

All Images, including images in PDF's and Illustrator MUST meet the following guidelines:

Resolution: 304.8 pixels/inch, 120 pixels/cm, Bitmap images 1200 pixels/inch, 472.441 pixels/cm.

File type: Tiff, Eps or Bitmap. 8 bit/channel.

Color: CMYK or grayscale.

Size: 100% for layout

Type: Not recommended for use in an image (if used, black type: 100% Black).

PRODUCTION CHARGES: Any advertiser or agency sending materials not conforming to our specifications will be billed for any charges needed for preparing materials for publication. Production work deemed necessary by Publisher will be billed at \$100/hour. Publisher reserves the right to run last ad or charge advertiser for unused space if material is not received by deadline.

Low resolution images (less than 304.8 pixels/inch) will reproduce poorly on a four color press. Web sites and the internet use low resolution images. While they look great on screen, they will reproduce poorly in print. Newspapers print a 85 line screen and use 170dpi for images. Magazines use 150 line screen and 300dpi for images:.. therefore images from newspaper will reproduce poorly in a magazines.

•A word of caution: Photoshop will allow you to constrain the image and increase the resolution, but you have, in fact, done nothing to improve the image quality. An example: 4 x 5, 72 dpi resolution changed to 304dpi, 4 x 5 is not press quality.

File type other then the above will not rip correctly for plates. Jpeg or Quicktime picture viewer use a compression (even at hi resolution) that does not work with the rip software our printer uses.

Color used must be as stated above. Duotone, Indexed, RGB. Lab or multichannel color are not acceptable. Pantone, spot or 5th color image will be charged for additional color at \$400 per ad and must be reviewed with us prior to ad submission.

Digital or Hi-res images are limited to 20% enlargement in size. The image will need to be professionally rescanned to scale larger than 120%. Images from a digital camera will have to be reshot at a higher megapixel. Transparency, original photographs and negatives can be enlarged 300% or more for a magazine.

Digital cameras provide low-resolution (72dpi) images. A 6 in. x 9 in. 72dpi image (from a 1.2 megapixels camera) changed to press quality high resolution 300dpi image, becomes a 1.5 in. x 2.25 in. image. A digital camera with a 6 megapixels will create an image that is large enough for press quality (300dpi resolution) for an 8.5 in. x 11 in. image.

Home scanners (charge-coupled device-CCD) can not produce the quality or accuracy of a professional scanner (photomultiplier tube-PMT).

Photographs from a home printers do not have a continuous tone and are not usable.

Digital images cannot be scanned from a previously printed image (e.g. an image or logo from a printout or magazine) because they are made up of halftone dots which only create the illusion of continuous tone. While the human eye can not see the dots a scanner can.

Please note the following problems are not fixable and are not suitable for press.

Dark images (underexposed) lack detail in shadows. Light images (overexposed) lack detail in the highlights. Lack of contrast (sharpness) has lost detail. Out of focus image.

Any proof for guidance on press should be an iris, SWOP approved proof or AGFA Pressmatch.

Digital image, photographs, slides and negatives should be labeled with advertiser name or similar naming convention. Do not label as "Vermont Magazine" or similar nondescriptive name like image#1.