



**Modern Market
Create An Ad
Portal User Guide**
dwell.sendmyad.com

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Introduction

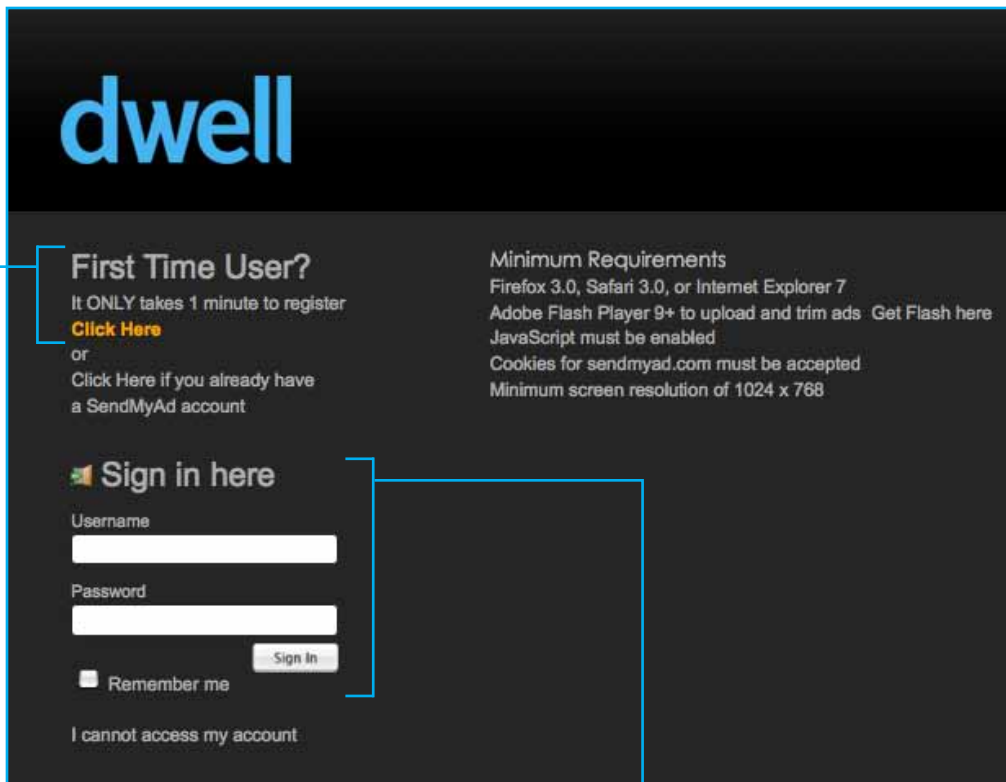
Welcome to the Dwell Create An Ad portal for Modern Market ads.

The **Create An Ad** system is designed for quick and efficient submission of your ad materials. You will receive immediate feedback and preview of your composed ad. The ad portal is web-based, so no FTP is required. You can upload and view your ads anywhere, anytime.

This service is free, and it's easy to get started. This user guide will take you through the process step-by-step.

If you have questions along the way, please email us at modernmarket@dwel.com.

Sincerely,
The Dwell Production Team



New Users begin with Step 1 on the [following page](#).

Existing SMA/CAA users can review the Dwell Create An Ad Portal details on [page 5](#) or jump right in at Step 3 on [page 6](#).

Step 1: Creating an Account

Registering for a free Dwell Ad Portal account is the first step. To get started, go to dwell.sendmyad.com and complete the initial information page (below).

- 1 If you are a new user, complete the information fields to setup your account. Asterisks (*) denote required information.
- 2 If you are an existing Send My Ad [SMA] / Create An Ad [CAA] user, you can use your existing registration by clicking here.
- 3 This white box **MUST** be checked to continue.
- 4 Once you've provided all information and have agreed to the standard terms of service, click the "I accept. Create My Account" button at the bottom of the form. Upon completion, you will automatically be logged into your account.

Sign Up Here
Your new account will give you access to begin sending ads to Dwell

Click Here 2
if you already have a SendMyAd account with another publisher

Minimum Requirements
Firefox 3.5, Safari 4.0, Google Chrome or Internet Explorer 8
Adobe Flash Player 10+ to upload and trim ads
Get Flash here
JavaScript must be enabled
Cookies for sendmyad.com must be accepted
Minimum screen resolution of 1024 x 768

User Information:
Full Name * [] []
Phone * []
Email * []
This will become your username.
Password * []
Minimum of 8 characters in length
Password Confirm * []
Measurement Units **Inches** []

Your Company Information:
Company Name * []
Company Type * **Direct Advertiser** []
Address * []
Address Line 2 []
City * []
State/Province * [] Zip/Postal Code * []
Country * **United States** []

Security Settings:
We will use this information to help you reset a forgotten password.
Security Question * **Choose a question** []
Answer * []

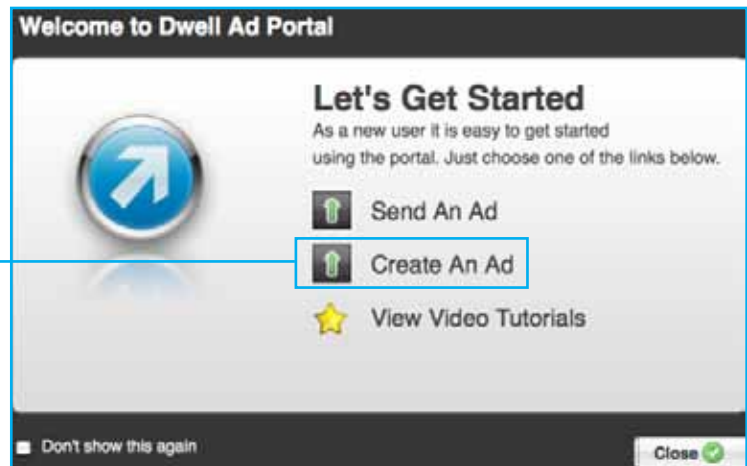
You must agree to the **Terms Of Service** 3

