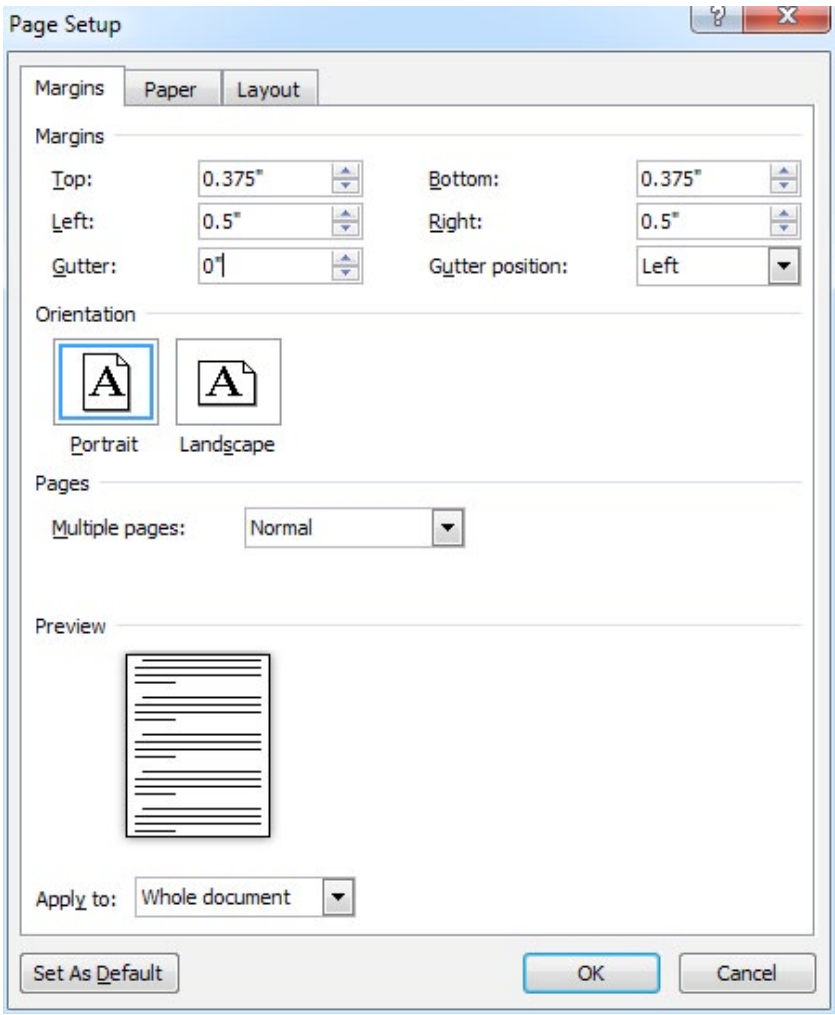
How to Create a MagCloud PDF with Microsoft Word for Windows

