

## Fixing TAC in PDF Ads using Acrobat Pro

To reduce ink coverage (TAC) in a PDF, you'll be converting the file to RGB, then back to CMYK. This applies a curve which fixes heavy TAC problems.

**IMPORTANT NOTE:** This process can adversely affect color; if the color change is undesirable, contact Lane Press for possible alternatives. WE recommend making a copy of your PDF with which to perform this process, so you can compare the final fixed version to the original.

First, you need to check your Acrobat color preferences. If they need to be changed, you only need to do this once:

- Go to Acrobat > Preferences > General
- Choose the Color Management screen from the list at the left
- In the Working Spaces section, make sure the CMYK setting is set to 'U. S. Web Coated SWOP v2' and the RGB setting is set to 'sRGB IEC61966-2.1'.
- Hit OK.

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**In the process below, you will need to access the Convert Colors function in Acrobat, located as follows:**

(Acrobat 7) - Tools > Print Production > Convert Colors

(Acrobat 8, 9) - Advanced > Print Production > Convert Colors

(Acrobat 10) - View > Tools > Print Production > Convert Colors

### ACROBAT 7, 8

- Open your PDF file, and go to the *Convert Colors* function
- In the *Document Colors* section, if any colorspaces are not set to *Convert*, go ahead and set them to *Convert* using the *Action* menu
- Set a *Destination Color Profile*. The first time through, you'll use the 'sRGB IEC61966-2.1' setting.
- Select *Don't Embed Profile*
- Make sure the checkbox for *Preserve Black Objects* function is checked (on), and Hit *OK*.
- Now, bring up the *Convert Colors* function and convert back to CMYK using the 'U.S. Web Coated SWOP v2' setting for *Destination Color Profile*. Be sure to select *Don't Embed Profile* and make sure the checkbox for *Preserve Black Objects* function is checked (on), and Hit *OK*.

### ACROBAT 9 - 11

- Open your PDF file, and select the *Convert Colors* function
- In the *Output Intent* section (in the middle of window), turn on the checkbox for *Convert Colors to Output Intent*
- Set a *Destination Color Profile*. The first time through, you'll use the 'sRGB IEC61966-2.1' setting.
- Make sure the checkbox for *Preserve Black Objects* function is checked (on), and Hit *OK*.
- Now, bring up the *Convert Colors* function and convert back to CMYK using the 'U.S. Web Coated SWOP v2' setting for *Destination Color Profile*. Be sure the checkbox for *Preserve Black Objects* function is checked, and Hit *OK*.

### NOTE - CHECKING THE FILE

After applying this fix you should check to make sure it worked using the TAC function in the Output Preview window, or by placing in InDesign and using the Separations Preview window. We also recommend zooming in on the file in Acrobat and visually scanning it to verify the integrity of the graphics and the overall layout (make sure it still matches the original file). Also, if there is a visible color shift, often trying the procedure using the *sRGB* profile for the conversion to the RGB colorspace will look better.