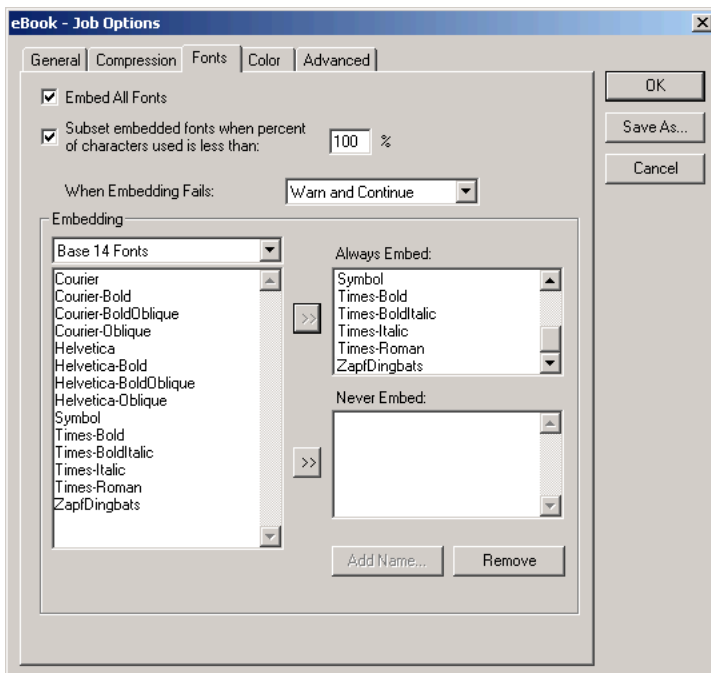
- If the page size of your document is other than 8.5 by 11 inches, enter a new default page size. For most eBooks, it's recommended that you create a document template in your authoring application that has a page size of 6 by 9 inches. For more information, see “Specifying page sizes” on page 3.



Configuring Distiller's General job options

**Note:** When converting to Adobe PDF using Windows NT or Windows 2000 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 5.0 to crop the document to the proper size. To crop multiple documents, see “Batch Processing” in Adobe Acrobat 5.0 Online Help.

4 Select the Fonts tab, and then make sure that the Base 14 Fonts folder is chosen from the menu under Embedding. To embed the base 14 fonts in the Adobe PDF document, select each of the fonts in the list on the left. (Shift-click to select more than one font at a time.) Then click the arrow button next to the Always Embed list to add the selected fonts to that list.

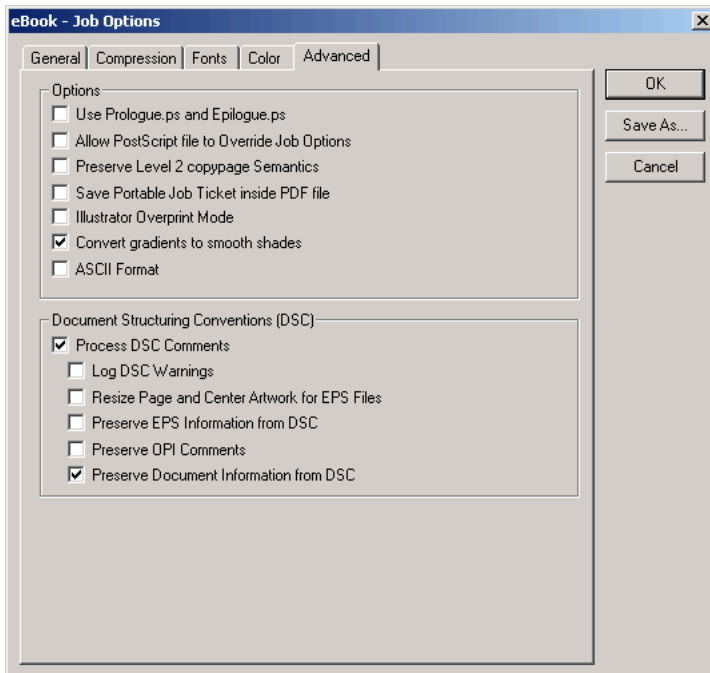


Configuring Distiller's Fonts job options

**Note:** Fonts that have license restrictions are preceded by a lock symbol, and the nature of the restriction is described in the explanation area of the dialog box. Also note that to edit text in files, you must have a licensed copy of the font resident on your local system.



**5** Select the Advanced tab, and then deselect the following options: Allow PostScript File to Override Job Options, Preserve Level 2 Copypage Semantics, Illustrator Overprint Mode, and Resize Page and Center Artwork for EPS Files. For information on these options, see the Acrobat 5 online Help.



*Configuring Distiller's Advanced job options*

**6** To save the job options that you've created in a new file, click Save As. (You can't overwrite the predefined sets of options.) Then enter a filename with the .joboptions extension (we used eBookPro.joboptions), and click Save. By default, the file is saved to the Distillr/Settings folder (Windows) or Distiller/Settings folder (Mac® OS) inside the Acrobat folder. It's important that you save the file to this location, so that it's recognized by Acrobat Distiller.

The filename you chose appears in the Job Options menu in the Acrobat Distiller dialog box and is chosen automatically.

## Chapter 3: Optimizing your Adobe PDF documents

**A**fter you've converted your document to Adobe PDF, it's important that you make finishing touches to your Adobe PDF document so that it displays at its best in Acrobat eBook Reader. Follow the guidelines in this chapter to do the following:

- Create a JPEG thumbnail image of the book's cover in JPEG, and attach it to your document.
- Create a GIF image of the book's cover.
- Add metadata to your document.
- Set options for opening your document in Acrobat eBook Reader.
- Renumber pages in your document.
- Add links to the document's table of contents.
- Upload your Adobe PDF eBook to Adobe Content Server.


