

An Explanation of Photo Requirements for Homes & Land Magazine

Take your cover photos with at least a 8 megapixel digital camera with your resolution set as high as possible, finished image size should be a minimum of 2700 pixels wide by 3600 pixels high. Cover photos must be vertical and leave room at the bottom quarter of your photo for your information box.

Take your general ad photos with at least a 3 megapixel digital camera with your resolution set to a minimum of 1000 pixels wide. Please do not send us photos from the internet or links to internet or MLS photos. They are simply not high enough resolution to print correctly.

In order for your ad to look it's best, you need good quality, high resolution* photos. Your photos may look great on your screen, printed on your ink jet or laser printer or even in the newspaper; but won't look their best in a Homes & Land Magazine. That is because a computer screen's resolution is 72 dpi, (the number of dots per inch), as are all internet images. Color laser, ink jet printers and newspaper resolution is between 150 and 200 dpi. Homes & Land color printing press resolution is 300 dpi.

*A photo's resolution is the number of pixels that make up the photo's file size. Pixels are the small squares of color which combine into a grid of dots to form the photo file. Your photo's resolution can always be made smaller (5" @300 dpi to 3" @300dpi) without a loss in quality. But photo resolution can not be made larger. If you start with a photo that is 3" wide @ 72 dpi and you try to correct it to 300 dpi, the effective print size of the corrected photo is .72". Increasing the dpi in Photoshop, or a similar program, simply makes each pixel larger and actually makes the image more "pixelated".

See below for examples of how your photos will print at different resolutions.



Ideal Resolution

5" wide @ 300 dpi
20" wide @ 72 dpi
1500 pixels wide



Good Resolution

3" wide @ 300 dpi
14" wide @ 72 dpi
1000 pixels wide



Poor Resolution **Normal Digital Camera Settings**

1.66" wide @ 300 dpi
7" wide @ 72 dpi
500 pixels wide



Unacceptable Resolution **Internet & MLS Images**

.667" wide @ 300 dpi
2.75" wide @ 72 dpi
200 pixels wide