4 **I accept, create my account**

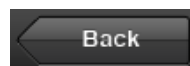
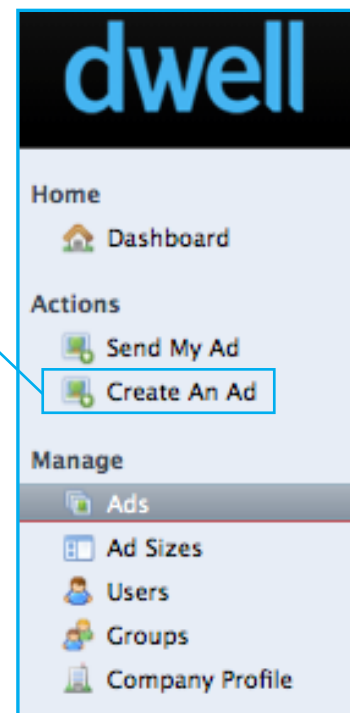
If you are having any technical trouble, first make sure that your browser meets the minimum requirements for the portal.

Step 2: Accessing the Create An Ad portion of the Portal

Select "Create An Ad" in the pop-up window that is displayed upon your initial login.



You can also select "Create An Ad" from the left-hand navigation bar or from the dashboard.



Important note: Always use the system's "Back" button within the interface located in the upper left corner of the screen. Using the button in your browser will back you out of the system, and you will have to log in again and start the entire process over.



Step 3: Creating an Ad

Once you are in the Create An Ad program, fill out the requested information, as shown on this page. Asterisks (*) denote required fields.

- 1 Select "Dwell" as the publication.
- 2 Select the "Ad Size" of your Modern Market ad. If you are unsure if your ad size is 1/4th or 1/8th page, please check with your sales representative. **Please note you must choose if you would like for your ad to have a subhead or no-subhead at this stage in the process. See [page 7](#) and [page 8](#) of this user guide for an example.
- 3 Select the "Issues" that the ad is running in. At least one issue is required.
- 4 Make sure to put a recognizable name of your company in the advertiser field. If your company has more than one name, please put both just to be sure we can identify you. You can also use the "Brand/Product" field to give us a more detailed description.
- 5 This area should display the appropriate person for Dwell to contact with any and all production-related questions. If your contact information is not shown, or if you need to modify the info, click "Edit Contact" to update, or click "Change Contact" and input the new information. This will also be the person that the notification emails go to, including proof availability notice.
- 6 This white box **MUST** be checked to continue.
- 7 If you have any additional notes, you can enter them in the "Instructions" field. Please note that any instructions put in this field are not contractually binding.

- * Click the white bold links, as shown to below, to download additional information, including our ad specs. You can always email us with any questions at modernmarket@dwell.com.
- * These links can be found on various screens throughout the system for easy reference.

Welcome to Ad Creator

To begin creating your Dwell Modern Market ad, please fill out the fields below.

*You must select the unit size of your ad and if you would like for your ad to have a subhead or no-subhead.

For more information, please visit dwell.com/printads to download our Modern Market **Ad Specifications**, **Tip Sheet**, **Ad Portal User Guide**, and **FAQs** or email us at modernmarket@dwell.com.

- 1 Publication:
- 2 Ad Size:
- 3 Issues:
At least one issue is required
- 4 Advertiser:*
Brand/Product:
- 5 Contact Information
Please confirm the information we have listed for your ad contact.
YOUR NAME
Your company
Your Email Address
Your Phone Number
- 6 Please click to confirm this contact information.
- 7 Instructions:

Step 3: Creating an Ad – 1/8th Unit Size

- 1 Begin uploading your image by clicking on "Upload/Edit Image." A pop-up screen will appear.
- 2 In the pop-up screen that appears, click on "Upload New Image," and select the image from your computer.
* See [Appendix A](#) for more information on uploading images.
- 3 Type your headline, subhead (if you've selected the subhead template), body text, and contact information into their respective fields. To go to the next line, hit the return key. To start a new paragraph, hit return twice.
- 4 Review the preview of your ad and when you're ready, submit your ad to Dwell by clicking "Submit to Magazine."

The image shows a multi-step process for creating an advertisement. At the top, a pop-up window titled "Edit Image" displays technical details: Frame Size: 1.6875" by 1.875", Image Size: 1.6875" by 1.875", and Image Resolution: 300dpi. Below this, a blue square represents the image with the text "Modern Market" and "Image size: 1.6875\"w x 1.875\"h". A callout box points to this image with the text: "Preview of your Modern Market ad. Refreshes instantly with your changes."

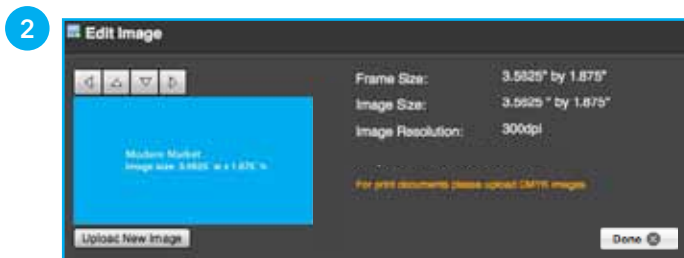
The main interface below has a dark background. A blue circle with the number "1" points to the "Image" section, which contains the "Modern Market" image placeholder and an "Upload / Edit Image" button. Below the image are three text input fields: "Headline" (with a star icon and "Characters Left: 5000"), "Body Text" (with a star icon and "Characters Left: 5000"), and "Contact Information" (with a star icon and "Characters Left: 5000"). A blue circle with the number "3" points to these text input fields.