After you've completed these steps, review the "Checklist for preparing Adobe PDF eBooks" on page 26 to ensure that you haven't omitted any important steps in creating your Adobe PDF eBook.

## **Creating thumbnail images of the cover**

Acrobat eBook Reader features a Library where users can organize their eBooks. The Library displays thumbnail images of book covers to identify the eBooks. So that your readers can view your book's cover in the Library, create a thumbnail image of your book's cover in JPEG format. Use appropriate image editing software, such as Adobe Photoshop, to make the thumbnail image 100 pixels wide, 96 dpi, and RGB mode. Then attach the thumbnail image you just created to your Adobe PDF document.



Additionally, eBook publishers commonly display images of the book cover on their Web sites to identify and advertise their publications. You can create a similar thumbnail image in GIF format to upload as a separate file to Adobe Content Server for this purpose.

### **To create thumbnail images of the cover:**

- 1** In Acrobat 5.0, open your document and make the cover the current page.
- 2** Use the Graphics Select Tool () to drag a marquee around the page or the portion of the page you wish to show in the eBook Reader Library.
- 3** Choose File > Save as, and select JPEG Files from the Save as type pop-up menu.

- 4 Name the file and click Save.
- 5 Open the file in an image editing application such as Photoshop and set the image size to 100 pixels wide, the resolution to 96 dpi, and the color mode to RGB, then save the image as a JPEG file (select JPEG from the Format pop-up menu in the Save As dialog box).
- 6 In Photoshop, choose Save as and save the same image in GIF format (select Compuserve GIF from the Format pop-up menu in the Save As dialog box) to create a GIF thumbnail of the cover.

**To attach a JPEG thumbnail image to an Adobe PDF document:**

- 1 With the document open to the cover page, reduce the magnification until the Acrobat workspace surrounding the cover page is visible.
- 2 Select the File Attachment Tool () . (By default, the File Attachment Tool is located in the pop-up menu under the Note Tool (). The tool bar will display the last selected tool from the attachment tool menu.) The cursor will change to a push pin icon.
- 3 Click the Acrobat workspace surrounding the cover page (not the cover page itself).
- 4 In the Select File to Attach dialog box, select the JPEG image file of the cover you created, and click Select.

**5** In the File Attachment Properties dialog box, click OK.

A pushpin icon, indicating the attached JPEG file, appears next to the cover page.

**6** If the pushpin icon is on top of the cover page, drag it to the Acrobat workspace next to the cover page.

## **Adding metadata**

In Acrobat eBook Reader, users can display information about a selected eBook in the Book Information dialog box. The information displayed includes the book's title, author, publisher, and categories. You provide this information (also called metadata) when you enter your eBook into the Adobe Content Server database. The Adobe Content Server conveys the metadata to Acrobat eBook Reader when your eBook is downloaded. If you don't plan on uploading your eBook to the Adobe Content Server, add metadata to your Adobe PDF document using Acrobat.

### **To add metadata to an Adobe PDF document using Acrobat:**

**1** Open your Adobe PDF document in Acrobat 5.0.

**2** Choose File > Document Properties > Summary.

**3** Enter the book's title and author, and click OK.

*Note: If metadata was entered into the source document using an authoring application it is automatically added to the Adobe PDF document during conversion.*

## Setting options for opening eBooks

By default, Acrobat eBook Reader opens an eBook in Single-Page View, which displays a single page of the eBook at a time. If desired, you can set options to have Acrobat eBook Reader open your eBook in Fit Width or Two-Page View instead. The Fit Width option makes books with large page sizes or smaller text easier to read. The Two-Page View displays two pages of the eBook at a time. After opening your eBook, readers can change the display in Acrobat eBook Reader as needed.

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- 1 Open your Adobe PDF document in Acrobat 5.0.
- 2 Choose File > Document Properties > Open Options.
- 3 Do one of the following:
  - To have your document open in Fit Width in Acrobat eBook Reader, choose Fit Width from the Magnification pop-up menu.
  - To have your document open in Two-Page View in Acrobat eBook Reader, choose Continuous - Facing from the Page Layout pop-up menu.
- 4 Click OK.

*Note: If you chose both the Fit Width and Continuous - Facing options in Acrobat, the Acrobat eBook Reader opens the eBook in Fit Width.*

## Renumbering eBook pages

It's recommended that your Adobe PDF eBook consist of four sections with different numbering schemes: a front cover numbered "C," an inside front cover numbered "c," front matter numbered in Roman numerals beginning with i or iii (only if your document has existing front matter), and body pages numbered in Arabic numerals beginning with 1.

If your Adobe PDF eBook has a front cover, it's important that it also has an inside front cover even if it's only a blank page. It's also important that it has an even number of front matter pages, using a blank page at the end of the front matter if needed. This ensures that your Adobe PDF eBook displays properly in Two-Page View in Acrobat eBook Reader with odd-numbered pages on the right. If needed, insert pages into your Adobe PDF eBook using Acrobat, although it is generally easier to insert blank pages in the authoring application than after converting to Adobe PDF.

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- 2** In Acrobat 5.0, open your eBook document to a place requiring an additional blank page.
- 3** Choose Document > Insert Pages.
- 4** Select the file that you created to serve as a blank page, and click Select.
- 5** Specify to insert the page before or after the current page in your Adobe PDF eBook, and click OK.

