

Desired file formats for WRAL.com to create your online ad:

When submitting artwork to WRAL.com for your online ad, the general rule of thumb is that your ad can only look as good as the artwork that you provide.

For your company's logo, it is preferred that you provide a VECTOR .EPS image that was created in a vector-based program such as Adobe Illustrator, Freehand or Corel Draw. **Please ensure that all fonts are converted to paths.**

Here is a list of desired file formats:

Format:	Options:	Notes:
.JPEG	RGB - 8 Bits/Channel 72 pixels/inch	Image size equivalent to ad size
.EPS	RGB - 8 Bits/Channel 72 pixels/inch <i>or</i> Vector, RGB (convert text to outlines)	Image size equivalent to ad size
.AI	RGB	convert text to outlines
.PNG	RGB 72 pixels/inch PNG 8, PNG 24, PNG 32	Image size equivalent to ad size
.PSD	RGB - 8 Bits/Channel 72 pixels/inch	Image size equivalent to ad size
.TIF	RGB - 8 Bits/Channel 72 pixels/inch	Image size equivalent to ad size

If you have any questions, contact:

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