At the bottom, a blue circle with the number "4" points to a large grey button labeled "Submit To Magazine" with a right-pointing arrow.

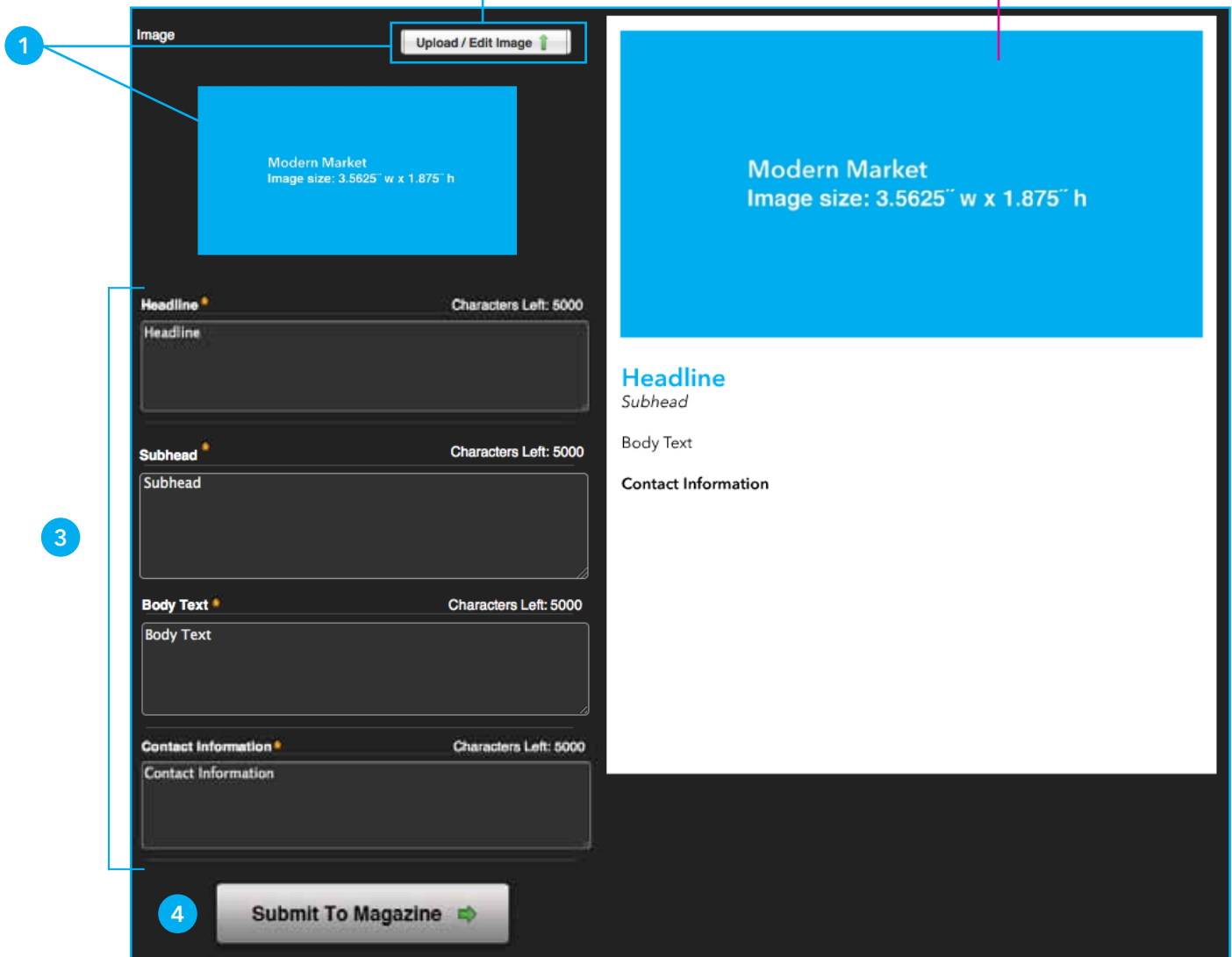
On the right side, a white preview box shows the final ad layout. It features the "Modern Market" image at the top, followed by the "Headline" in blue, "Body Text", and "Contact Information" in black.

Step 3: Creating an Ad – 1/4th Unit Size

- 1 Begin uploading your image by clicking on "Upload/Edit Image." A pop-up screen will appear.
- 2 In the pop-up screen that appears, click on "Upload New Image," and select the image from your computer.
* See [Appendix A](#) for more information on uploading images.
- 3 Type your headline, subhead (if you've selected the subhead template), body text, and contact information into their respective fields. To go to the next line, hit the return key. To start a new paragraph, hit return twice.
- 4 Review the preview of your ad and when you're ready, submit your ad to Dwell by clicking "Submit to Magazine."



Preview of your Modern Market ad. Refreshes instantly with your changes.



