



439 Shadow Wood Crescent, Waterloo, ON N2K 3W5 | Tel: 519.579.2220 | Fax: 519.579.8259

- Art-Work Specifications -

Montana West Trade company will accept pre-designed advertisements and/or art-work to be incorporated into a publication. Please be sure your files meet our standards to ensure you the best possible outcome when we go to print.

All Artwork must be provided in high resolution. This means 300dpi, or vector artwork.

Logos: Most preferred Logo type would be a vector image. Either Illustrator .eps or .ai file, fonts outlined. No Corel Draw please!

Bitmap Files Accepted: High resolution (300dpi or equivalent)
• .tiff • .jpg • .pdf • .psd • .gif

Vector Artwork Accepted: please convert all fonts to curves.
• .ai • .eps

Platforms: PC files preferred, Mac files accepted as well (if sending quark, fonts must be included)

Programs we use: • Adobe Photoshop vr. 7 • Adobe Illustrator vr. 10
• Quark Express vr.5.0 • Adobe Acrobat 6.0

What is the difference between high resolution and low resolution images?

Digital images are made up square dots called pixels. Each pixel represents the color of a small part of an image. The more pixels you have in an image the smoother and more realistic the image will appear. High resolution images have many more pixels. Our publications get printed out on high resolution, 300dpi (dots per inch, or pixels per inch). By providing a low resolution image, you wont get the proper outcome.

For example: If you provide us with:



This image is only 72 dpi, taken from somones website at actual size.



This is how small the image will be once it is made into high resolution and printed in the magazine.

SENDING FILES:

- Files under 20 meg in size can be emailed directly to: mandy@montanawesttradeco.com
- For files over 20 Meg, please email Mandy Habermehl at mandy@montanawesttradeco.com or call 519-742-5348 to have FTP access to drop your files on.
- Please email Mandy Habermehl if your files are uploaded to a third party FTP for us to download.

Please compress all large files when sending. If you have any questions plase contact us.

All artwork can be sent to : sales@montanawesttradeco.com
Call Mandy Habermehl for more inforamtion on sending files: **tel: 519-742-5348 fax: 519-742-9140**
Call Lawrence Uniac fo Job Costing and details: **tel: 519-579-2220 fax: 519-579-8259**