

# the front office

## Words about Pictures

**W**hen we redesigned this magazine, we emphasized using interesting, colorful, and BIG photographs, and lots of them. Some of the images we receive from readers, and the companies that want to reach you, are much easier to process for publication, while others are downright unprintable (see examples).

### GOOD



We want to present your pictures "in the best light" possible. To help us make you look good, here's what we need: high resolution, quality images that we can enlarge from the original, if need be. High resolution means an image should be at least 300 dpi (dots per inch) with 133 line screens, and at least 4 inches big, vertically or horizontally. Any smaller-sized image, or one with fewer dpi, becomes blurred when we enlarge it. Keep in mind, the better your picture looks in this magazine, the better you look to everyone.

The same rules apply for images you want to email, but please don't send any file larger than 10 MB—they just don't transfer well. Here are our electronic file requirements: Use 100 MB ZIP disks or CD-ROM (you can email me, too).

For software, use QuarkXPress 4.0, Adobe Illustrator 9.0 (saved as EPS), or Adobe Photoshop 5.5 (saved as EPS, TIFF, or JPEG). Please convert higher versions down.

If supplying an IBM format is the only option, the file must be in viewable EPS or TIFF format with fonts embedded in that format. For compression software, StuffIt, PKZip, or DiskDoubler (self-extracting archives preferred) work best. Please note that files using RGB or Pantone colors (PMS) must be converted to CMYK before you send the file.

If all this makes hieroglyphics more understandable by comparison, just call our production team at 312-977-0999 and they'll be happy to help you out. We

like our new look and want to keep it fresh.

Send us good pictures and we'll make sure everyone takes notice!

Comments always welcome.  
Call Eric at 630-678-0054, fax 630-678-0334,  
email [eschroder@aip.com](mailto:eschroder@aip.com), or send to PO  
Box 67, Lombard, IL 60148.

### BAD



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SEE PAGE 36

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