1

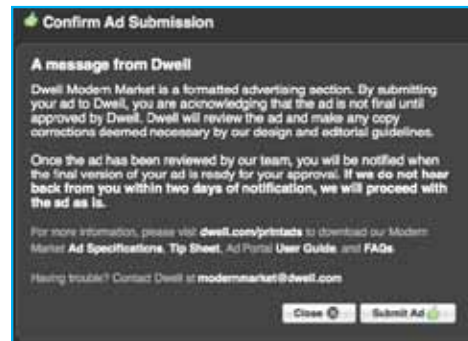
2

3

4

Step 4: Submitting to Dwell and the Approval Process

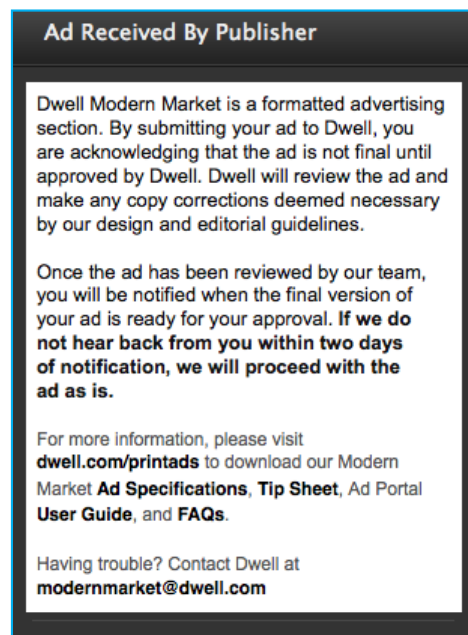
- 1 After you've clicked on "Submit to Magazine," you will receive a pop-up message from Dwell. This message confirms that you acknowledge that the ad is not final until approved by Dwell. Dwell will review the ad and make copy corrections deemed necessary by our design and editorial guidelines.



- 2 If you have changes while Dwell is reviewing the ad. You can request changes by clicking "Request Changes" on the left of the preview of your ad.

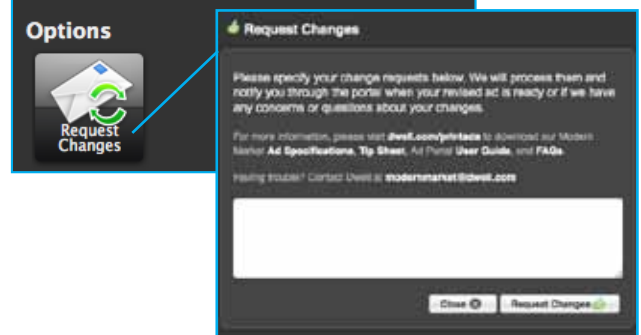
See [Appendix 2](#) for more information on communicating back and forth with Dwell through the ad portal. The portal offers an online chat feature and alerts you when you have pending messages.

- 3 You will receive an email once the ad has been reviewed, modified, and approved by Dwell. You will then have two days to review the ad and request any changes. If we don't hear from you, we will run the ad as is.

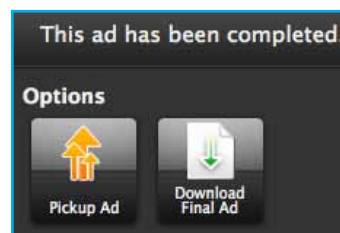


To request changes, use the "Request Changes" button as shown to the right.

We will make requested changes (if compilable to our guidelines) to your ad and alert you when the ad is ready for your review again.



- 4 Once the final ad has been approved by Dwell, a final PDF is available download and/or pickup to use at a later issue. For more pick-up information, please see [Appendix 4](#).



Appendix 1: Uploading an Image

Before uploading, check your image to make sure you've met our requirements. For more details, download our Modern Market ad specifications at dwell.com/printads or our Tip Sheet for more information on images for Modern Market.

To begin uploading your image, click "Upload/Edit Image" on the lefthand sidebar above the text boxes. In the pop-up screen that appears, click on "Upload New Image," and select the image from your computer.

Repositioning image.

Use the arrow keys to move around your image in the box. If there is any extra white space, please align the image to the top, left.

Preflight.

The system will preflight your image to our specifications. If there are problems, you will be alerted once your image has finished uploading.



Specific error messages

Image Resolution was too low.

This error message indicates that the image you uploaded is below 300 dpi. High-resolution images are required for all print images. If you choose to continue with a lower than 300 dpi image, Dwell cannot be held liable for the reproduction quality of your image. Typically low-resolution images print soft and out-of-focus.

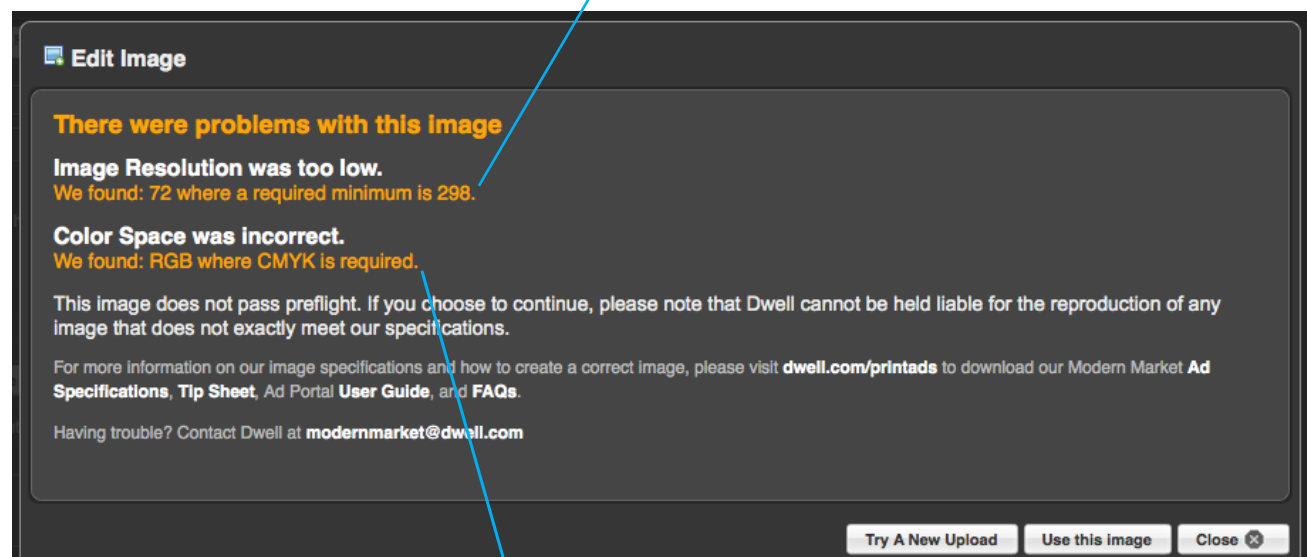


Image is RGB, not CMYK.