**To renumber pages in a section of an Adobe PDF eBook:**

- 1** Open your Adobe PDF eBook in Acrobat 5.0.
- 2** Choose Window > Thumbnails to display the Thumbnails palette. Thumbnail images of each page of the Adobe PDF eBook are generated automatically and displayed in the Thumbnails palette.
- 3** To specify which section you want to renumber, click the thumbnail for the first page of that section. (That is, click the thumbnail for the front cover, inside front cover, first page of the front matter, or the first of the body pages.)
- 4** Choose Number Pages from the Thumbnail palette menu.

**5** In the Page Numbering dialog box under Pages, specify which page or pages are to be renumbered by doing one of the following:

- If you are renumbering a single page such as the front cover or inside front cover, make sure that the Selected option is selected.
- If you are renumbering a range of pages such as the front matter or body pages, select the From/To option for entering a range of pages, and enter the desired range.

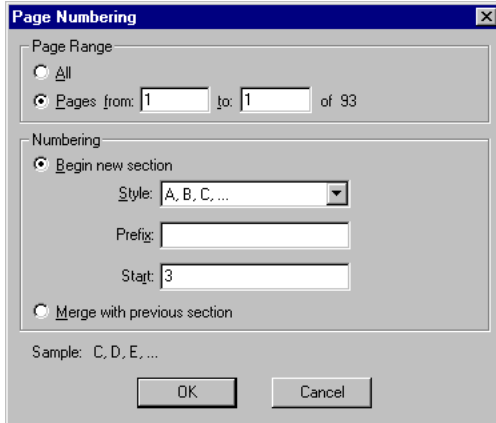
**6** Under Numbering, make sure that the Begin New Section option is selected. Then choose a numbering style from the Style pop-up menu:

- For the front cover, choose A, B, C.
- For the inside front cover, choose a, b, c.
- For the front matter, choose i, ii, iii.
- For the body pages, choose 1, 2, 3.

**7** For Start, enter the value that corresponds to the desired page number for the first page of the new section:

- For both the front and inside cover, enter **3** so that the page is numbered with the third letter in the alphabet.
- For the front matter, enter **1** or **3** depending on whether you want the numbering to begin with i or iii.
- For the body pages, enter **1**.

## 8 Click OK.



*Page Numbering dialog box with options set for renumbering the front cover.*

## Linking the table of contents

If your Adobe PDF eBook has a table of contents, you'll want each of its entries to link to the page it references. That way, when a reader clicks an entry, the Acrobat eBook Reader jumps to the referenced page.

When generating an Adobe PDF document, some authoring applications let you specify for links in the table of contents to be created automatically. If you were unable to do this, add these links to your Adobe PDF document using Acrobat.

**To add a link to an entry in the table of contents:**

- 1 Open your Adobe PDF document in Acrobat 5.0 so that the table of contents is the current page.
- 2 Select the Link tool, and drag to create a rectangle around an entry.
- 3 In the Link Properties dialog box under Appearance, choose Invisible Rectangle for Type and Invert for Highlight. Under Action, choose Go to View for Type and choose Inherit Zoom for Magnification.
- 4 Navigate to the page to which you want to link the entry, set the desired magnification, and then click Set Link.

*Note: Similarly, you can use Acrobat's Link tool to create cross-references and to add links to index entries in your Adobe PDF eBook.*


**Creating bookmarks**

The Acrobat eBook Reader lets readers add bookmarks to an eBook. Later, readers can display a list of bookmarks in the Bookmarks dialog box and use them to jump to corresponding locations in the eBook.

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**To create a bookmark in an Adobe PDF document using Acrobat:**

- 1** Open your Adobe PDF document in Acrobat 5.0.
- 2** To display the Bookmarks palette, choose Window > Bookmarks.
- 3** Go to the page to which you want the bookmark to link.
- 4** In the Bookmarks palette, click the Create New Bookmark icon ().
- 5** Type identifying text for the bookmark, and press Enter.

After you have created a bookmark, you can change its order or hierarchy in the Bookmarks palette by dragging it to a new location in the palette. While you drag, the location where the bookmark will be moved is indicated by a black bar.

## Uploading eBooks to Adobe Content Server

When you're done creating your Adobe PDF eBook, you are ready to upload it to Adobe Content Server for packaging and distribution. When you do so, you may also upload a GIF thumbnail image of the book's cover. The Adobe Content Server software will also allow you to specify permissions for using the eBook (such as printing and copying), and encrypt it. For information on performing these tasks, see the Adobe Content Server documentation. You can also visit the Adobe Content Server product page at [www.adobe.com/products/contentserver](http://www.adobe.com/products/contentserver).

## Checklist for preparing Adobe PDF eBooks

When you've finished preparing your Adobe PDF eBook, review the steps in the process to make sure that you haven't omitted any of them.

### CHECKLIST FOR PREPARING AN ADOBE PDF EBOOK

- 1 In Acrobat Distiller or another authoring application, set recommended job options for eBooks before creating an Adobe PDF document. As a result, text, line art, and images are compressed; all fonts used in the book are embedded, including the base 14 fonts if they were used; and, all colors are converted to sRGB.
- 2 Create a thumbnail image of the book's cover in JPEG (100 pixels wide and 96 dpi) and attach it to the Adobe PDF document.
- 3 Create a thumbnail image of the book's cover in GIF (100 pixels wide and 96 dpi) for upload it to Adobe Content Server.
- 4 If appropriate, use Acrobat to specify the Adobe PDF eBook open in Fit Width or Two-Page View in Acrobat eBook Reader.

