



ANCHOR BALL 2012

at the Aqua

FAMILY AND FRIENDS PHOTO TIP SHEET

Thank you for your interest in submitting an ad for the Anchor Ball 2012 Program Book. We have assembled some guidelines to help ensure a high-quality end product. We ask you to keep the following in mind when selecting your photo.

IF YOU ARE TAKING A NEW PHOTO:

Refer to your camera's user manual to see if you can adjust the size of the photo. It should be listed in your user guide as either "size," "pixels," "dpi (dots per inch)," or "resolution." Use the largest setting possible.

IF YOU ARE SUBMITTING A PRINTED PICTURE:

Provide the largest size photo possible, preferably an 8x10. Clearly label the back of the photo with your name, address and phone number. Original photos will be returned.

IF YOU ARE SUBMITTING AN ALREADY-TAKEN ELECTRONIC FILE:

If you have a PC, right click on the file and select "Properties." Under the "Details" tab, identify the "horizontal resolution" and "vertical resolution." For the best image for your ad, those two numbers should be at least 300 for the image to print at the size shown. If those numbers are less than 300, you may be requested to submit a new photo. Please note that if the resolution is 300, the image can not be blown up, so a small photo at a resolution of 300 will print small. Also note that the file size for an appropriate image is usually at least 1MB. If it's much smaller than that, your image is probably too small.

If you have a Mac, select the file and hit Command and the letter "i" to open the info window. This will give you the file size. Again, 1MB or greater is usually a good sign that your image is the right size. If you have Photoshop, open your image and make sure that the resolution is at least 300 dpi.

Please note: If the quality of the photo you submit is poor and cannot be used, we will contact you to see if an alternate photo can be provided. If not, we have the right to minimize the photo or change the ad design to accommodate the photo.