

## Artwork & Photo Guide

Some suggestions for the preparation of your photographs and QSL card designs.

### Emails To get your message past our spam filters...

Make sure your email has a subject – <your callsign:QSL> would be good.  
Attachment files saved as .exe and .sea – **will not** be opened.

### File formats We can work with...

Artwork and pictures saved in any one of the following formats,  
JPEG – TIFF – EPS – PDF – PICT – BMP – native Illustrator or Photoshop.

If you use a 'postcard making' graphic programme, please save in any of the above formats, we can not open their native files. If you are unable to save in any of these formats, please take a screenshot, and send that in.

### Fonts To save us a lot of time...

If you want specific fonts to be used on your card, please name them.

### Pictures For best printed results...

Ideally, aim at using a photograph that is twice the size of the finished card and with a resolution of 300dpi or above.

However, in practice the 72ppi jpeg files produced by most digital cameras are adequate. Try to make sure the picture is taken at the highest possible settings.

Please do not crop or resize the photo.

Please do not retouch the photo.

Please use none or very little compression on jpeg files.

If sending in a photo by post, please do not write on the back of it.

Please don't be offended if we tell you your photo just isn't up to the job. It may look ok on screen but we're thinking of the quality of the printed results. We will offer to try to find an alternative for you.

### Designs For your card...

When designing your own card please before placing any text (callsign etc) on the picture make a copy of it. We'll need the picture **with** and **without** the text.

Our card size: bleed 146x91mm – trim 140x85mm – active area 130x75mm.

All finished artwork will be prepared by us.



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ArtWork and Photo Guide – September 2004.

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