

# Preparing PDFs for Insight

Instructions for Mac OS and Windows

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## Overview: What Is an Insight PDF?

PDF documents serve as the source material for Insight, Random House, Inc.'s online book content search and browsing service.

An Insight PDF is composed of a high-resolution cover and a complete, cropped book interior. The PDF should contain bookmarks created in Adobe Acrobat that target particular sections of the work. These bookmarks will later be converted into XML information that lets Random House, Inc. and its partners control which sections of the book are available through the Insight Program.

In order to simplify the Insight process for our partners, the Content Management Group has prepared a set of standards for PDF creation. Please follow these standards as closely as possible before submitting material to Insight.

## Insight Checklist

Before you submit Insight PDFs to Random House, Inc., please ensure the following:

- (1) The file is named according to the convention <ISBN13>\_DistX.pdf (case sensitive). e.g., 978140004338\_DistX.pdf.
- (2) Page 1 of the PDF is a high-res cover image.
- (3) The PDF has either embedded text or a text layer. (Scanned PDFs without text layers cannot be processed successfully.)
- (4) The entire book interior is present and in the correct page order.
- (5) The PDF pages are cropped properly. There are no visible crop marks, and all pages have the same dimensions.
- (6) The PDF is bookmarked according to the bookmarking standards detailed below.
- (7) The file is a reasonable size, not exceeding 300 MB. Larger files should be downsampled.

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## Delivering Insight PDFs to Random House, Inc.

Files should be submitted to Random House, Inc. using MassTransit, the secure FTP Service we use. You may use this tool online by going to <http://interchange.randomhouse.com>. Use the instructions on that page for Sending Files to Random House, Inc. with the Mass Transit Generic Web Client. Please fill in the job ticket with your contact info and specify what titles you are including in the Additional Information section. Drag your properly named PDF files into the drop off window and select the Remote Service for RHPS\_Insight\_Drop. This will transfer your files onto our network and onto our workgroup server where we will watch for them for processing.

## Preparing Your Files in Adobe Acrobat on Mac OS or Windows

These instructions are written for Adobe Acrobat 7 Professional on a Mac running OSX or on a PC running Microsoft Windows 2000 with Service Pack 2, XP Professional, or Home Edition.

### Concatenating PDFs

To create a PDF of the full book interior, you may have to concatenate multiple smaller PDFs. For example, a book's front matter or inserts may be in a separate file from the book body.

To concatenate multiple files in Acrobat 7 Professional, follow these steps:

- (1) Select File > Create PDF > From Multiple Files or click the Create PDF button  on the toolbar and choose From Multiple Files. Add the files you want to combine into a single PDF. You can then arrange them in the order in which you want them to appear in the new file.
- (2) To verify that the new file contains the entire book interior and that the pages are all the same size, set the Acrobat zoom level to 100% and scroll through the PDF.

### Cropping PDFs

PDF documents should be cropped to trim size so that no crop marks are visible.

To crop PDF files in Acrobat 7 Professional, follow these steps:

- (1) Select Document > Crop Pages to bring up the Crop dialog box

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- (2) Select Trim under Crop Margins and make a note of Top/Bottom/Left/Right values under Margin Controls.
- (3) Select Crop under Crop Margins and enter the trim values in the Top/Bottom/Left/Right fields.
- (4) Select All Pages under Page Range and then OK to crop the page.
- (5) Verify that the pages have been cropped properly.

### **Issue: Trim size is not listed**

Some files contain crop marks, but do not list the trim size in the Crop dialog. To crop these, use the crop tool.

- (1) Choose the crop tool  under Tools > Advanced Editing and drag the cursor so that the selected area is aligned with the crop marks.
- (2) Double-click inside the selected area to bring up the Crop Pages dialog.
- (3) Select All Pages under Page Range and then OK to crop the pages.

### **Adding Covers**

Before a PDF can be bookmarked, a cover image must be added to it. Often this will be a separate art file such as a TIFF or JPG image.

You may also need to add a blank page to the PDF to retain the original left–right page flow. Even-numbered pages should appear on the left and odd-numbered pages should appear on the right.

To add a cover in Acrobat 7 Professional, follow this process:

- (1) **Verify you have a high resolution cover image**

The cover image you use should be at least 150 dpi. This can be verified by selecting Advanced > Preflight > List All Images. The result will indicate the cover resolution (the image resolution for Page 1).

- (2) **Resize the cover image**

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Select File > Document Properties to check the page dimensions. Make note of the width.

Using Photoshop, open the cover image for your PDF. Check the image size by selecting Image > Image Size. Resize the image so that its width is the same as the PDF's. Save the file as a TIFF.

## (3) Insert the image into your PDF

Go back to your PDF in Acrobat. To insert the cover image, select Document > Insert Pages and choose the image you resized in Photoshop.

## (4) Add a blank page?

Select the double-page view in Acrobat (bottom right) to check the right-left page flow of the PDF document. If the flow is off, you should add a blank page after the cover page. Otherwise, you can save the PDF now as ISBN\_DistX.pdf.

