

Acquiring “Quality” Digital Images and Logos

1. **Ask the question: Is Digital Art Available?** Digital art is almost always preferable to art submitted as hard copy. When hard copy is provided by the advertiser ask them if a digital version of the art is available. Hard copy can be described as photographs, negatives, proofs, magazine or newspaper clippings, product labels or anything that is not in digital or electronic form.
2. **What is NOT acceptable for ads printing at Detroit Newspapers?** Laser or ink jet proofs, magazine & newspaper clippings or pre-screened / printed materials of any kind.
3. **How do I transport the digital artwork to Prepress?** The art can be emailed to you, the salesperson, and then forwarded to Prepress or copied to a floppy disk, Zip disk or CD and sent to Prepress with the job materials, copy and ad order. Prepress will also download high resolution images (170 dpi or higher) from a website for the advertiser if they provide the address, user name and password to access the website.
4. **How do I know if an ad was created digitally on a computer?** It’s usually fairly easy to determine when an ad was created on a computer by the quality of the printed version of the material. Additionally, designers creating ads usually include in the document some, or all, of the following: registration marks, crop marks, color bars or job information tickets.
5. **How do I know if a logo was created digitally on a computer?** Almost all logos are created, initially, on a computer. That means that a digital version is out there and hopefully, available to you, the salesperson. Simply ask if they have a digital version of the logo available for their ad and tell them how much better the quality will be as a result.
6. **How do I know if a printed picture was shot with a digital camera or on film?** There is no sure way to determine if a “printed” picture was shot with a digital camera so you’ll just have to ask. If a printed picture was shot with a digital camera and the digital version is available, make sure that it has sufficient resolution and quality to print properly in the newspaper.
7. **How do I determine the quality of a digital picture?** Digital pictures should have a resolution of at least 170 dpi (dots per inch) at print size. They should be sharp and have good contrast to reproduce properly on newsprint. Digital cameras often shoot large, low resolution images that will increase in resolution as the dimensions are reduced to actual print size so dpi is not the only factor to be considered. If low resolution art from a website is provided, please attempt to acquire the higher resolution version of that art. Most websites that are designed for downloading artwork have high and low resolution images available so make sure that the correct version is downloaded. Low resolution images or logos, usually 72 dpi, will make the art appear jagged and fuzzy. Low resolution art is meant for viewing and web applications only, not printing. Pictures printed on photographic paper are acceptable, when necessary, but must also be sharp and have good contrast. Once again, pictures printed by laser printers or ink jet printers are not acceptable.

For additional information, direct your customers to Gannett’s Print Quality Partnership Guide at <http://www.detroitnewspapers.com/prepress>. The website has information available for viewing and downloading.