All images must be in CMYK colorspace. If your image is RGB, you must convert it to CMYK. If you choose to continue, Dwell will convert the image to CMYK, but Dwell can not be held responsible for any color shifts that may occur in the conversion.

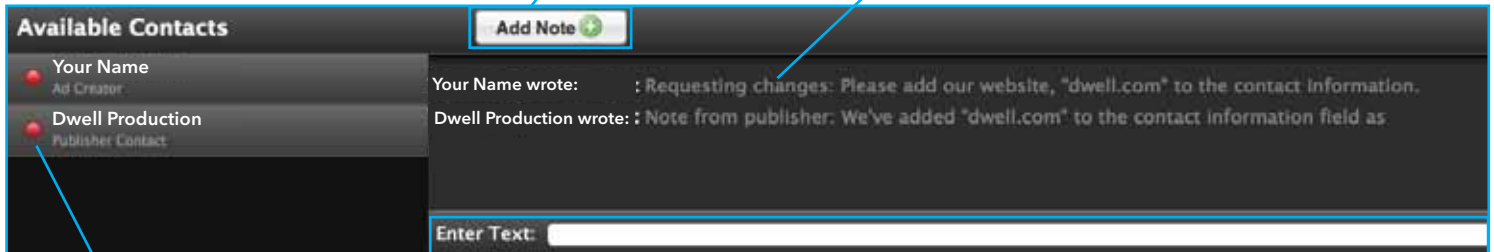
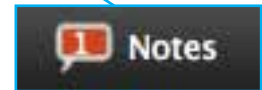
Appendix 2: Communication with Dwell: Portal Chat Feature

You can also communicate to Dwell by using the chat feature in the program.

When you use the "Request Changes" button while your ad is on "Publisher Approval," all of your requested changes are shown in the chat feature as well as emailed to Dwell. Dwell can also leave you notes here.

If you have a note that you have not viewed yet, you will see a red "quote box" pop beside the words "Notes" in the bottom panel of your screen. The number in the box indicates how many pending unread notes you have.

You can always email modernmarket@dwell.com to communicate with Dwell or give us a call. If you have questions, we also have a number of resources listed on our Production page at dwell.com/printads under the Modern Market section.



Click here to add a note to the chat.

When you request changes through the "Request Changes" button, the changes are also noted here.

Red indicates that the person is not online. Green indicates that the person is online.

You can also add a note to Dwell by entering text here.

Appendix 3: Managing Your Ads

View, manage, and check the status of your ads at any time in the “Ads” section of your Dwell portal. Access the “Manage Ads” section by logging in at dwell.sendmyad.com and clicking on “Ads” in the left-hand toolbar.

Use the pull-down menus to sort your ads or help you find an ad.

Sort by issue.

- To perform an advanced search, click the magnifying glass in the toolbar. The following pop-up will appear:


- Select the search type from the drop-down menu (right). Search criteria are based on what was entered in the information form when the ad was submitted. (See [page 6](#).)
- By using the time range search, you can select a range of dates to correspond to when the ad was submitted. A calendar will pop up for you to select the “from” date and the “to” date.
- When you’ve entered your search criteria, click the “Search” button to perform the advanced search.

General Search

- Publication Name
- Proof Type Used
- Ad Color Profile Name
- Ad Specification Name
- Advertiser
- Advertiser Company Name
- ✓ Product

Appendix 3 continued: Ad Stages

Every ad has a stage assigned to it to indicate the ad's status in the approval cycle. Shown below are examples of the four status indicators.




Dwell Homes Collecti...

Publication: Dwell

Size: 3.5625" x 1.875"


Created: Today 3:50 PM

Revised: 0

Status:  Advertiser Approval

Advertiser Approval

Ad is pending your approval. In this stage, either you have not submitted your ad to Dwell yet or Dwell has sent it back to you for your approval on a change made by Dwell. Once you're satisfied with the ad, you must click "Approve Ad" for Dwell to be notified and/or the ad to be delivered.




Dwell Homes Collecti...

Publication: Dwell

Size: 3.5625" x 1.875"


Created: Today 3:52 PM

Revised: 0

Status:  Publisher Approval

Publisher Approval

Ad has been received by the Dwell, but not yet approved. In this stage, Dwell has received the ad you have uploaded but has not yet approved it. In order for the process to be completed, Dwell must review and approve your ad.




Dwell Posters

Publication: Dwell

Size: 1.8644" x 4.4572"


Created: Today 3:45 PM

Revised: 0

Status:  Rejected

Rejected

Ad has been rejected by you or Dwell. In this stage, there is a problem with your ad. Click on the thumbnail to review or revise your ad.




Dwell - Modern World...

Publication: Dwell

Size: 1.8644" x 4.4572"

Created: Today 3:36 PM

Revised: 0

Status:  Completed

Ad Completed

Ad is complete. In this stage, both you and Dwell have approved the ad. The ad is now ready for press and available for download and future pickups (see [Appendix 4](#)).