a step-by-step guide from MagCloud

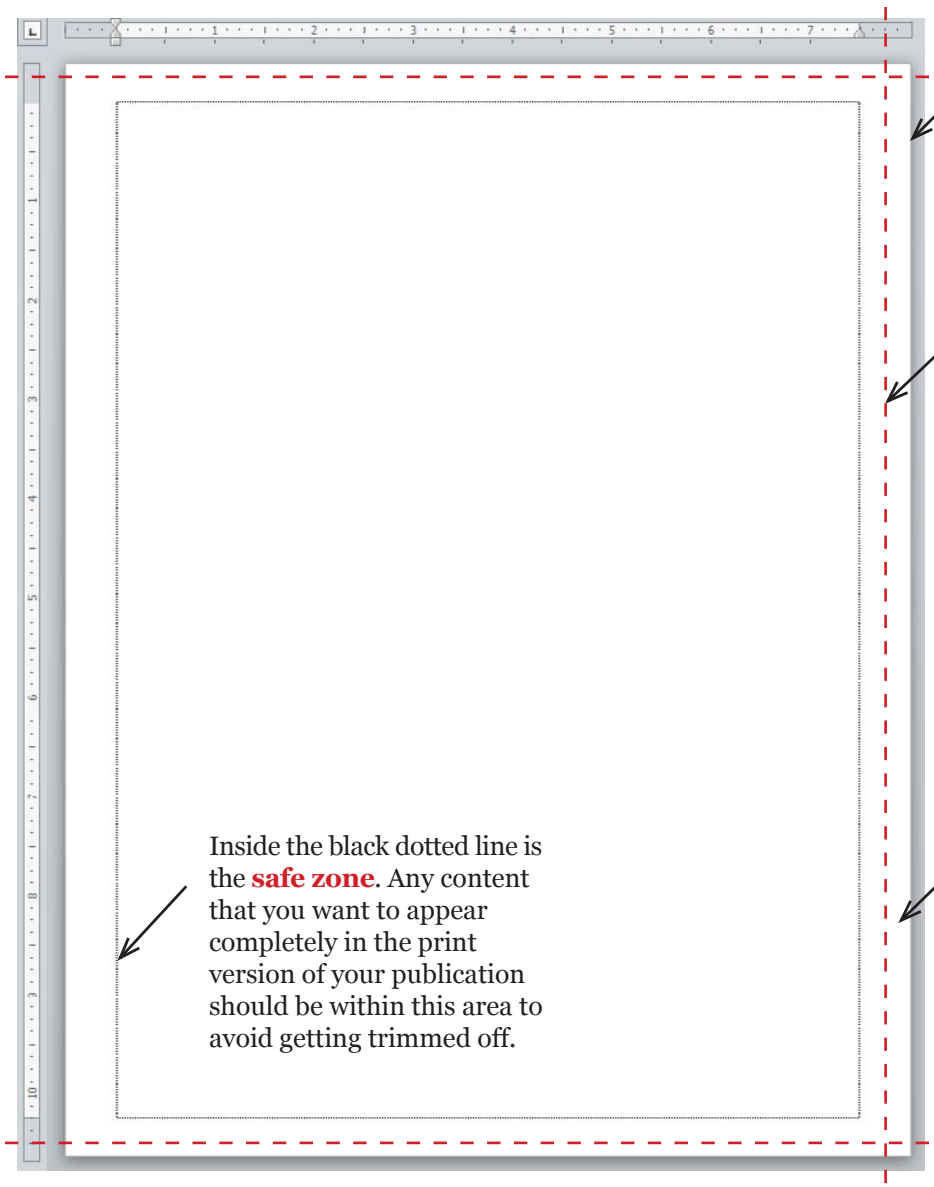
Create a New Document

1. Open Word and a new blank document should open automatically. If not, go to File > New and create a Blank Document.
2. Click the Page Layout tab and open the Margins menu. Select Custom Margins... to open a window like the one below.
3. Set the Margins: Top = 0.375 in / Bottom = 0.375 in / Inside = 0.5 in / Outside = 0.5 in
4. Select “Normal” from the Multiple Pages drop-down menu.
5. Switch to the Paper tab.
6. a: For a **Standard size** publication set the Paper Size to: Width = 8.5 in / Height = 11 in
   b: For a **Digest size** publication set the Paper Size to: Width = 5.5 in / Height = 8.5 in
7. Click OK. If you are prompted that one or more margins are set outside the printable area of the page, click Ignore.



Get to Know the Trim Lines & Bleed

1. Go to File > Options (Word 2010) or click the Office Button and the Word Options button (Word 2007) to open the Word Options window and select the Advanced tab.
2. In the Show Document Content section check the box next to “Show text boundaries.” Click OK.
3. Click OK to close the window, and compare the on-screen view of your first page to the one below to familiarize yourself with the trim line and bleed areas. This will be your cover page.



The edge of the white box is the edge of the PDF you will upload to MagCloud.

After printing, 0.25" will be trimmed off the outside edge and 0.125" will be trimmed off the top and bottom edges of your PDF to make your final printed publication. Content outside this **trim line** will not appear in the final publication.

