

AD PRODUCTION REQUIREMENTS

Submit all materials on CD or Zip disk.

Logos: Supply vector logo as an EPS or Adobe Illustrator (AI) file. If there are any fonts in your logo, convert all fonts to outlines prior to submitting. If supplying logo as a TIFF or JPG, the file must follow the guidelines for photo submission as noted below.

Scanned Photo: All TIFF images must be at 300 dpi and should be at 100% or larger than the size used in the ad. If providing a JPEG file, it must be made from a high resolution 300 dpi image. If you request image cropping, remember that the cropped dimensions and resolutions must fall within the requirements, not just the original full size image. **NO 72 DPI IMAGES FROM THE WEB WILL BE ACCEPTED.**

Digital Camera Images: Highest quality setting: 2560 x 1920 pixels give a 8.5" x 6.4" image at 300 dpi. Lowest quality setting: 640 x 480 pixels gives a 2.1" x 1.6" image at 300 dpi. (This may vary slightly depending on the camera.)

Graphics: If you choose to use a graphic (i.e., artwork) rather than a photo, line art scans should be 1200 dpi or higher and saved as a TIFF. EPS or Adobe Illustrator (AI) files are required for all vector based graphics.

Scan Services: Photos, art, slides and negatives can be scanned for an additional fee. All original materials will be returned. The LPECVB does not accept responsibility for any lost, damaged or stolen materials once submitted for scanning.

If material submitted does not meet the quality standards set by the LPECVB, you will be asked to supply alternate material. This includes high resolution photographs and graphics, as well as text data.

All components of your ad must be submitted with your order.