Appendix 4 : Picking Up an Ad

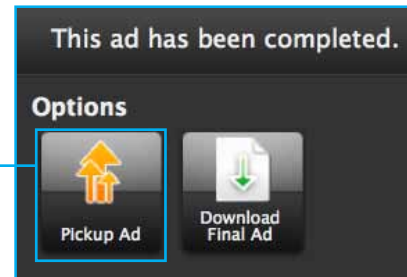
It's easy to pickup an ad that was previously submitted through the Dwell Ad Portal and resubmit it to run in an upcoming issue. If the ad you would like to pickup is not in the Dwell Ad Portal system, please contact us at modernmarket@dwell.com.

To pickup your ad, go to the "Ads" section under "Manage" in the toolbar (as previously discussed in [Appendix 3](#)). You can pickup any ad that is in the "Ad Completed" stage—be sure to confirm that your ad is in this stage.



Select the ad you would like to pickup by clicking on its thumbnail.

The ad will then appear in a preview screen. On the right-hand bar, you will see two buttons: choose "Pickup This Ad."



Once you've selected this button, follow these steps to complete the pickup process:

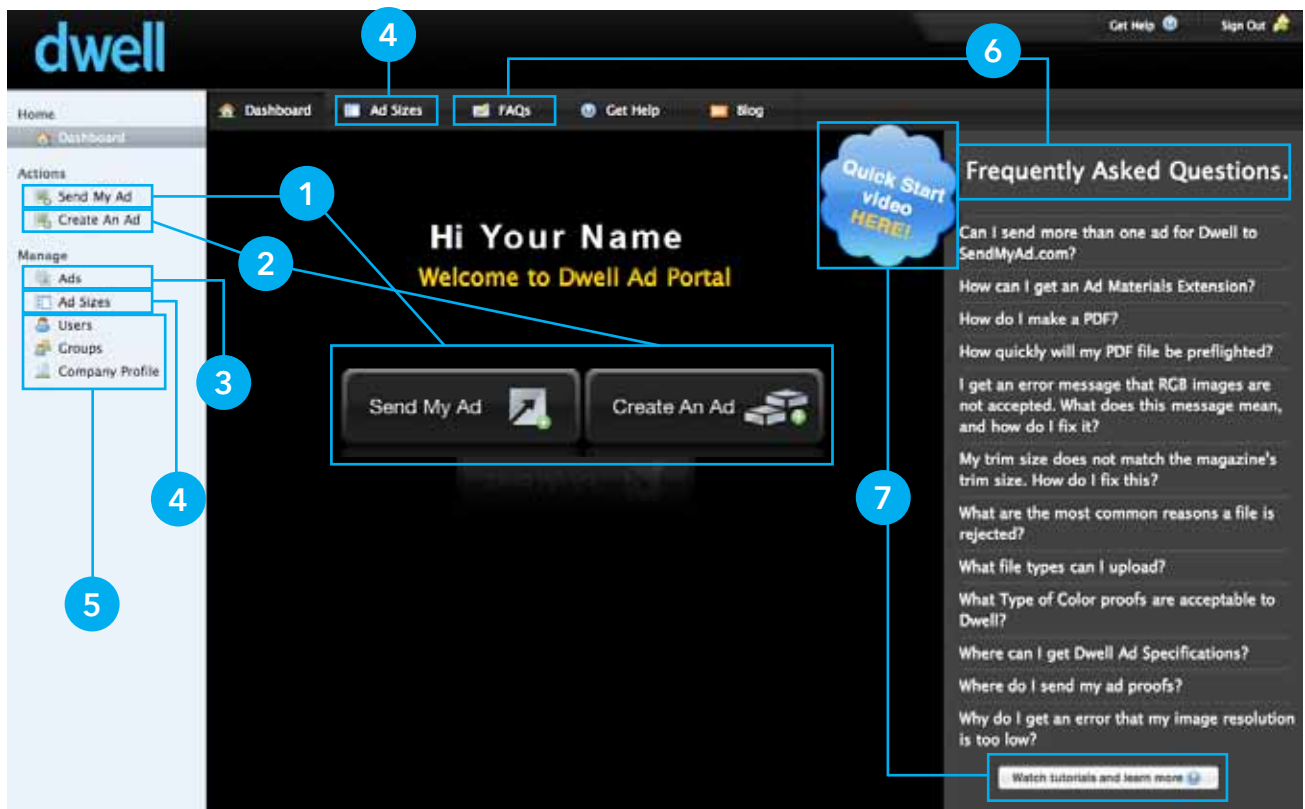
- 1 Choose "Dwell" from the publications tab. Then select your size and issue. If you have any additional instructions, please include them in the last box. Then click "Confirm Pickup."
- 2 Your ad will automatically be preflighted again. If you approve of the ad in the preview box, click "Approve Ad" to submit your pickup to Dwell.

A screenshot of the 'Step 1: Choose a new publication' form. The form asks 'Which publication do you want this Create An Ad ad to go to?' and includes the following fields: Publication: Dwell (dropdown), Ad Size: Select Size (dropdown), Issues: Available Issues (dropdown), and an 'Additional instructions' text area with a character limit of 255. A 'Confirm Pickup' button is at the bottom. A '1' in a blue circle points to the 'Confirm Pickup' button. To the right, a preview box shows a thumbs-up icon and an 'Approve Ad' button, with a '2' in a blue circle pointing to it.

