



The Self- Starter

cadillaclasalleclub.org

A GUIDE TO ACHIEVING HIGH-QUALITY PHOTOGRAPHY AND ILLUSTRATIONS

Your contributions to the multiple-award-winning THE SELF-STARTER magazine in the area of photography and illustration are deeply appreciated by the staff. We are happy to accept your photography and illustrations either in digital or print format. In order to ensure the highest quality reproduction, we have prepared this sheet to guide you.

ACCEPTABLE MEDIA

- CD
- DVD
- USB flash drive



This is a typical photo at 72 dpi. Low-resolution photos from the Internet look like this in print.



Notice how much better the quality is at 300 dpi and higher.

DIGITAL PHOTOS

Your high-quality, large-format digital photos are welcome. **No photo or illustration is too large for us!** In order to ensure the quality you expect, we must have the following:

- **Minimum size:** 5 x 7 or 7 x 5 inches. The reason we require photos to be at least this size is that it gives us flexibility in sizing images in the magazine.
- **Format:** .jpg or .jpeg for photos; .eps or .ai for illustrations created in a vector drawing program like Adobe Illustrator.
- **Resolution:** Photos minimum 300 dpi, line art minimum 2540 dpi
- **Media:** CD, DVD, USB flash drive. Sending us a link to a photo-sharing web site works just fine, too.

Photos may be e-mailed to tim.coy@adtypeanddesign.com. Our e-mail provider has an attachment maximum of 70MB per message; way more than most e-mail providers. You may also burn photos to a CD or DVD, or copy to a flash drive and mail it in. Media will be returned via U.S. Mail.

- Magazine printing at 300 dots per inch (dpi) requires much higher resolution than photos for the Internet, typically at 72 dpi.
- An image that looks great on your monitor at 72 dpi will print in THE SELF-STARTER like a mosaic-tiled floor. See example at below left.
- Please keep in mind that if you take a low-resolution digital photo and “size it up” in image editing software, it will become “pixelated” or grainy, and therefore, will be unusable.
- For a photo to be considered for the cover, a digital camera with a minimum of 10 megapixels should be used. Set your camera to the best/highest resolution setting, sometimes labeled “superfine,” “high-res” or “TIFF,” to achieve the best quality. Hold your camera 90 degrees sideways, as vertical (portrait) format is required for the cover.
- When in doubt, use your trusty old film camera. This will result in versatile, quality film prints we can scan and publish at any size that will work best for the situation—including the cover.
- If we can’t use your digital photo on the grounds that it isn’t of a high enough resolution, please understand this is not a matter of taste or opinion; it’s a technical fact.
- Photos embedded in a Microsoft Word file don’t work; they must be *separate* from the document. Also, please turn off the date/time stamp feature on your camera before taking any photos.
- Photos from a smartphone should be e-mailed at “original size” or the largest possible setting. Today’s smartphones offer resolutions generally high enough for print, as long as the photos are not sized down leaving your smartphone.
- When choosing your background, please avoid parking lot stripes, trash receptacles, and any other elements that are not pleasing to the eye.



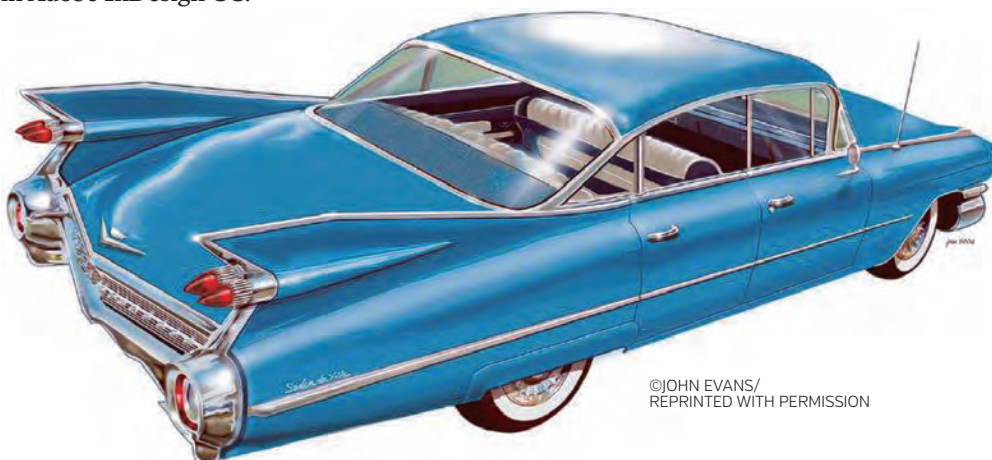
OUR HARDWARE AND SOFTWARE

- MacBook Pro M4 Max with Apple AI, 48GB RAM
- Epson Perfection 4870 Pro scanner
- Adobe InDesign CC
- Adobe Photoshop CC
- Adobe Illustrator CC
- Adobe Acrobat Professional DC
- On1 Resize AI
- Microsoft Office

COURTESY OF APPLE



Below is an example of an illustration saved as an .eps/.ai file using Adobe Illustrator: THE SELF-STARTER is laid out in Adobe InDesign CC.



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PRINTS

- Format: 4 x 6-inch (minimum size) photographic prints, slides or 35mm negatives, color or black-and-white.
- Photos must be sharp and have good contrast.
- Photos that already have a dot pattern won't reproduce well; we must have photos with a continuous tone in them. If this is an impossibility, send the material to us anyway..we'll do our best to scan it and get rid of the dot pattern.
- Please keep all photos and illustrations free from folds, tears, creases or staples, but we can fix those in Photoshop if necessary.
- We have had quality problems with photos printed on inkjet printers and color copiers, mostly due to blank lines where the inkjet nozzles create gaps in the image. True photographic prints help make your art director's job much easier. Also please turn off the date/time stamp feature (if your camera has it) before taking any photos.
- Photos copied from a newspaper, magazine or book do not scan well for publication, nor do photos reproduced on a copier. They will usually exhibit a strange spotty pattern when published. Again, if this is an impossibility, send the material to us anyway..we'll do our best to scan it and get rid of the dot pattern.

A note on photography and illustrations, both digital and prints

- All submitted photos or art, digital or print, must include a caption sheet, along with photographer's credit(s). Captions should be detailed, identifying all individuals and/or cars (year and model or body style) in the photos or artwork. Please make it clear which captions go with which pictures. Each caption should explain who, what, when, where and other appropriate information. Your original material will be returned by U.S. mail.
 - You as the author are also cautioned to not violate United States or international copyright laws by having us reproduce any photography or illustrations created by someone else. **Written** permission from the creator is essential on **any** copyrighted work.

Where to snail-mail your photos and illustrations

Tim Coy
Art Director
THE SELF-STARTER
1681 Nita Ct.
Cheyenne, WY 82009-9829 USA

QUESTIONS

No question is dumb! If you need additional assistance, please contact **Tim Coy**
720-254-7184
tim.coy@adtypeanddesign.com

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