

Queen City Dressage Circuit



Suggestions For Advertisers

1) Try to have your ad in a file format that will print at a high resolution for best quality. The file formats of TIF, PDF, GIF, JPG are acceptable, but EPS files (Encapsulated PostScript) are preferred by page layout software in general use. Resolution (dpi or dots per inch) is important: 150 or 300 dpi will look a whole lot better than web standard 72 dpi. Low resolution raster or pixel-based files get seriously unlovely cases of the jaggies. Be wise and keep your original layered master documents if there is a need to edit (usually Photoshop .psd files or Word .doc files). Remember, those of you who have Word 2008 that NOT EVERYONE HAS SOFTWARE THAT CAN READ .docx files! Alternative readable (legacy) formats are in a popup menu in your print dialog.

2) Ask your *Omnibus* consultants about print sizes and file formats if in doubt. Also ask about font choices. Some novelty fonts print badly. There are three fonts on this page (Arial, Bickham Script Multiple master and Lucida Calligraphic). This is to illustrate that you push your graphic design visual happiness if you use too many different serifed (Times New Roman), cursive (*Bickham Script*) or novelty (*Carlz*) fonts. Unserifed fonts (Arial) are easy to read and design does not compete with legibility.

3) Remember that business cards with complicated logos may lose resolution (see #1 above) and/or crispness when scanned. This means that small text, fine lines and pale grays may actually disappear or become blurred in scans or subsequent re-sizing of your image file. If need be, send your logo as a separate file so it can be sized without distortion to fit the ad space. Make sure all contact information is current and clearly displayed.

4) Contrast of gray scale images should be kept high enough so there are clear differences in the parts of an image. In the engraving from *Ecole de Cavalerie* above, there are black blacks and white whites.

the Digital Goddess.