

Ideal File Formats:

PDF (.pdf)

JPG (.jpg)

TIFF (.tif)

EPS (.eps)

Acceptable Formats

InDesign (.indd)

Illustrator (.ai)

Photoshop (.psd)

Word documents, except when used as mockups, don't work because they are very low resolution. Even when saved as a PDF, they do not create a high-quality product. We'll be happy to use them as text mockups, and even as examples for graphics, but they just don't make good sources for graphic files!

Resolution is very important. The minimum resolution for quality printing is 300 dpi. It is also important for print purposes that ads be created in CMYK rather than RGB, which is primarily used for web graphics. A knowledgeable designer will have this information already, but since we don't often get to deal with the designers directly, it's important to stress this information to the advertiser. Our designer can fix some of these issues, but any fixes of issues like this will incur the \$35 fee mentioned in your contract. Since we're on such a tight timeline, it's important that advertisers know this information up front.