

# What is a high resolution photo?

High resolution photos are required for sharp reproduction in our publications otherwise the printing quality is very poor. Pictures should be taken at the highest resolution setting on the camera.

## Photo submission

TYPE	DIMENSIONS		FILE FORMATS	FILE SIZE
Profiles, interviews, Breakfast with the Chiefs promotion	5" x 7"	1500 x 2100 pixels	jpg, eps, tiff or psd (at a resolution of 300 dpi) or an original Adobe Illustrator (.ai or eps)	minimum 800 KB for jpeg
Announcements, online	2" x 3"	600 x 900 pixels	jpg, eps, tiff or psd (at a resolution of 300 dpi) or an original Adobe Illustrator (.ai or eps)	minimum 175 KB for jpeg

## These are samples of photos when printed:



### Low resolution photo

- Any pictures found on the web are low resolution and not suitable for print quality
- A picture that is low-resolution cannot be made into a high resolution photo



### High resolution photo

- A high resolution picture is determined by its number of pixels; more pixels improves the sharpness of the picture.
- **This is print quality**

## Helpful tip

The amount of space a picture takes up on your computer and how long it takes to e-mail is determined by the picture's file size. The more pixels a picture has, the larger its file size will be.

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