

# **MIDWEST FLYER MAGAZINE**

*Serving the marketing needs of aviation businesses & airports since 1978*

POB 199, Oregon WI 53575-0199      PH/FX: 608-835-7063      dave@midwestflyer.com

## **Creating A Quality-Looking Advertisement**

In order to obtain a quality-looking advertisement when published, **photos** or images need to be a minimum of **300 dpi** at the size to be printed.

Most digital cameras can take photos in either “large” format (high resolution) or “small” format (low resolution). Low-resolution photos are great if your objective is solely to post them on a website, but for publishing, high-resolution images are required. So while the memory card in your digital camera will not hold as many high-resolution images as it will low resolution images, it is best to always take photos in the large format or at high resolution. You can always reduce the resolution later to post the photos on your website.

If you need to scan an original photograph, be sure to scan it at 300 dpi or greater. If the original photo is small and you want it to be larger in the advertisement, you will need to scan it at a greater dpi so when it is enlarged, you will not lose dpi or resolution. If the original photo is larger than the size to be used in the advertisement, scanning at 300 dpi should be sufficient, as the dpi will increase when the image is reduced.

**Logos** and other artwork to be used in the advertisement should be at **600 dpi**. Again, if you need to make a logo larger, be sure to extract the original files at a larger dpi, or scan the artwork at a larger dpi.

After putting both the photos and artwork together, save the completed advertisement at **300 dpi as a PDF** in *CYMK for Color*, or in *Grey Scale if Black & White*. By saving the advertisement as a PDF, you will preserve all components of the advertisement including fonts and layout, as well as the resolution of all photos and artwork in the dpi in which you created the advertisement. PDF files are like an international language... Regardless of the program you use to create the advertisement, other people -- and more importantly other computers and programs -- can view the advertisement exactly as you created it.

## ***Midwest Flyer Magazine Ad Requirements:***

### **For Color Ads:**

Color Photos need to be in CMYK.

If you are using Black, please use “Rich Black” for type, lines, etc. (100% black, 30% cyan, 20% magenta & 20% yellow).

For Black/White Ads:

Photos need to be Grayscale.

Black type, lines, etc. should be Regular Black.

Please email [dave@midwestflyer.com](mailto:dave@midwestflyer.com), or 608-835-7063 if you have any questions or require assistance in designing an effective advertisement to meet your marketing objectives.

Thank you.

*Dave Weiman*

Publisher