

# POB Graphic Requirement Reference Sheet

## APPLICATIONS ACCEPTED:

Page Layout Program: Quark Xpress 4.0 or higher or Adobe InDesign CS  
Drawing Program: Adobe Illustrator 9.0  
Photo Imaging Program: Adobe PhotoShop 6.0 or higher

## MEDIA (IBM AND MACINTOSH):

Preferred formats: CD, DVD, FTP  
Also accepted: Floppy, Zip Disk, Jazz Disk

## IMAGE FILE TYPES:

EPS, TIFF, JPG, BMP, PSD

## RESOLUTION:

300 ppi (pixels per inch) or above.

Note: Many digital cameras do not provide images with a resolution large enough for use in our magazine. POB does not encourage the use of digital cameras. Most digital cameras do not have a high enough resolution for us to put into print at a large size. We can usually print digital pictures at a smaller size (3 x 5) if and only if the image was shot at the camera's highest resolution setting (consult the camera's manual on how to do this).

Every electronic image (except vector images) is made up of pixels. The resolution of an image is the number of pixels that make up that image. The higher number of pixels per inch (or commonly referred to as dots per inch-dpi), the higher quality the image. Printed images are required to be at high resolution, usually 300 dpi. Images for web use are lower in resolution, usually 72 dpi, and are not high enough for print.

POB prints at a resolution of 300 pixels per inch. This is a unit of measure and is a set amount of information that is provided. If an image is sent at 300 x 600 pixels it will print at 1 x 2 inches and no bigger. Increasing the size of the images in a photo imaging program will only blow up the provided information that is there. This means that the pixels will be enlarged and be very apparent in the image giving it a jagged appearance. We cannot add detail to information that is already set. The image must be originally scanned or shot at a high enough resolution in order for it to print in POB.

## NOTES FOR PHOTOGRAPHERS:

- RESOLUTION:** This is the most important aspect for us. Do a little research on the settings of your camera, and set it to capture the largest possible file. JPG and HQX compression are common settings. If you are shooting indoor and do not have portable lighting, experiment with the flash on and off. And don't worry about sending too many pictures. The more the merrier! It's better to sift through 200 images from a photo shoot than to be tied down to only 3 images. Remember, you're featuring your company/employees at their best!
- LIGHTING:** Natural lighting is always the best option. Outdoors in bright sunlight provides the best coloring. When possible, try to avoid having the subject facing directly into the sun as they may be squinting. Also, try not to have them facing completely away from the sun as that may create darkened shadows on their face. When shooting indoors, portable lighting is always helpful. If that's not an option, try opening doors, blinds and windows to brighten the room.

## GRAPHS:

POB prefers that graphs submitted for publication be accompanied by the raw data (fonts, images and any other linked files) used to create the graph. Excel is the preferred format but others are welcome. This insures that POB will be able to re-create any graph that is of low quality or low resolution.

## FILES FROM PROGRAMS WE CANNOT USE:

Microsoft Publisher, Corel Draw, Harvard Graphics

## ACCEPTABLE IMAGE SIZES:

All images should be at least 3 x 4 inches. Images submitted for cover consideration should be at least 9 x 12 inches (300 ppi). Please follow the chart below for more specific instructions.

The first number, in pixels, shows the original image size. At 72 dpi (dots per inch) the image is at its original size (measured in inches). When the image is converted proportionally in Photoshop to 300 dpi, it then becomes the second size.

### 2400 X 3000 PIXELS

This size is fine for cover images or any interior pages:

2400 x 3000 pixels @ 72 dpi = 33" x 42"

2400 x 3000 pixels @ 300 dpi = 8" x 10"

### 1200 x 1800 PIXELS

These sizes are fine for interior magazine pages, **not** covers:

1200 x 1800 pixels @ 72 dpi = 17" x 25"

1200 x 1800 pixels @ 300 dpi = 4" x 6"

### 600 x 900 PIXELS

These sizes are fine for interior magazine pages, **not** covers:

600 x 900 pixels @ 72 dpi = 8" x 12"

600 x 900 pixels @ 300 dpi = 2" x 3"

- COMPOSITION:** Centering the subject and equipment in a frame is easy, but don't hesitate to try different angles. Side or above angles will provide an interesting look. If your images are potentially going on the cover, please also keep in mind that the upper left corner of the cover is dominated by the POB logo.
- ORIENTATION:** Please always take a mix of both horizontal and vertical shots, keeping in mind that the best option for the cover is always vertical format.
- POSING:** Our readers prefer to see "people in action" rather than a posed shot. Keep things natural. If someone is pointing to equipment or has materials in their hands, try not to obscure anyone's face that may be in the background of the shot.