



Commercial Offset or Digital Printing (ex: Sending a file to a business that specializes in printing and requires best quality images to produce hundreds and thousands of copies)

300 dpi (dots per inch)



Printing to your own ink jet printer

Generally 150 dpi or better will produce acceptable output from your own device.



Large scale ink jet printing on vinyl for a banner or cardboard for a poster (Ex: Output can often be many feet high or wide, especially for banners.)

125 dpi



Magazine ad

300 dpi



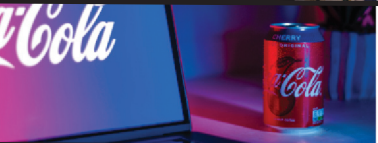
Novelty items (pens, magnets, T shirts, etc.)

Typically safest to provide 300 dpi and let the vendor adjust



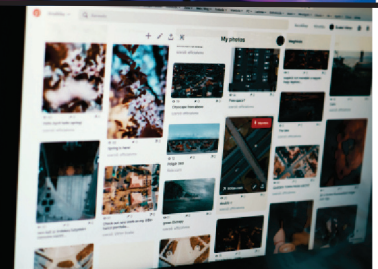
Photo prints

Can go as low as 125 dpi with some minimal level of distortion but better off providing 200 or better



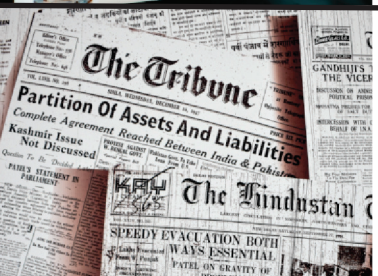
Electronic ads

72 dpi



Web site images

72 dpi – However, in this age of mobile devices and extremely large monitors, images must be able to handle a very wide range so you might be asked to provide large dimensions in inches



Newsprint

Once upon a time, 100 dpi was considered best for satisfying results, but equipment has gotten better so high res 300 dpi images are generally appropriate. You might want to check with the vendor.