

SOP

NEW CLASSIFIED LOGOS IN VISION DATA

UPDATED: JULY 9, 2009

The Image:

The image must be grayscale. If your image is a hard copy, scan it at a high resolution for the best quality. If it's a download or was emailed to you, check the quality of the image before and after you size it. Request a better quality copy if necessary.

Crop your image to the column width of your classified section. 44" (10 column) papers, your column width is 64pts.

The depth of the logo should be in multiples of 6.7pts per line for a clean look within the in-column ad.

Downsample your logo to 200dpi and save as a greyscale JPG.

If your file needs to be toned, please contact the toning dept. at x5220.

The File Name:

The file name can be up to 32 characters in length, which must include the .jpg extension and must be typed in ALL CAPS.

There cannot be any spaces in the file name. Please use an underscore (_) in place of a space if you need to separate words for easier reading.

Characters in the name can only A thru Z and 1 thru 0 and underscores (_) no other characters.

File Storage:

Mount the VisionData Logos share at: **cifs://172.16.8.97/vd_logos**

Save your logo in your sites folder,
keeping attention getters separate from customer logos.

