

## Guidelines for Digital Photo Submission

**Security Management** is pleased to accept digital photos provided they are optimal quality for printing and meet the following format guidelines. If you have any questions, contact Elizabeth Lankes at [elankes@asisonline.org](mailto:elankes@asisonline.org).

1. Resolution: Magazine printing requires high-resolution photography. **Resolution must be 266 to 300 dpi** (dots per inch). To achieve this, the digital camera must be set on high resolution at the time the photo is taken AND at the time the image is transferred to the computer. It is possible to take a large (for example, 9" x 12") image at 150 dpi and reduce it down to 4.5" x 6" at 300 dpi. The reverse is not true however; photos cannot be blown up without loss of data; image quality will be compromised significantly.
2. Format: Images may be saved as JPG or TIF. *Important—when saving as JPG, choose MAXIMUM quality, MINIMUM compression.*
3. RGB or CMYK: RGB is screen or computer mode. It is how digital cameras take pictures. CMYK is necessary for magazine printing. We can convert RGB images to CMYK. They travel faster and easier over the Internet as RGBs. If your photo is black and white, send it in the "Grayscale" mode.
4. Transmission
  - a. Preferred—100 MB Zip Disk or CD-ROM
  - b. Electronic Transmission: Because of occasional file corruptions that can occur during electronic transmissions, **please do not send more than one uncompressed photo per e-mail at a time. The file size of a photo e-mailed to us can be no larger than 6 MB due to our firewall\*. By converting a CMYK tif to an RGB jpg, you can compress an image significantly.**
5. Photo Identification: Please name digital photos in a simple and logical system. For example, if the article is by John Smith, name the photos smith1.jpg, smith2.jpg, etc. If there are many photos, please name them descriptively, rather than giving them a number.
6. Charts and Graphs: **PDF files are preferred for charts and graphs.** PDF files should be distilled using PressOptimized settings, and all fonts must be embedded. EPS or Adobe Illustrator files work too. Do not submit PowerPoint format.
7. Image Editing: Artifacts or defects in images will be corrected. However, it is always a good idea to start with the best possible image.

\*Larger files can be sent to our ftp site (<ftp.asisonline.org>). Use asisftp for both username AND password. Please e-mail to alert us of the ftp filename.