**CHECKLIST FOR PREPARING AN ADOBE PDF EBOOK**

- 5 Number pages in the Adobe PDF document so that its actual page numbers correspond to page numbers that appear in the page navigator bar in Acrobat eBook Reader. The front cover is numbered C, inside front cover is numbered c, front matter is numbered beginning with i or iii (and contains an even number of pages), and body pages are numbered beginning with 1.
- 6 Link entries in the table of contents, cross-references, and index entries.
- 7 Add bookmarks to the Adobe PDF document.

**After you create your Adobe PDF eBook, you are ready to upload to Adobe Content Server and perform the following steps:**

- 8 Upload your Adobe PDF eBook to Adobe Content Server and enter the book's title, author, and other information.
- 9 Upload a GIF image of the book's cover to Adobe Content Server.
- 10 Set permissions for the Adobe PDF eBook and encrypt it using Adobe Content Server software.





# Appendix A: Customizing Acrobat Distiller job options

**A**fter you've set recommended job options for eBooks in Acrobat Distiller according to guidelines in "Setting Acrobat Distiller job options for eBooks" on page 9, you may want to customize these options to change the quality or size of your Adobe PDF files. To customize these options, follow the general guidelines in this appendix. For more information, see Acrobat 5.0 Online Help.

## **To customize the recommended Acrobat Distiller job options for eBooks:**

- 1** Launch Acrobat Distiller by doing one of the following:
  - In Acrobat 5.0, choose Tools > Distiller.
  - In Windows, choose Start > Programs > Acrobat Distiller 5.0.
- 2** In the Acrobat Distiller dialog box, make sure that the job options that you created in "Setting Acrobat Distiller job options for eBooks" on page 9 are chosen. Then choose Settings > Job Options.

**3** In the Job Options dialog box, modify options as desired in the General, Compression, Fonts, Color, and Advanced panels. For general information on customizing these options, see the subsections that follow. For more comprehensive information, see Acrobat 5.0 Online Help.

**4** To apply the changes to the current set of job options, click OK. To save this set of customized job options in a new file, click Save As. Then enter a filename with the .joboptions extension, and click Save. (Be sure to save the file in its default location, so that it's recognized by Acrobat Distiller.)

## **Customizing General job options**

The General job options let you specify the version of Acrobat with which the Adobe PDF file will be compatible and other file options, including optimizing for faster viewing on the Web, embedding thumbnails, automatically rotating pages, specifying a page range in your source document to be converted to Adobe PDF, choosing a left-side or right-side binding, specifying a resolution, and specifying a default page size.

In most cases, you'll want to make your Adobe PDF file compatible with Acrobat 4.0 or later, so that features such as the use of sRGB color aren't lost. You'll also want to keep the Embed Thumbnails option deselected. Thumbnail previews of pages can't be viewed in Acrobat eBook Reader and increase the file size substantially. Choose Left for Binding unless your document

contains an Asian language that uses right-side binding. For more information on customizing General job options, see Acrobat 5.0 Online Help.

## Customizing Compression job options

The Compression job options let you specify how images are downsampled and compressed, and how text and line art are compressed. Downsampling and compression can significantly reduce the size of the Adobe PDF file, but they can also degrade the quality of images. You may want to experiment with these options to find an appropriate balance between image quality and file size.

**Downsampling images** When you downsample an image, you decrease the number of pixels in the image, resulting in image data being lost. Acrobat Distiller lets you specify how images are downsampled; using average downsampling, bicubic downsampling, or subsampling.

After selecting a downsampling method for each image type, enter the desired resolution in dpi for the images. To achieve a smaller file size than with the recommended job options for eBooks, try specifying a desired resolution of 96 dpi for color and grayscale images, and 150 dpi for monochrome images. Next, enter a resolution to determine which images will be resampled (images with a resolution above the value you entered will be resampled). For more information on downsampling images, see Acrobat 5.0 Online Help.

**Compressing color or grayscale images** Acrobat Distiller lets you specify for color or grayscale images to be compressed using Automatic, JPEG, or ZIP compression. If you have various types of images, choose Automatic to have Acrobat Distiller determine the best compression method for you. Choose JPEG for continuous-tone photographs that contain more detail than can be reproduced on-screen or in print. Choose ZIP for images with large areas of single colors or repeating patterns, such as screenshots and simple images created with paint programs. For more information on compressing color or grayscale images, see Acrobat 5.0 Online Help.


**Compressing monochrome images** Acrobat Distiller lets you specify for monochrome images to be compressed using CCITT Group 3 or 4, Run Length, or ZIP compression. Choose CCITT Group 3 or 4 for black-and-white images created with paint programs and any images scanned with an image depth of 1 bit. Choose Run Length for images that contain large areas of solid black or white.

To smooth jagged edges in monochrome images, select the Anti-Alias to Gray option. Keep in mind that anti-aliasing can cause small type or thin lines to look blurry. For more information on compressing monochrome images, see Acrobat 5.0 Online Help.

**Compressing text and line art** Be sure to select the Compress Text and Line Art option. With this option selected, Acrobat Distiller compresses text and line art using ZIP compression, which results in no loss of data or quality.

## 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 5.0 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 5.0 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 5.0 Online Help.

**Appendix A: Customizing Acrobat Distiller job options**



# Appendix B: 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. For more information, see "Optimizing your Adobe PDF documents" on page 15.

## **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 6.0 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 6.0, 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.

