

Follow this guide to ensure that graphic files are prepared to achieve accurate, timely publishing, without additional costs.

## File Formats

- pdf (Portable Document Format)\*
- tif (TIFF)
- psd (Photoshop)
- jpg (JPEG)
- eps (Encapsulated Postscript)
- ai (Illustrator)



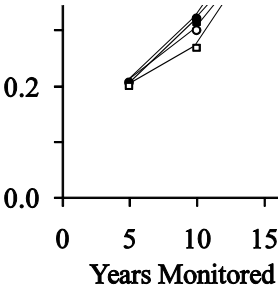
\*Please contact your Account Manager to request the Guide to PDF Creation for help creating PDFs from Word, Excel, PowerPoint, InDesign, or Quark.

## Color

Use CMYK color space for print images and RGB for online images. Images in RGB color space may have a color shift when printed.

## Resolution

- Resolution is accurate only if the image is at the size intended for publication. Quality will decrease if image must be enlarged.
- Color or grayscale: Minimum 300 dpi. Larger than 600 dpi is unnecessary and may slow down file transfer.
- Combination, color, or grayscale with text: Minimum 600 dpi.
- Line/bitmap, text, and lines: Minimum 600 dpi, 1200 dpi optimal.

Color or Grayscale	Combination	Line
300–600 dpi	600–1200 dpi	1200 dpi
	 <b>Low Tide</b> -----	

## Text

- Vector format: Embed or outline fonts to avoid text display errors. Fonts will be replaced with our fonts if they are not embedded or outlined.
- Raster format: Save/export at a minimum resolution of 300–600 dpi.

## Rules and Lines

- Minimum thickness for lines is 0.25 points.

## Multipart

- Combine panels into one image file. If caption contains panel identifiers such as “a”, “b”, “c”, include them in the image panels.