Sending Good Graphics and Press Ready Files

Graphics

•It is best to supply digital pictures (jpgs) or good scanned photos. Do not scan color photocopies, laser prints or newspaper clippings.

•.jpg files should be 300 dpi or larger.

•Art contained on websites is not usable in print due to low resolution graphics.

•Logos may be supplied in .pdf, .AI or .eps file format. Do not supply fax copies and poor quality art.

•Do not supply anything from a Google/Bing Image Search, as you likely will not have the appropriate rights to re-use such images.

•Consider if the image you are sending could be otherwise achieved by a similar stock image. We have a library of thousands of high-resolution images that could provide your client with a polished, professional look that markets their business.

Fully-Designed Press/Camera Ready Files

•Customer supplied files are recommended to be supplied as a layered PDF. Flat files can be more difficult to work with should alterations be needed.

•Customer supplied files should be sized to fit the ad specs which can be found at ClipperDD.com

•Customer supplied files should be at least 300dpi resolution.

•Files that are not press ready, or require changes/alterations should be submitted as new ad materials with appropriate instructions included with the submission.