For more information, see the FrameMaker 6.0 documentation.

**To convert a FrameMaker 6.0 document to Adobe PDF:**

- 1 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” on page 9.
- 2 In FrameMaker 6.0, 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. If you do not have Acrobat installed, see Adobe Support Knowledgebase document 32623 available at <http://www.adobe.com/support/techdocs/296e6.htm> for more information on converting FrameMaker 6.0 documents to PDF.*

## Converting Adobe InDesign documents

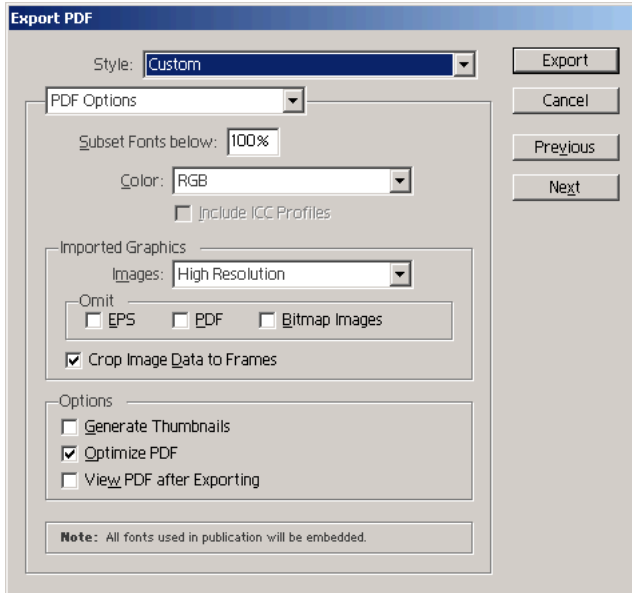
Before converting Adobe InDesign documents to Adobe PDF, you don't need to set Acrobat Distiller job options for eBooks, as required by most other applications. Instead, you customize related job options directly in InDesign when you perform the conversion.

### **To convert an Adobe InDesign 1.5.2 document to Adobe PDF:**

- 1** In Adobe InDesign 1.5.2, 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.

**Appendix B: Converting specific file types to Adobe PDF**

- Under Options, select the Optimize PDF option only.



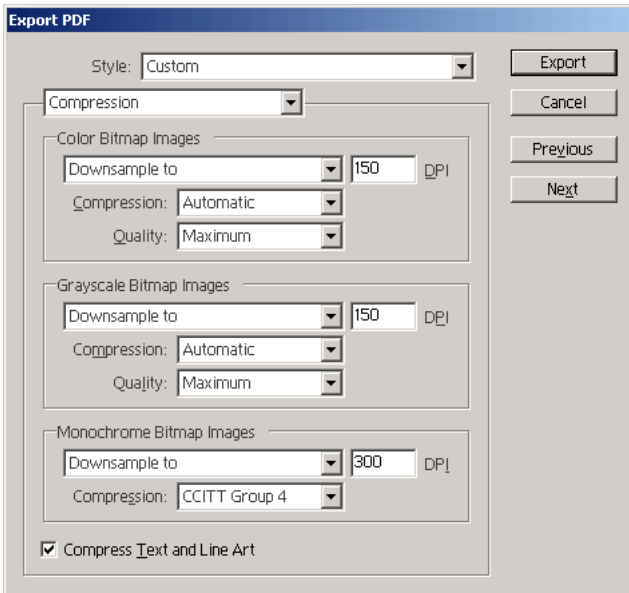
*Setting PDF Options in InDesign*

**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.

**Appendix B: Converting specific file types to Adobe PDF**

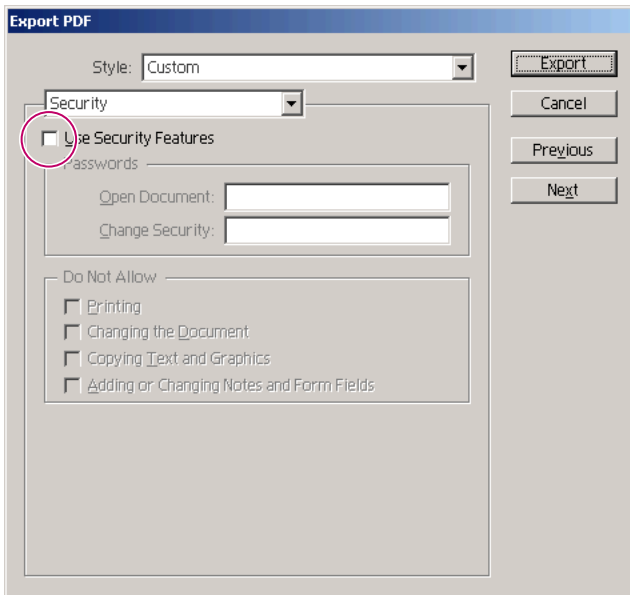
- Under Monochrome Bitmap Images, set options to downsample images to 300 dpi. Choose CCITT Group 4 for Compression.
- Select the Compress Text and Line Art option.



*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 Server as this guide discusses in “Optimizing your Adobe PDF documents” on

page 15, 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.

