



MEDIA KIT

ACCEPTED FILE TYPES

.eps, .tiff, .pdf, .ai, .psd, word* or publisher*

All raster files should be at least 300dpi or built to size at 150dpi

All fonts should be outlined or converted to a flattened raster image

*All Word or Publisher files must only be for text purposes.

SENDING YOUR FILES

EMAIL ARTWORK TO:

Nick@SignsNowMillCreek.com or Lobby@SignsNowMillCreek.com

If the file is too large to e-mail, we also accept CD, DVD, and flash drives.

***When waiting for our emails, please check your spam folder.**

VECTOR GRAPHICS *vs* RASTER GRAPHICS

The difference between vector and raster graphics is that raster graphics are composed of pixels, while vector graphics are composed of paths. A raster graphic, such as a gif or jpeg, is an array of pixels of various colors, which together form an image. A vector graphic, such as an .eps file or Adobe Illustrator file, is composed of paths, or lines, that are either straight or curved. Because vector graphics are not made of pixels, the images can be scaled to be very large without losing quality. Raster graphics, on the other hand, become "blocky," since each pixel increases in size as the image is made larger. This is why logos and other designs are typically created in vector format -- the quality will look the same on a business card as it will on a billboard.

Contact us!

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