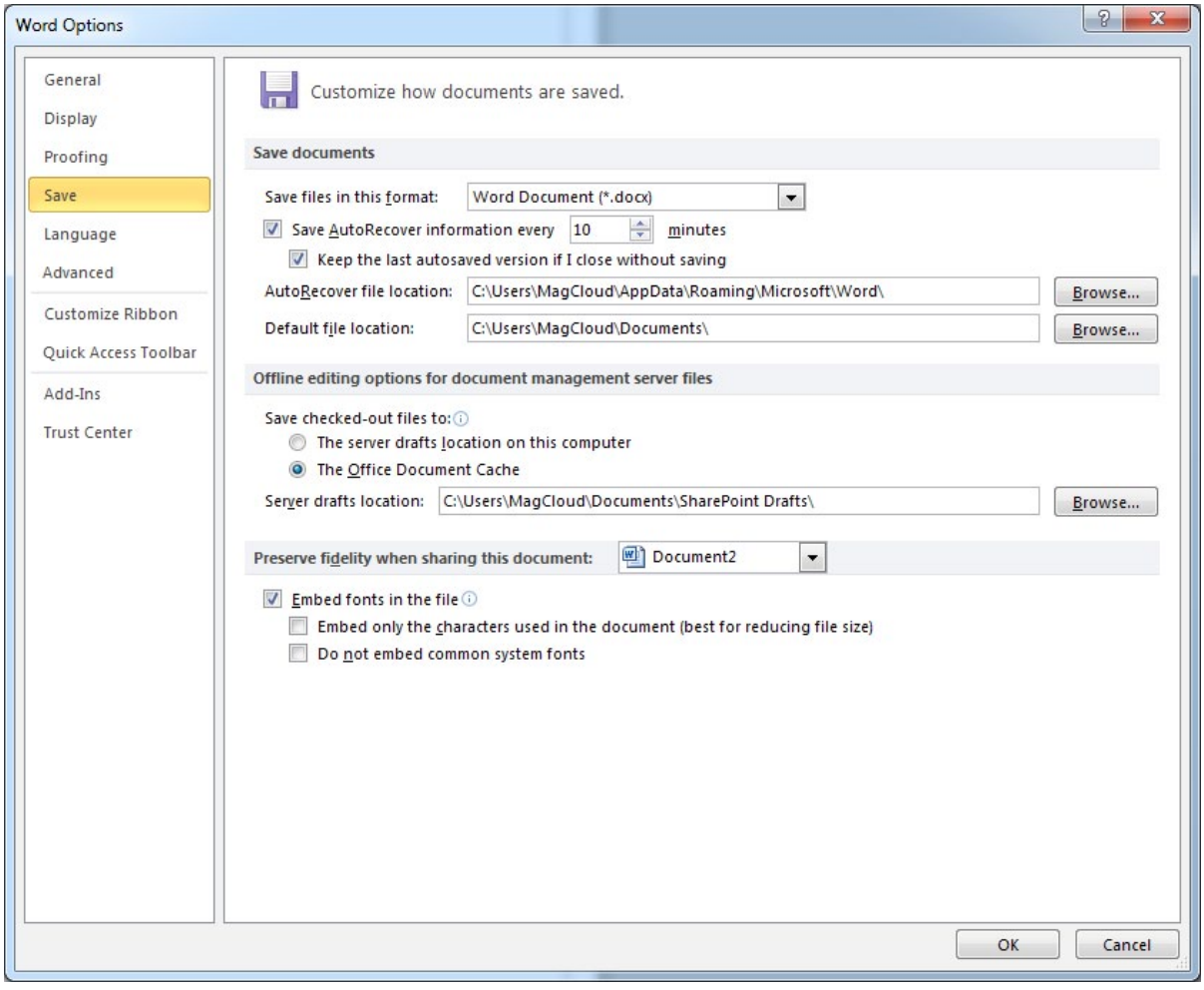
Inside the black dotted line is the **safe zone**. Any content that you want to appear completely in the print version of your publication should be within this area to avoid getting trimmed off.

The area between the edge of the page and the trim line is the **bleed**. Any content that you want to extend to the edge of the print version of your publication, such as full-page images, should fill this area.

TIP: The trim line can vary slightly in either direction, so it’s best to keep all text within the safe zone, 0.25" inside the trim line.

Format Your Font Settings

1. Go to File > Options (Word 2010) or click the Office Button and the Word Options button (Word 2007) to open the Word Options window and select the Save tab.
2. Check the box next to “Embed fonts in the file” and uncheck the box next to “Do not embed common system fonts,” as shown below.
3. Click OK.