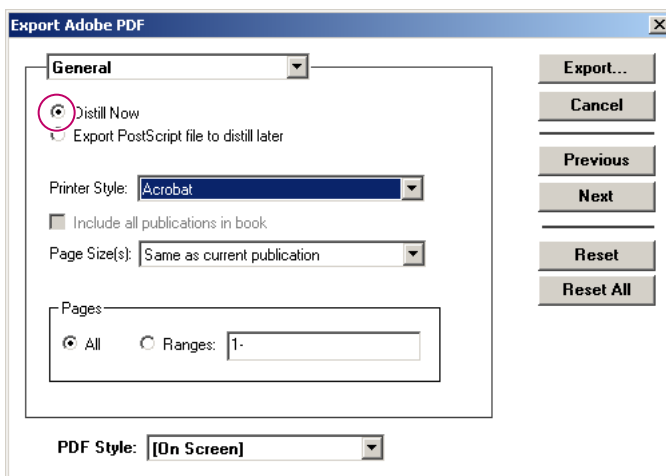
## Converting Adobe PageMaker Plus documents

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 6.5.2 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 as recommended in “Setting Acrobat Distiller job options for eBooks” on page 9.
- 2 In Adobe PageMaker 6.5.2 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.

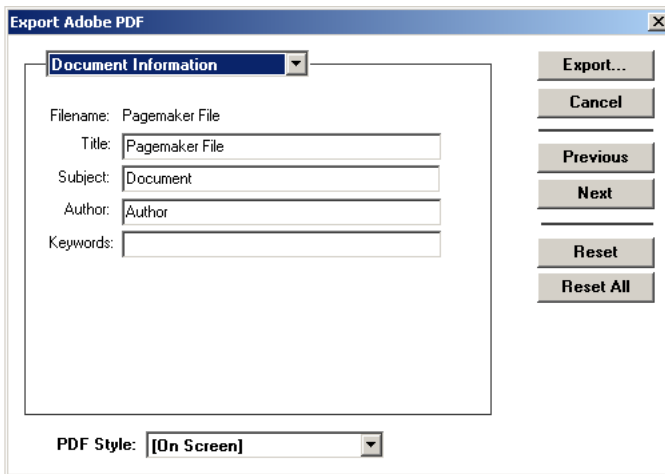


*Setting General options in PageMaker*



**Appendix B: Converting specific file types to Adobe PDF**

**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.



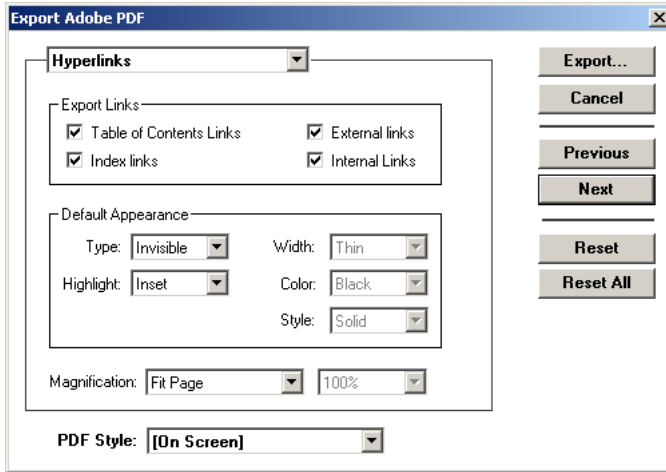
*Setting Document Information options in PageMaker*

**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.

**Appendix B: Converting specific file types to Adobe PDF**

- Internal Links to include the hyperlinks you specified to anchors within the publication.



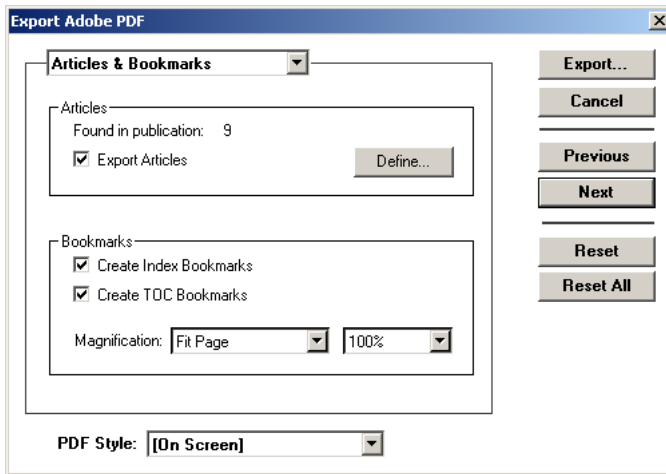
*Setting Hyperlinks options in PageMaker*

**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.

**Appendix B: Converting specific file types to Adobe PDF**

- 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 5.0 on a system with Microsoft Word 97 or 2000 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.

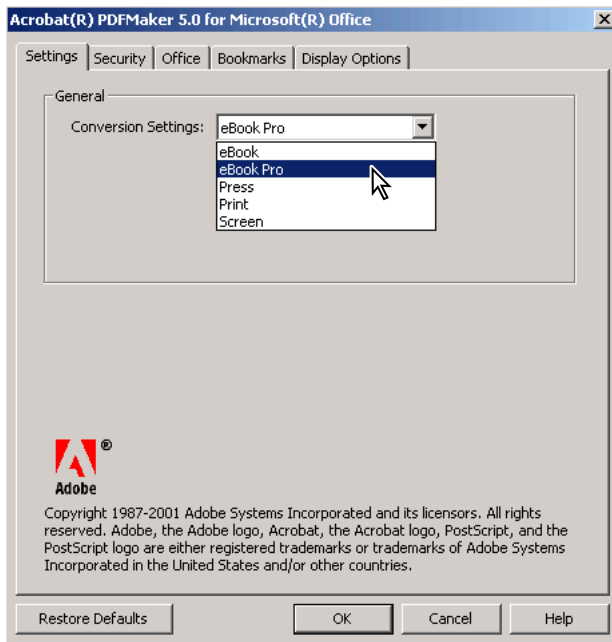
*Note: When converting to Adobe PDF using Windows NT or Windows 2000 operating systems, the resulting PDF document will retain the 8 1/2 by 11 inch page size instead of the custom page size. In this case, you can use Acrobat 5.0 to crop the document to the proper size. To crop multiple documents, see “Batch Processing” in Adobe Acrobat 5.0 Online Help.*

### **To convert a Microsoft Word for Windows 2000 document to Adobe PDF:**

- 1** 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” on page 9.
- 2** In Microsoft Word for Windows 2000, open the document you want to convert to Adobe PDF.

