

KB3IFH QSL CARDS

QSL Tips & Resolution Chart

Here's a list of tips that will help you create the best possible QSL card. Feel free to contact me at KB3IFH@arrl.net or 410-440-0282 if you have any questions.

- Final trim size of your QSL card is 3.5" x 5.5". All photos and graphic elements must be proportional to this size.
- When shipping materials please use cardboard inside the envelope. My local Post Office enjoys folding large envelopes, even their own Priority Mail folders.
- Supplied graphics should be 300DPI and saved as an JPEG, EPS or TIFF files. We can accept almost any format, though.
- When using your digital camera, always shoot your images at the highest resolution the camera is capable of shooting.
- Logos / photos on the Internet are 72dpi and generally too low resolution for print reproduction. They are meant for screen resolution and will reproduce poorly when printed. Try to get the logo from the organization. Many times they are on their website or you can email the webmaster and request a high resolution version.
- **LOW RESOLUTION PHOTOGRAPHS** - If your photo resolution is too low try going to your local store and have prints made. These are much more forgiving. We can then scan your print at no additional charge.
- **PHOTOGRAPHS** - If you have photographs please send them to me so I can scan them for you on my professional scanner giving you the best quality reproduction possible. (No add'l charge !!) Most desktop scanners reproduce images for web pages and home printing just fine, but very poorly for high end printing.
- **FONTS** - Download a pdf of fonts I have available for you to use to design your QSL card. (http://kb3ifh.homestead.com/KB3IFH_QSL_Type_styles.pdf)
- Rough layouts and sketches are always welcome in MS Word, Publisher, or PDF's. Final production of your card is produced in Adobe InDesign, Illustrator, and Photoshop.

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72 DPI



150 DPI



300 DPI



Resolution of your photos and artwork plays a major role in the quality of your images and the final printing of your QSL card. Most images you see on the internet are 72dpi and are meant for screen resolution (What you see on your monitor). Printing will require images to be between 200-300 dpi for a quality reproduction.

You can see the effect of resolution to the 3 images on the left. When shooting images with your digital camera always set the camera to its highest resolution / quality image it can reproduce.

Feel free to contact me if you have questions about image quality.

Zoom into these images to see the effect of resolution.

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