

# Artwork Submission Info

for Affordable Housing Finance  
and Apartment Finance Today

To: \_\_\_\_\_

From: \_\_\_\_\_

Via Fax: \_\_\_\_\_

Thanks for your interest in submitting artwork for use in *Affordable Housing Finance* or *Apartment Finance Today* magazine. Here's an easy guide that will help you understand how we'd like to receive your materials.

## Hardcopy Submission:

### **1. Photographs**

Please send real photographs; we cannot use color photocopies, computer printouts or pre-printed materials (from magazines or newspapers). Please send your photos via FedEx overnight (if possible) to the address below. With each photo, please attach information about the property/or subject of image, location (city and state), photographer's name (if credit is necessary) and any other pertinent information.

### **2. Slides/Transparencies**

These are less preferable than printed photographs because we must take them to another vendor for scanning. However, if this is the only source available for the image, we will gladly accept it. Please send them via FedEx overnight (if possible) to the address below. Attach information about the property/or subject of image, location (city and state), photographer's name (if credit is necessary) and any other pertinent information.

**IMPORTANT: If your images must be returned, please enclose a post-it note or some other notation on the materials. We will be extremely responsible with your images, but in order to promote the timely return of your materials, they must be tagged with instructions for their return. Thank you.**

## Electronic Submission:

### **1. Resolution/Color Modes**

Images should be scanned at 300 resolution or higher, and should be 4 inches by 6 inches in size or larger. Images can be either color or B&W (we prefer color). Color images should be in CMYK mode; B&W images should be in grayscale mode. Save your image in one of the following formats: tif or jpg (Please ask for assistance if needed.) Please make sure they are Adobe Photoshop documents. We cannot accept photos in Microsoft Word or PowerPoint.

### **2. Compression**

You should compress large images (over 3 MB) before attaching to your e-mail. This makes them smaller in size so they get here faster and with less technical problems. We are on Macintosh, but you can use EITHER Mac's "Stuffit" program or PC's "Win Zip" program to compress your images.

### **3. E-mail**

Please attach only one image per e-mail. As mentioned above in the "hardcopy submission" section, any pertinent information about the image should be written in as the text portion of your e-mail. Thank you!

Please e-mail your images to: Christine Serlin, Managing Editor, at [christine@housingfinance.com](mailto:christine@housingfinance.com)

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