How to create an onscreen PDF

1   Do it in RGB not CMYK

2   Use A4 (297mm by 210mm) or Letter (279.4 mm by 215.9 mm) size so it will print out on desktop printers

3   Do not put anything within 10mm of the edge of the page as it may not be printed out by a desktop printer

4   Make the format landscape (■) not portrait (■) so that the PDF fills the screen

5   Use vectors (AIs, EPSs) for graphics and logos not JPGs or other bitmaps, see right ☛

6   Enable interactive elements and hyperlinks so that users can click on websites and email addresses, eg. **robcubbon.com**

Vector – good

Bitmap – bad

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