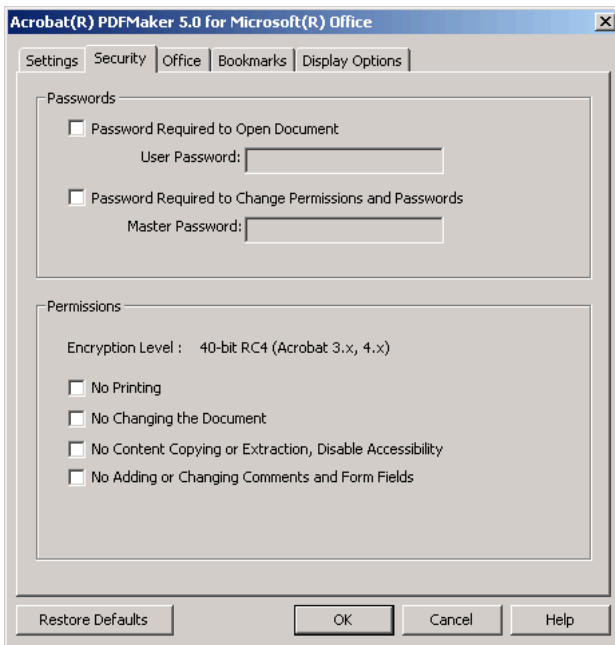
**Appendix B: Converting specific file types to Adobe PDF**

- 3 Choose Acrobat > Change Conversion Settings.
- 4 In the Settings panel of the Acrobat PDFMaker 5.0 for Microsoft Office dialog box, choose the recommended conversion settings that you created for eBooks in “Setting Acrobat Distiller job options for eBooks” on page 9.



*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 as this guide discusses in “Uploading eBooks to Adobe Content Server” on page 26, 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

**Appendix B: Converting specific file types to Adobe PDF**

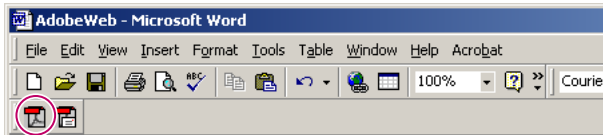
automatically converting hyperlinks, you can save time by not having to manually add these links to the Adobe PDF document later using Acrobat.

- 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](http://www.quark.com). The procedure in this section uses the former method.

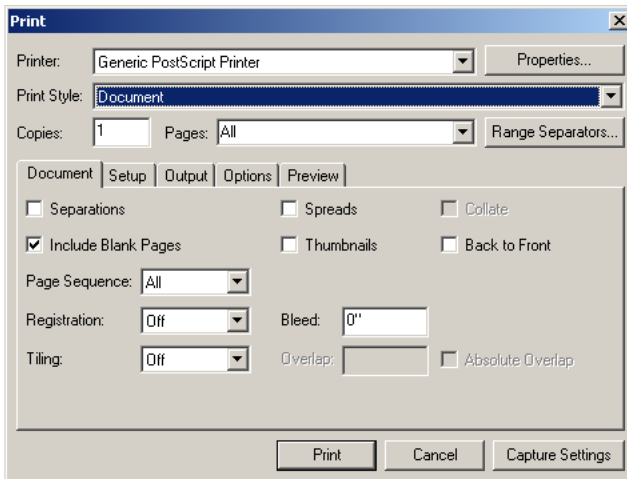
### **To convert a QuarkXPress 4.04 or later document to Adobe PDF (Windows):**

- 1** In QuarkXPress 4.04 or later 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.



**Appendix B: Converting specific file types to Adobe PDF**

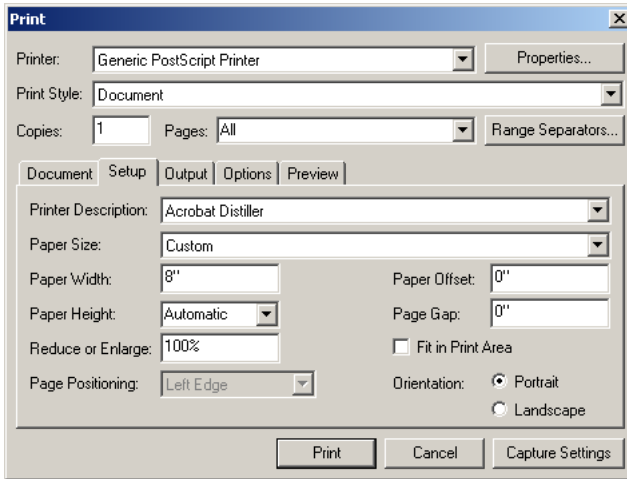
**4** Make sure that the Document tab is selected. Deselect the Separations and Thumbnails options. Choose Off from the Tiling menu, and set Bleed to 0".