Add Your Content

Create your publication by adding images and text to the layout. A few things to keep in mind:

- Make sure all images have a resolution of at least 300 pixels per inch. A full page image should be at least 2550 pixels by 3300 pixels.
- While images can remain in their original colorspace (RGB, sRGB, etc) any vector elements and text created in Word should be CMYK. Make sure there are no spot colors used in the file.
- To ensure the best print output, black text should be 100% K (CMYK = 0/0/0/100).
- In the lower righthand corner of the back cover (ie, the last page of your PDF), a space 1.4" wide by 0.625" tall will be covered by a white label with an order number in print versions of the publication. Be sure to keep this area clear of any content you want to appear in your final publication.
- If you plan to have a saddle-stitch bound publication, the page count of your final PDF must be between 4 and 100 pages, and a multiple of 4. If you plan to have a perfect bound publication, the page count should be between 20 and 384 pages, and a multiple of 2.

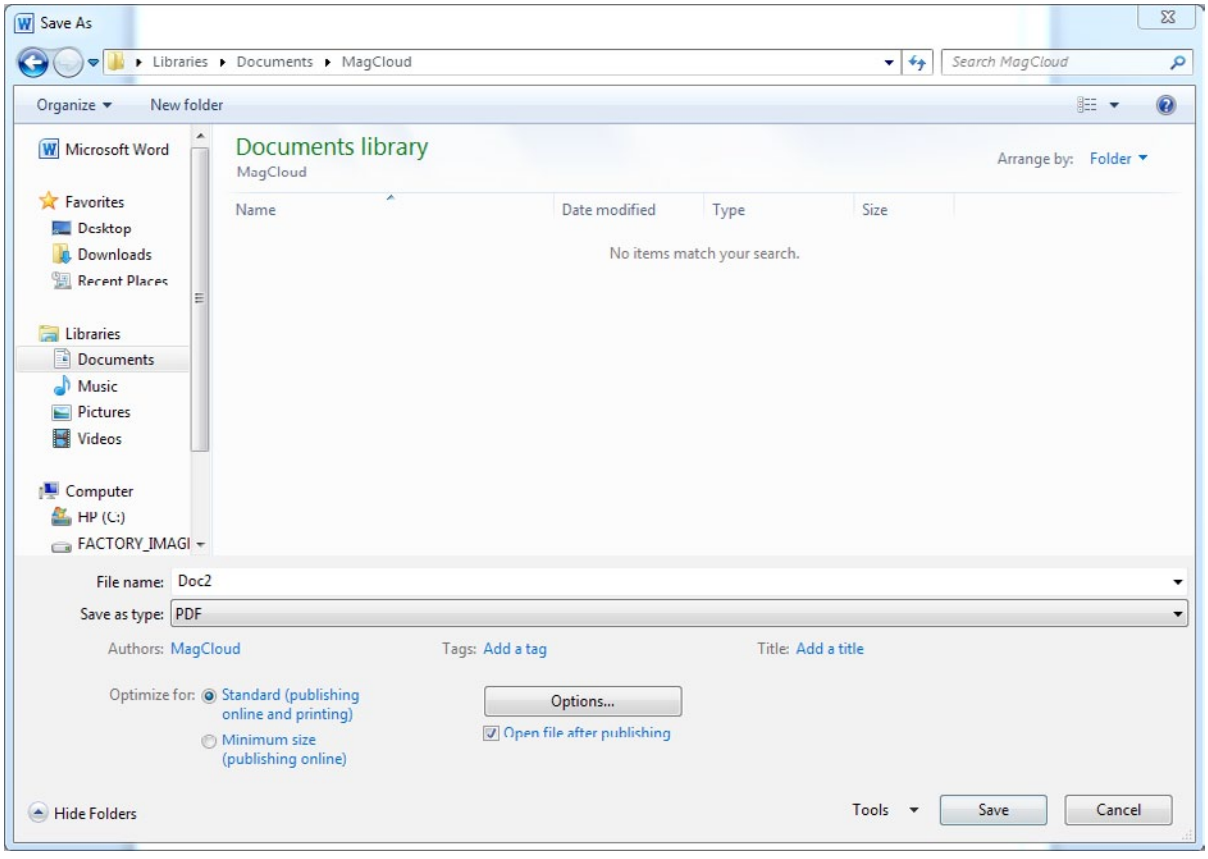
Designing for Perfect Binding

Once your PDF is uploaded to MagCloud, if it is over 20 pages you will have the option to select perfect binding. A few things to think about if your publication will be perfect bound:

