

salt magazine

supplying digital images for publication

Please follow the guidelines below when supplying digital images for reproduction in SALT magazine. All images supplied must meet quality printing standards. Good lighting, colour accuracy and sharp focus are essential for quality reproduction. SALT may reject images that do not meet this standard.

(ie. out of focus, incorrect resolution or file size.) For any further advice please contact Kate on 043 885 1981.

acceptable resolution, colour mode & file size

All images are to be supplied as high resolution files suitable for print.

Resolution 300dpi at actual size

Colour mode rgb (this mode reduces file size considerably and is most suitable for email transfer) SALT will convert accepted files to cmym and colour correct images where necessary.

File size metric - minimum acceptable size is 10cm x 8cm
mega bytes - minimum file memory size for any jpeg image is 430kb

Important note: the original resolution setting of an image can only ever be decreased in value. Do not increase resolution value from 72dpi to 300dpi without metric size of image decreasing in proportion. ie. an image that is 8cm x 10cm at 72dpi will reduce to 2.4cm x 2cm at 300dpi (not acceptable file size). Also, digital camera settings should be checked and set to a suitable resolution or image size reading, prior to photographing images for print.

acceptable file formats

via email jpeg only (set at max. quality) - this format compresses file but retains quality of image

via CD/DVD jpeg or tiff (preferred) eps, pdf or psd files also accepted.

file names

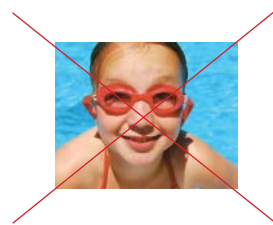
All files must be individually titled with appropriate file names. This will prevent misplacing or misrepresenting images at any time. Please use file names according to magazine sections as follows:

Beauty	'ShopBrand1.jpg' (ie. 'MuktiExfoliator1.jpg')
Fashion	'ShopLabel1.jpg' (ie. 'ToscaniCrea1.jpg')
Art	'GalleryArtist1.jpg' (ie. 'TiffanyMatisse1.jpg')
Secrets	'SecretsShop.jpg' (ie. 'SecretsNoosaspa.jpg')
Calendar or Events	'CofEEEvent1.jpg' (ie. 'CofETiffany1.jpg', or 'CofESailing1.jpg')

where/who to email images and copy

ART, SECRETS & CALENDAR OF EVENTS Kate Johns - info@saltmagazine.com.au

BEAUTY, FASHION & SIX SENSES Kate Johns - info@saltmagazine.com.au



Incorrect image size
8cm x 10cm at 72dpi reduced
to 2.4cm x 2cm at 300dpi
or 110kb

incorrect file name
'img300877.jpg'



Correct image size
8cm x 10cm at 300dpi or 430kb
Correct file name
'CofESwim1.jpg'