

KB3IFH QSL Cards Tips Sheet

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RESOLUTION

Resolution of your photos and artwork plays a major role in the quality of your images and the final printing of your QSL card. Most images you see on the internet are 72dpi and are meant for screen resolution (What you see on your monitor). Printing will require images to be between 200-300 dpi for a quality reproduction.



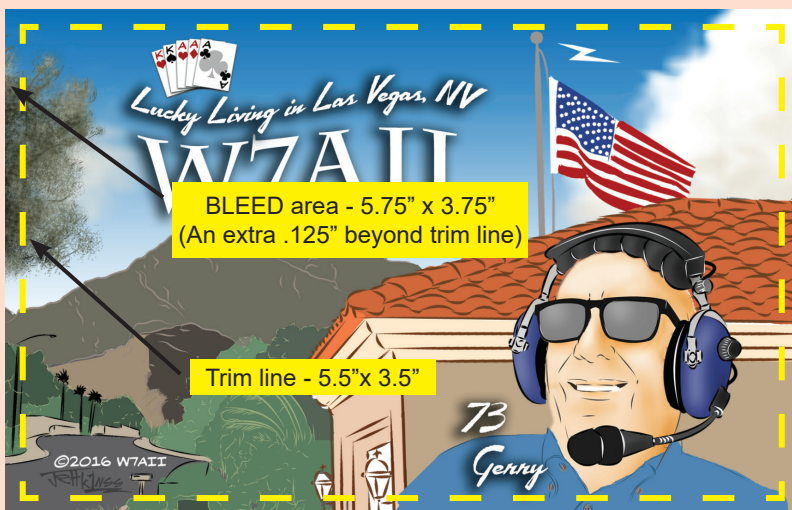
QSL TIPS

- **TRIM SIZE** - Final trim size of your QSL card is 3.5" x 5.5" . If you setup your own files they should have 1/16" Bleed (See BLEED below) All photos and graphic elements must be proportional to this size.
- **FILE FORMATS** - Supplied graphics should be 300DPI and saved as an JPEG, PDF, EPS or TIFF files. We can accept almost any format, though.
- **APPLICATIONS** - We currently use Adobe Creative for all final layouts (InDesign, Photoshop, & Illustrator. We can also accept MS Word, Publisher, PowerPoint, PrintMaster, Excel, and a few other programs.
- **DIGITAL CAMERA** - When using your digital camera, always shoot your images at the highest resolution the camera is capable of shooting.
- **Logos / photos on the Internet** are 72dpi and generally too low resolution for print reproduction. They are meant for screen resolution and will reproduce poorly when printed. Try to get the logo from the organization. Many times they are on their website or you can email the webmaster and request a high resolution version.
- **LOW RESOLUTION PHOTOGRAPHS** - If your photo resolution is too low try going to your local store and have prints made. These are much more forgiving. We can then scan your print at no additional charge.
- **PHOTOGRAPHS** - If you have photographs please send them to me so I can scan them for you on my professional scanner giving you the best quality reproduction possible. (No add'l charge !!) Most desktop scanners reproduce images for web pages and home printing just fine, but very poorly for high end printing.

BLEED

BLEED is a printing term. BLEED is an image area beyond the final trim of your QSL card. It's 1/16" on all 4 sides. We need this during trimming or we run the risk of showing white edges after trimming. If you've ever tried to cut 3 or 4 sheets of paper with scissors you'll notice the paper pulls and the cut is uneven. Same thing happens, to a less extent, when we trim your cards. Below is an illustration that might help. You'll also want to keep any text at least 1/16" away from the trim edge.

Card with BLEED



Trimmed Card

