



File Guidelines

IMAGES

B/W (Grayscale) photos should be a minimum of 200 dpi. Monochrome images (Bitmaps) should be 600 dpi. Images should be placed @ 100% (+/- 10%).

DIGITAL CAMERA PHOTOS

- 1 It's very important to be aware that most digital cameras use RGB color mode. However, before placing photos into your print document, you will need to convert them to Grayscale. After converting the photos, tonal adjustments are often necessary (see below.)
- 2 Use your camera's optimal resolution. Anything below 200 dpi for a photo reproducing at 100% it's original size could result in substantial loss of quality. The resolution cannot be regained in photos that originated at a lower resolution.

SCANNING

- 1 For optimal reproduction of black & white and color photos on newsprint, a scanning resolution of no lower than 200 dpi is recommended. We usually scan photos in at 400 dpi and then cut them back to 200 dpi before adjusting them. This will give you more detail and a sharper image.
- 2 For color photos, scan in CMYK or convert to CMYK before making your adjustments. For black and white, scan as grayscale or convert to grayscale in Photoshop.

ADJUSTING PHOTOS

The optimal tonal range for black and white photos to be reproduced on INCO's web presses are as follows: (Keep in mind there will be a percentage of "dot gain" which is the result of ink saturation. The amount depends on the grade of the paper - Newsprint absorbs more ink (up to 20% gain) than 50# Premium (up to 10% gain). Adjust accordingly.)

HIGHLIGHT AREA (whites): 0-5% **MIDTONE** (faces, etc.): 20-40% **SHADOW** (blacks): 80-100% Acquire Adjust Levels through the Image header at top of screen. Start with the top slider beneath the graph. Usually the first thing we adjust is the highlight. Make sure the Info box is open on your screen to monitor the % values. **a) Highlight:** Move slider on the right (White triangle) towards the left until you have a value of 0-5% in the whitest area of the photo. The percentages can be found in the Info box, with the number on the left representing your starting value and the number on the right showing the value as you adjust it. **b) Midtone:** Move middle slider left to lighten the midtones and provide contrast with darker (shadow) tones. This will also effect the density of your shadow tones, so you will find it helpful to alternate your midtone adjustment with shadow adjustment for optimal contrast. **c) Shadow:** The left slider usually is moved to the right to restore density in darkest areas while making adjustments to midtones, above.

File formats accepted:

PDF, InDesign, QuarkXPress, Adobe Illustrator EPS may be used.

Fonts and artwork must be embedded in the pdf file for remote printing. For all other formats (Quark, InDesign, Pagemaker) fonts must accompany file.

All photos or artwork being used should be at a resolution of 300 dpi (for printing to 120 lpi). NOTE: Photos or ads taken from webpages are not configured at a high enough resolution for printing.

Black and white photos must be submitted in Grayscale mode.

Photos used should be tiff, jpeg, eps or pdf formatted. GIF files should be converted to Grayscale and then re-saved as TIFF.

For Questions contact:
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