

# Tip Sheet: Modern Market Images

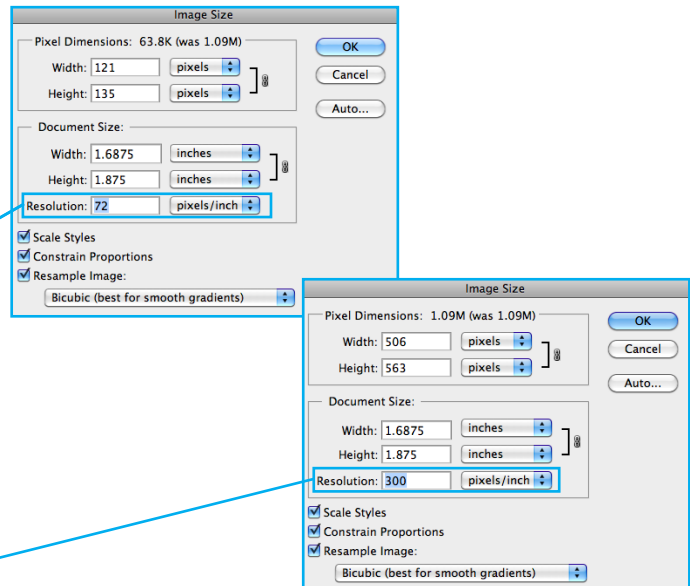
## Basics

- > 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](mailto: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.