Appendix 5: Dwell Ad Portal Snapshot

The main screen (below) is called the "Dashboard." Access this by clicking on the "Dashboard" link in the upper left of the navigation bar. Key areas of this screen:

- 1 The "Send My Ad" link, under "Actions," is for full page and display fractional ads only. For more information, contact your sales representative or modernmarket@dwell.com.
- 2 The "Create An Ad" link, under "Actions," is where you'll start to create your Modern Market ad. See the previous pages of this user guide for more details.
- 3 Click on "Ads," under the "Manage" section to process a pickup, view uploaded ads, and check ad status. Refer to [Appendix 3](#) for more information.
- 4 "Ad Sizes," under the "Manage" section, allows you to view available publications, ad sizes, and related dimensions.
- 5 "Users," "Groups," and "Company Profile" links allow you to set up access for other members of your organization.
- 6 Click these areas to read the Dwell Ad Portal [Frequently Asked Questions \(FAQs\)](#). If you don't find answers here, please email us at modernmarket@dwell.com.
- 7 Prefer video? Watch tutorials by clicking either of these links. CAA videos to come soon.



Modern Market FAQs: Ad Portal and General FAQs

Do I need to register to use the Dwell Ad Portal?

Yes, registration is required. It is free and only takes a minute.

Do I need to upload files to the Dwell Ad Portal?

Yes, submission of files via the Dwell Ad Portal is required. The system will quickly preflight your image and allow you to enter your text into the appropriate fields.

What is the difference between Create An Ad and Send My Ad?

Create An Ad is the portion of the Send My Ad portal system used to submit Modern Market ads. The Send My Ad portion is used for full pages, half, and third display fractional ads.

I can't select the correct issue for my ad, what is the problem?

If the issue you want is not included in the drop down menu, you are either trying to upload an ad past the deadline, or too far in advance. Contact modernmarket@dwell.com for more specific information.

I need to upload materials but it is after the materials close date, what do I do?

Contact your sales rep or modernmarket@dwell.com.

I'm unsure of which size ad I have, what do I do?

Contact your sales rep or modernmarket@dwell.com.

I want to upgrade to a 1/4th page ad, how can I do this?

Contact your sales representative, and let him/her know you'd like to upgrade.

What is the difference between the subhead and no subhead options?

The subhead refers to the smaller, italic text directly under the cyan headline before the body copy. This is optional, however you must select which format you would like to have your ad be before creating the ad.

What are the Dwell Modern Market ad specifications, and where do I find them?

You can download our ad specs at dwell.com/printads or by clicking here: [Dwell Modern Market Ad Specifications](#)

I hit my browsers' back button and have fallen out of the screen. How do I get back?

While using Create An Ad / Send My Ad it is important to use the "Back" button within the program and not your browsers' back button. To continue, go to the "Manage Ads" section and reselect the appropriate ad. If you have exited the system entirely, you will need to log-in again to continue.

After I submit my ad, the preview of the ad disappears, why is this?

Check your browser version to make sure that it is compatible with the Send My Ad / Create An Ad system requirements. If you're still having problems, contact modernmarket@dwell.com or go to "Get Help" at the top of the screen and "Report A Problem."

Will I see a proof of the ad once it has been composed by Dwell?

Yes, Dwell will send you a proof of the final ad for content verification via the portal. You will then have 2 days to review the ad and submit changes if necessary. If we do not hear from you, the ad will run as shown. All images within Modern Market run to SWOP color standards.

How will I know my ad has been received by Dwell?

Upon your approval, the ad is sent automatically to Dwell. Once your ad has been approved by Dwell, you will receive an email notification. In addition, you can check the status of your ad in the "Manage Ads" section. Ads approved by both you and Dwell will display "Completed" status.

Modern Market FAQs: [Ad Portal](#) and [General FAQs](#)

How will I know my ad has been approved by Dwell?

When your ad has been approved by Dwell, you will receive an email notification. In addition, you can check the status of your ad in the "Manage Ads" section. Ads approved by both you and Dwell will display "Completed" status.

What if I need to revise my ad after it has been approved by Dwell?

Contact modernmarket@dwell.com, being sure to include the advertisers' name and full contact information.

Do I need to submit a hardcopy SWOP proof with my Modern Market ad?

Dwell does not accept client SWOP proofs for Modern Market ads. We run all Modern Market pages to SWOP standard.

I want to pickup an ad that is not in the Ad Portal, what do I do?

Upload the original file to the Ad Portal, or email modernmarket@dwell.com with the pickup issue, filename and brief description.

What is the "Notes" button at the bottom of the screen?

This indicates that you have a message from Dwell. The portal features a chat system in which you can write messages to Dwell and receive messages from Dwell. See the [Modern Market Ad Portal User Guide, Appendix 2](#).

Modern Market FAQs: Image FAQs

My image meets Dwell specifications but will not upload to the Dwell Ad Portal, what do I do?

Review the error messages you receive, modify the file as needed and re-upload. If you are still unable to upload your file, contact us at modernmarket@dwell.com.

How quickly will my image be preflighted?

After the image has uploaded completely, you can expect to see your preflight results within a minute or two. During peak periods processing may take longer.

What image format(s) does Dwell accept?

All images must be a TIF or JPEG file. We cannot accept Photoshop, EPS, GIF, Bitmap, or PNG files.

I've received a warning stating that the "Color Space was incorrect. We found: RGB where CMYK is required." What does this mean?

Dwell requires CMYK colorspace. In the original file, check the image—including any placed or imported elements. Convert any RGB colorspaces to CMYK and re-export the file.

I've received a warning stating that the "Image Resolution was too low. We found: XX where a required minimum is 298." What does this mean?

The image resolution of your image was less than Dwell's requirement of 300 dpi. Check the image/illustration/graphic/line art in the original file. Re-upload your ad with high-resolution images. *Note: If you choose not to revise with a high-resolution image, Dwell cannot assure satisfactory reproduction of your creative.*

What does 300 dpi mean?

