

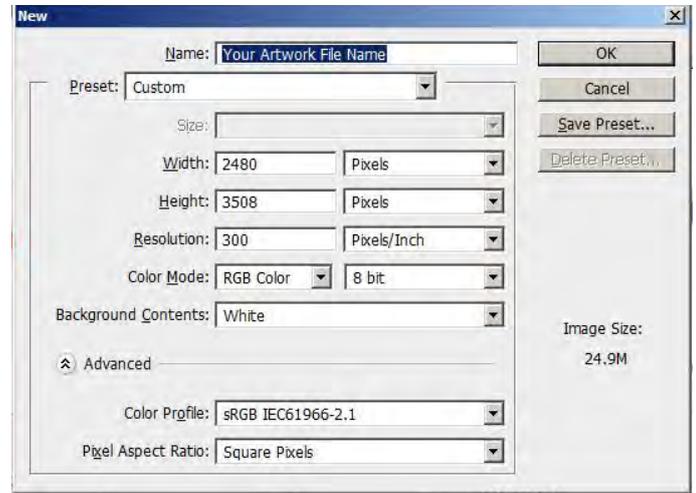
# Creating Ad Artwork in Photoshop for Love's Great Adventure Magazine

These instructions are for people familiar with Photoshop but they include several steps which may appear non-standard. However, these steps and settings have been found to produce the best results for the online magazine which goes through a number of processes before it can appear online.

Start Photoshop and click File > New

This snapshot right shows the set-up for a full page ad (2480px W by 3508px H) created at 300dpi (pixels/inch). You should use pixel dimensions as supplied for other size ads such as Half Page or 1/3 Page.

Setting up the ad initially at 300dpi will achieve the best quality. However, this may be possible if the source images you are working with are not high enough resolution themselves. While creating the ad, scaling down images to fit the ad size dimensions using Transform > Scale is ok. Try not to scale up images if possible as this will pixelate them (make jaggy), especially type in an image such as a supplied JPG of a book cover.



If you have to scale up, try setting up using the ad size pixel size settings for 72dpi.

Do not use fonts at very small sizes.

Save the ad artwork as a JPG using Save For Web (yes, we know this makes the image 72dpi!).

## If you have created the ad at 300dpi:

1. Change the dimensions to 50% in the Save For Web dialogue box (eg 2480 becomes 1240).
2. Be sure to check Optimized.
3. Adjust the level quality so it is less than 250kb. Around 150kb is preferred. Small Panel Ads can be significantly less.
4. Don't worry if the quality level has to be set to Low. It should still be ok.



## If you have created the ad at 72dpi:

1. Don't change the size in the Save For Web dialogue box.
2. Be sure to check Optimized.
3. Adjust the level quality so it is less than 250kb. Around 150kb is preferred. Small Panel Ads can be significantly less.
4. Don't worry if the quality level has to be set to Low. It should still be ok.

Send the resulting file to [duncan@bcm-online.com.au](mailto:duncan@bcm-online.com.au)