- Up to 0.25 inches of the inside edge of your publication may be lost into the spine so it is recommended that you keep text at least 0.5 inches from the inside edge of your PDF page.
- When images cover two pages, this means that up to a half inch in the center of the image may be lost into the spine. The best way to account for this is to shift the image outward on both pages so it is duplicated in the area close to the spine, called the gutter (shown within the pink lines on the diagram below).

Export Your PDF

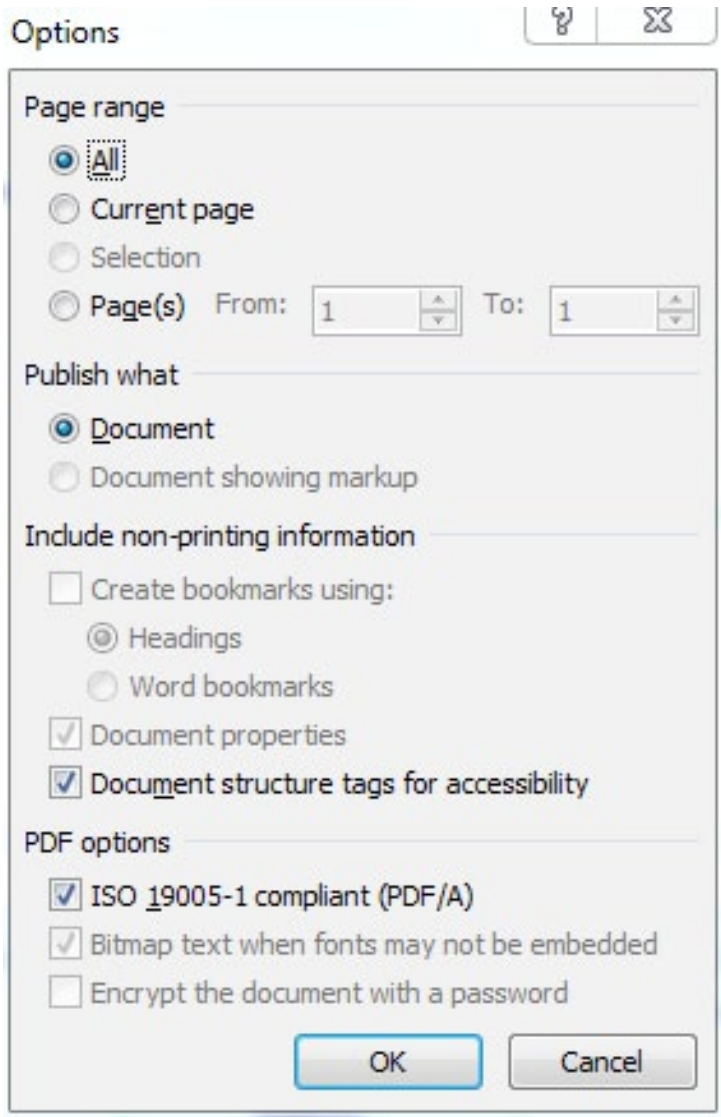
1. Go to File > Save As... (Word 2010) or click the Office Button and select Save As > PDF or XPS (Word 2007). A window like the one below should open.
2. Choose a name for your PDF, and save it in a place where you can easily find it.
3. Select PDF from the Save as Type drop-down menu, and make sure the radio button to Optimize for Standard (publishing online and printing) is selected.
4. Click the Options... button.



TIP: If you are unable to Save As a PDF file in Word 2007, download the "Microsoft Save as PDF or XPS" plug-in from the Microsoft Download Center (http://www.microsoft.com/downloads).

Export Your PDF — Settings

1. After clicking the Options... button, a window like the one below will appear.
2. Check the box for "ISO 19005-1 compliant (PDF-A)" under PDF Options, if it is not checked already.
3. Verify that the box next to "Encrypt the document with a password" is not checked.
4. Click OK, then click Save. The resulting PDF is now ready to upload to the MagCloud site.



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