We require all images to be 300 dpi, which means 300 dots per inch. An image that is 300 dpi is a high-resolution image. Lower resolution images may not reproduce to your expectations. If you have further questions regarding image resolution contact modernmarket@dwell.com.

What if I want to include a logo in my ad?

Dwell requires all logos to be embedded in the advertiser-supplied image. The image size should remain true to either the 1/8th or 1/4th page ad depending on which you are running.

Can I include a logo in the white space of the ad?

All logos have to be in the image area of the ad. We cannot place logos in the white text area.

How do I convert my image from RGB to CMYK?

This conversion should be done with image editing software (eg Photoshop). If you require further information please contact modernmarket@dwell.com.

My image is RGB. Can Dwell convert it to CMYK for me?

Dwell can convert your image to CMYK with your understanding that color shifts can occur when an RGB image is converted to CMYK. Dwell cannot be held liable for such shifts.

What if my image is not to the exact Modern Market image size?

For consistency, we request all images be supplied at the exact size specification noted. If you require further information please contact modernmarket@dwell.com.

Does Dwell provide prepress services for Modern Market images (eg color correction, silhouetting)?

No, Dwell does not provide prepress services; however we can provide a vendor recommendation for you. If interested, contact modernmarket@dwell.com.

Modern Market FAQs: [Text FAQs](#)

How many words can I include in my ad?

Words counts are approximate: 50 for a 1/8 ad and 100 for a 1/4 page ad.

How many characters can the headline include?

The headline can consist of no more than 40 characters (including spaces). Please note, headline characters count in the ad's word count.

Will my text be altered by Dwell?

To maintain editorial consistency Dwell may make modifications to your text. If so, you will receive a revised proof for approval.

How can I change the ad's text after it has submitted the ad to Dwell?

Once your ad has been submitted to Dwell, you must request changes through the "Request Changes" button.

How do I go to the next line in the body copy?

To go to the next line, press the return key once.

How do I create a space between paragraphs?

Dwell Modern Market format is that an entire line space should be between paragraphs. To do this, press the return key twice. If you're having any trouble, Dwell will adjust the ad in the review process.

How can I change the text color in my ad?

Modern Market is a formatted section using Dwell design, fonts, and color palette, along with consistent image sizes and standardized typesetting. The Create An Ad system creates the ad based on the section's format.

How can I change the ad's text after it has submitted the ad to Dwell?

Once your ad has been submitted to Dwell, you must request changes through the "Request Changes" button.

Tip Sheet: Modern Market Images

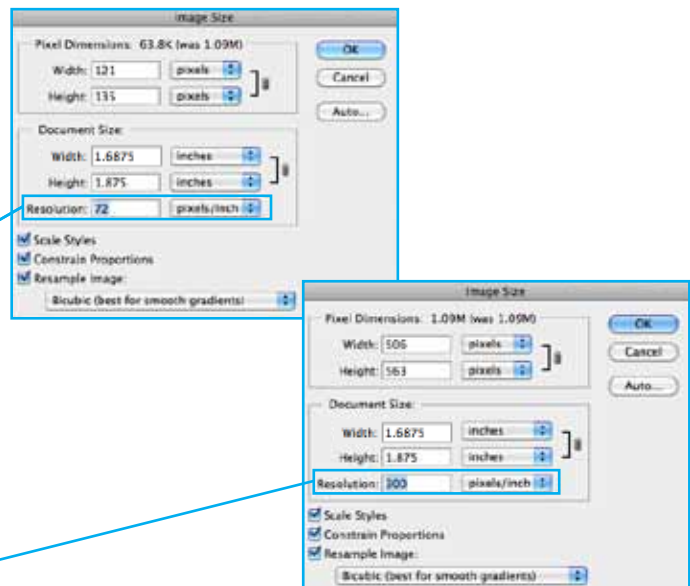
Basics

- > All images must be high resolution at 300 dpi (dots per inch). Images which are low-resolution may appear pixelated or fuzzy once printed and will likely not reproduce with high quality. *Dwell cannot assure satisfactory reproduction of your creative if it not 300 dpi as indicated in our ad specs.*
- > All images must be in CMYK color space. Not RGB color space or containing a PMS color.
- > Dwell prefers that there are no logos in the image space, but if you wish to have a logo in your image, you must supply the image as one single file. Logos cannot be placed in the text area.
- > Dwell prefers strictly image and not text included in the actual image, but if you do use text in the image, please be advised that we strongly recommend 100% K only for black text and small multi-colored type.
- > Dwell strongly recommends a maximum ink density of 280, not to exceed 300%.
[This 3rd party link](#) can provide guidance on adjusting file ink density.
- > If you have any additional problems, contact us at modernmarket@dwell.com.

Having trouble with your image when trying to upload?

Error Message: Image Resolution was too low.
We found: 72 where a required minimum is 298.

- > Check the resolution of your image in Photoshop by opening the Image Size information. (*Image > Image Size*)
- > In the example to the right, you'll see that the image resolution is 72 pixels/inch. This means the image is low resolution at 72 dpi. Dwell can not use this for print.
- > Our recommendation would be to go back to the original photograph taken before resizing and adjustment and check the resolution of that image. Or if you've had it outsourced, check with the photographer / designer contact. We need the image at 300 dpi.



Error Message: Color space was incorrect.
We found: RGB where CMYK is required.

- > Check the color space of your image in Photoshop by looking at (*Image > Mode*).
- > If the image is RGB, you'll see a checkmark next to *RGB Color*.
- > You can also tell by looking at the file name in the top of image box.
- > You can convert the image automatically to CMYK by selecting the CMYK color (*Image > Mode > CMYK Color*). Note: This is an automatic conversion, and color shifts may occur, and you may need to make adjustments. See [this third party link](#) for more detailed information.

