

FAIRWAY

FAIRWAY OUTDOOR ADVERTISING



Images & Resolution

IMAGES FROM WEBSITES

Most images and logos captured from websites have a resolution of 72 dpi (monitor resolution). These images and logos look fine on screen but when enlarged and printed on a billboard they will look fuzzy or jagged.



← **Actual Size of an Internet Image:
4"x6" in at 72dpi**

Images and logos need to have a minimum resolution of 300dpi

**The same image enlarged
1200% to 6'x4' at 72dpi**

**The same image enlarged
1200% to 6'x4' at 300dpi**

DO NOT USE IMAGES FROM:

- Typical Internet Images
- Google Images
- Scanned Business Cards
- Camera Phones
- Digital Camera Pictures at low quality settings

USE IMAGES FROM:

- Media Sites
- Stock Photography Sites
- Digital Camera Pictures at its highest quality setting

