



HANDY FILE FORMAT REFERENCE CHART

(FOR ARTWORK SUBMISSION PURPOSES)

The most commonly supplied file formats are covered here in order ranging from most to least desirable. Only EPS or **high-resolution** TIFF files are useable; low-res JPEGs must be redrawn and WILL incur art charges.

	EPS	TIFF	JPEG
USEABLE AS ARTWORK?	YES	PHOTO-RELATED ONLY	NO
LINES APPEAR:	SMOOTH	SOMEWHAT JAGGED	VERY JAGGED
Image type:	Vector	Raster	Raster
Image composed of:	Lines, shapes	Pixels	Pixels
Used for:	Illustrations	Photographs	Viewing on a monitor
Resolution:	High	Only High (300 lpi) Useable	Low (72 lpi)
Colors available:	PMS, RGB (monitor), CMYK (print)	RGB (monitor), CMYK (print)	RGB (monitor)
File size:	Small	Large	Small
Resizable?	Yes (infinitely)	No	No
Able to change colors?	Yes	No	No
Able to specify PMS colors?	Yes	No	No
File appendix:	.eps	.tif	.jpg

	PICT	Word File	PowerPoint File
USEABLE AS ARTWORK?	NO	NO	NO
LINES APPEAR:	JAGGED	JAGGED	JAGGED
Image type:	Raster	Raster	Raster
Image composed of:	Pixels	IMAGE NOT PRESENT*	IMAGE NOT PRESENT
Used for:	Word & PowerPoint Files	Document only	Presentation only
Resolution:	Low (72 lpi)	IMAGE NOT PRESENT	IMAGE NOT PRESENT
Colors available:	RGB (monitor)	None	None
File size:	Small	No file	No File
Resizable?	No	No	No
Able to change colors?	No	No	No
Able to specify PMS colors?	No	No	No
File appendix:	.pic	.doc	.ppt

* "IMAGE NOT PRESENT" means that any images are only **linked** and are not retrieveable directly from the file.