

E-mailing photos, artwork & copy to

SUBURBAN *REAL ESTATE NEWS*

When e-mailing your ad to Suburban Real Estate News, please follow the guidelines listed below.

E-mailing ad copy

You have two choices - include the copy in the body of the e-mail, or attach a Word document.

Alphabet soup:

jpg, tif, eps, bmp, gif, pict, png?

Ideally, all photos and scans should be sent as JPG files. These compressed files are best for e-mailing and offer us the most control to make sure the quality of the photos in our publication are the best that they can be, provided that we get copies that have not been manipulated. The second choice is TIF. These files can be much larger, and depending on the limitations of your ISP, you might not be able to e-mail them. EPS files are ideal for artwork such as logos. GIF files are meant for web-use only. This is especially important if the photos in the ad are to run in color. A JPG or TIFF can have millions of colors. A GIF only has 256 colors, thus affecting the print quality tremendously. BMP images are meant for screen display on computers that run Windows; similarly, PICT is meant for screen display on Macintosh computers. PNG files are primarily for web use, not print.

Can I send a PDF file?

Sure, but please contact us for the correct Adobe Distiller settings.

Ads in Word or PowerPoint will be reset by us. These are not "camera-ready" and cannot be used. Photos that are embedded in these programs cannot be used either. Always attach your photos as separate files.

1. In the body of the email, please state:

- ✓ Your name
- ✓ Your company's name
- ✓ Your sales rep
- ✓ Whether your photos are to run in color or black and white

2. Photos should be jpg files and attached to the email.

- ✓ Please do not send us listing sheets
- ✓ If you include the photos in a Word document as part of the identification process, you still must send them as jpg files, as we cannot usually extract the photos from the document.
- ✓ Do not send links or "share photos" from Kodak Easy Share, MSN photos, Yahoo photos, etc.
- ✓ Don't download photos you have posted on your website or other real estate websites and send them to us. The quality is not good for print publications.
- ✓ **The best thing to do is send us the original jpg images from your digital camera.**
- ✓ If you are scanning photos, please scan them at 300 dpi.

3. Take the time to RENAME your photos!

- ✓ Photos need to be named by MLS#:

87654321.jpg
12345678.jpg

- ✓ If no MLS3 is available, then name the photo by street address:

310SCHOOL.jpg
169FARNSWORTH.jpg
210GARDNERROAD.jpg

4. Reference the file names to your ad copy. We won't print the MLS numbers or addresses unless you tell us to.

** Photo/ad #3 and #4: 170 Gardner Road, Hubbardston @ \$245,000 combined w/photo of barn in space #4*

Bring all your ideas with you when you visit this HUBBARDSTON FARMHOUSE on a manicured 1.5 acre lot because the 53'x34' multi-level barn and 3 car heated (and air conditioned!) garage will put your dreams in motion! This could be the opportunity of a lifetime @ \$245,000! Plenty of parking and located off Route 68 near Rietta Ranch!

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