

2005 Billboard CLASSIFIEDS

How to Send Digital Artwork to Billboard

How to Create A Photoshop EPS File

*PREFERRED TYPE OF ARTWORK

Step 1

Open up your artwork using Adobe Photoshop by double clicking the Photoshop icon. Then, after the program starts up, you can go to the upper left hand drop down menu called **File**. In File go to **Open** and using this command, open the document containing your artwork.

Step 2

For black & white artwork, go to the third (3) upper drop down menu called **Image**; select **Mode** and make sure your artwork is specified as **Bitmapped** (we only use bitmapped images for b&w artwork, anything else will look like mud).

For color artwork, go to the third (3) upper drop down menu called **Image**; select **Mode** and make sure your artwork is specified as **CYMK**.

Step 3

Other important information for Photoshop EPS
Resolution = **1200 dpi (for CMYK, 300 dpi)**
Line Screen = **133**
Red Breakdown = **100% magenta / 100% yellow**

Step 4

Go to the upper left hand menu called **File** once again, but this time, pull the selections down until you reach **Save As...** Select **Save As...** and this will bring you to a few choices of file types. Select **Photoshop EPS**. Name the file the ad number that you receive from your sales rep, and then press **Save** and you have your EPS file. JPEG and TIFF files are also acceptable. Please DO NOT send GIF files as they are usually too small. Resolution should be at least 250 to 300 dpi.

How to Send an Electronic File via e-mail

Step 1

Compressing the File

To ensure little or no chance of corruption, the file must be compressed before it is sent to us via e-mail.

"Stuff" the files with **Stuffit Deluxe** into a single archive. Select the Stuffit archive you just saved. Name the file with the ad number that your sales rep provides.

Step 2

Attaching the File

After the file is properly compressed you can attach it to your e-mail using your regular e-mail software.

Please send all files to:

ASTALLINGS@BILLBOARD.COM

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