

## Providing Digital Photography

Farm & Ranch requires all photos to be at least 300ppi (or dpi) for a 4"x6" photo.

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*PPI – **P**ixels **P**er **I**nch - “The amount of pixels across one inch.” Pixel is a combination of the words picture (pix) and element (el). The more pixels per inch, the smaller they become and the better your photograph will be.*

### Taking a Digital Photograph:

- The resolution at which you capture an image is an option you MUST choose on your digital camera.
- If the camera is set to hold the most amount of photos on it that it can, then the quality is going to be a lot lower.

*Images used on web sites are very low resolution and not sufficient for offset printing. While these photos may look good on a computer monitor, they will appear “bitmapped” (jagged edges) and blurry on a printed magazine page.*

### Submitting/Saving Digital Photos

- Jpeg, tiff, and eps files are all acceptable, we **do not** accept PDF Files or Word Documents.
  - If you have the option, a .tif file is always better than .jpg (jpeg format is a compressed version of the photo, you lose some image data with jpegs)
  - PDF's are Photoshop documents that have the files flattened into the page, we would have to go in and cut the photo out of the flattened page and this would leave us with a VERY small version of the photo. (Low Resolution) Thus our reason for not accepting photos in PDF files, as well as Word Documents!