*Settings Document options in QuarkXPress (Windows)*

**Appendix B: Converting specific file types to Adobe PDF**

**5** 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)*

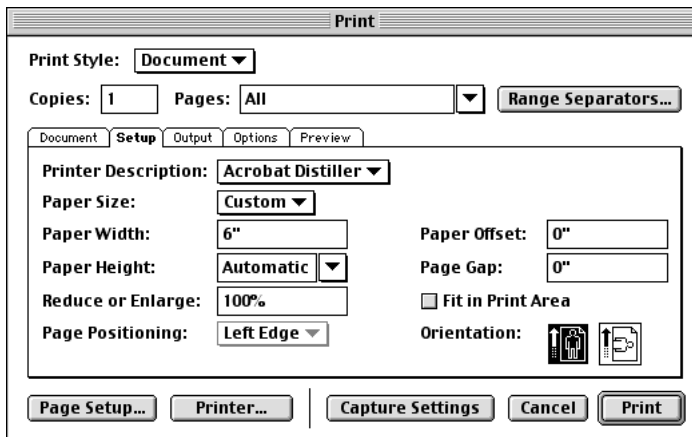
**6** Click the Output tab, and specify a Resolution of 600 dpi to optimize your output for electronic distribution. The dpi setting is used in the conversion of blends and gradients.

**7** Click the Options tab, and choose the appropriate settings for your file.

**8** Click Print.

## To convert a QuarkXPress 4.0 or later document to Adobe PDF (Mac OS):

- 1 In QuarkXPress 4.0 or later 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.

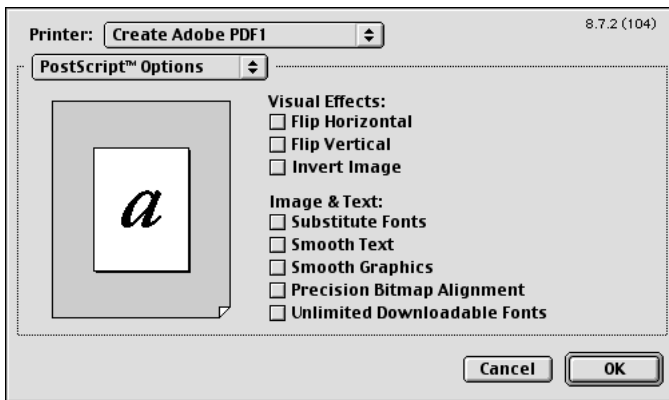


Setting Setup options in QuarkXPress (Mac OS)

**Appendix B: Converting specific file types to Adobe PDF**

**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.*



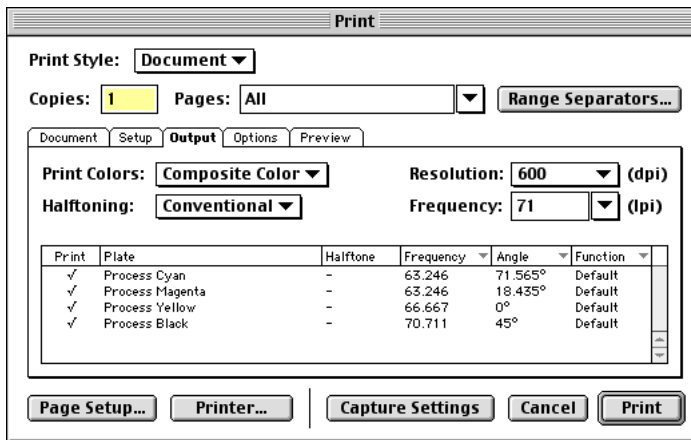
Setting AdobePS Page Setup options in QuarkXPress (Mac OS)

**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

## Appendix B: Converting specific file types to Adobe PDF

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

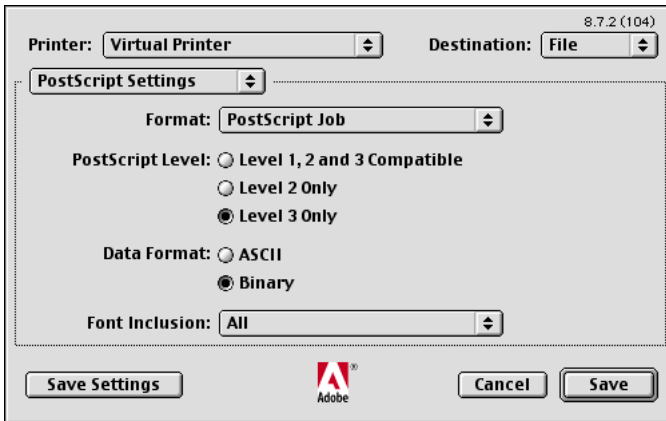


*Setting Output options in QuarkXPress (Mac OS)*

**7** When you've finished setting options in the Print dialog box, click Printer.

**Appendix B: Converting specific file types to Adobe PDF**

**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](http://www.quark.com)). If you don't use an XTension, you can add links and bookmarks to your Adobe PDF document using Acrobat. For more information, see "Linking the table of contents" on page 23 and "Creating bookmarks" on page 24.

## **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 as recommended in "Setting Acrobat Distiller job options for eBooks" on page 9.
- 2** In Acrobat Distiller 5.0, 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 5.0, open the uncompressed PDF document you want to convert to compressed Adobe PDF.



**Appendix B: Converting specific file types to 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” on page 9. 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" on page 9.
- 6** In Acrobat Distiller 5.0, 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 5.0 to make sure that all of its parts are present and in the correct order.