If you need a blank page, select the "Pages" view (tab at left) and find a blank page within the PDF. Copy it to the position immediately after the cover image by dragging it while holding the option key (Mac OS) or the Ctrl key (Windows). (Be sure to hold the option or Ctrl key or you will move the page rather than copy it.)

## (5) Save the PDF

Save the PDF as ISBN\_DistX.pdf.

## Is there a text layer?

PDF files must have a text layer or embedded text to be processed successfully by Insight. If you are working with scanned PDFs, you should verify that a text layer is present.

A simple test for this is to try to copy text from the PDF and paste it into a text document. If you can copy text successfully, the file has a text layer.

If the PDF does not have a text layer, you can generate one in Acrobat by using the "Recognize Text Using OCR" command under the Document menu. Note, however, that "Recognize Text" is not entirely reliable.

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## Downsampling PDFs

If the file size for your DistX PDF approaches or surpasses 300 MB, it should be downsampled to 300 dpi. Follow these steps in Acrobat:

- (1) Select Advanced > PDF Optimizer.
- (2) Set the dpi values for Color, Grayscale, and Monochrome images to 300 dpi. Set the quality level to High. Make the file compatible with Acrobat 5.0 and later.
- (3) Save the file.

If you are working with a large number of files, downsampling can also be done as an Acrobat batch process, or with PDF processing software such as PitStop Server.

## Bookmark Instructions:

To bookmark an Insight PDF using Adobe Acrobat 7:

- Make sure the bookmarks pane is showing to the left of the application window
- Scroll to the first page of the section you want to bookmark
- Command-B (Mac OS) or Ctrl-B (Windows) to create a new bookmark

The following sections of the book should be bookmarked. If a section heading does not appear in the list below, choose the bookmark that is most applicable. E.g.: For the heading "Timeline," use the bookmark "Chronology;" for the heading "Family Tree," use the bookmark "Genealogy."

**Note:** Bookmarks should be listed in the same order as their corresponding sections in the book.

- o Cover
- o First Page  
First Page means Page 1 of the book, even if this is a title page. This comes after any front matter with Roman numeral page numbers. Note that "1" will rarely be printed on Page 1.
- o Other Books By This Author
- o Title Page
- o Copyright Page
- o Dedication
- o Acknowledgments
- o Author's Note (includes "Editor's Note", "Authors' Note")
- o Table of Contents

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- o List of Illustrations / List of Tables / List of Abbreviations
- o Chronology
- o Genealogy
- o Map
- o Characters
- o Foreword
- o Preface
  
- o Introduction
- o Prologue
- o Parts (For details on parts and chapters, see below)
  - o Chapters (nest within parts)
  - o Sub-Chapters (nest within chapters)
- o Epilogue
- o Conclusion
- o Afterword
- o Biographical Note
- o Permissions
- o Glossary
- o Appendix (if multiple Appendices--e.g., Appendix A, Appendix B, Appendix C--usually just bookmark as "Appendix")
- o Resources
- o Notes (includes "Historical Notes")
- o Sources
- o Bibliography
- o Suggested Reading
- o Credits
- o Index
- o Reading Group Guide
- o About the Author (includes "About the Editor", "About the Authors", "About the Contributors")
- o Last Page (means the last numbered page)
- o Insert
  - o Inserts should be placed at the end of the PDF, even if that is not where they appear in the print version of the book. Please note if you are working on a file with an insert in the middle of an already defined chapter or section.

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## Bookmarking Parts, Chapters, and Subchapters

There are three possible levels of formatting that should use nesting in Acrobat:

Parts

- > Chapters
- > Subchapters

**Parts** should be formatted as "Part 1" or "Part 1 – Part Title." If the word "Part" does not appear in the part heading, spell it out in the bookmark. If the part is not numbered, add a number to it.

**Chapters**, like parts, should be formatted as "Chapter 1" or "Chapter 1 – Chapter Title." If the word "Chapter" does not appear in the chapter heading, spell it out in the bookmark. If the chapter is unnumbered, add a number to it.

**Subchapters** should be bookmarked by subchapter heading. Do not write out "Subchapter" or add a number to the bookmark.

### Sample:

Part 1 – Entrees

- > Chapter 1 – Pasta Dishes
- > Spaghetti Carbonara

### Key:

Chapter Name or Part Name	Bookmark Label
Chapter One <i>or</i> Part One	Chapter 1 <i>or</i> Part 1
Chapter One - Home <i>or</i> Part One - Home	Chapter 1 - Home <i>or</i> Part 1 - Home
One	Chapter 1 - One <i>or</i> Part 1 - One
IV	Chapter 4 - IV <i>or</i> Part 4 - IV
Chapter IV <i>or</i> Part IV	Chapter 4 <i>or</i> Part 4
Chapter 1 <i>or</i> Part 1	Chapter 1 <i>or</i> Part 1
Chapter 1 - Home <i>or</i> Part 1 - Home	Chapter 1 - Home <i>or</i> Part 1 - Home
Home	Chapter 1 - Home <i>or</i> Part 1 - Home

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Example of chapters nested within parts:

